


PERSONAL INFORMATION

Iulia-Cristina MUREŞAN



 University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca Str. Manastur 3-5, Cluj-Napoca, 400372, Cluj, Romania

 [iulia.muresan@usamvcluj.ro](mailto:iulia.muresan@usamvcluj.ro) 



Sex Female | Date of birth 04/07/1983 | Nationality Romanian

WORK EXPERIENCE

October 2022 - present

**Professor**

University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca,  
Department of Economic Sciences  
Str. Manastur 3-5, Cluj-Napoca, 400372, Cluj, Romania

- Teaching and research activities
- Academic counsellor

**Business or sector** Higher education

From October 2017 - October 2022

**Associate professor**

University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca,  
Department of Economic Sciences  
Str. Manastur 3-5, Cluj-Napoca, 400372, Cluj, Romania

- Teaching and research activities
- Academic counsellor

**Business or sector** Higher education

From October 2013 - October 2017

**Lecturer**

University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca,  
Department of Economic Sciences  
Str. Manastur 3-5, Cluj-Napoca, 400372, Cluj, Romania

- Teaching and research activities
- Academic counsellor

**Business or sector** Higher education

January 2012 - October 2013

**Teaching Assistant**

University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca,  
Department of Economic Sciences  
Str. Manastur 3-5, Cluj-Napoca, 400372, Cluj, Romania

- Teaching and research activities
- Scientific Secretary of Department of Economic Sciences

**Business or sector** Higher education

February 2009 - January 2012

**Junior Assistant**

University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca,  
Department of Economic Sciences  
Str. Manastur 3-5, Cluj-Napoca, 400372, Cluj, Romania

- Teaching and research activities

**Business or sector** Higher education

EDUCATION AND TRAINING

October 2008 - December 2011	<p>Doctor in Agronomy, Specialization: Management and marketing in agriculture</p> <p>University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca</p> <ul style="list-style-type: none"> <li>▪ Rural tourism, rural development</li> </ul>	ISCED 8
October 2008 - July 2011	<p>Bsc in Economics</p> <p>Babeş-Bolyai University Cluj-Napoca, Romania, Faculty of Economic and Business Administration</p> <p>Business administration</p>	ISCED 6
October 2007 - February 2009	<p>Master Agribusiness</p> <p>University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca</p> <ul style="list-style-type: none"> <li>▪ Agribusiness</li> </ul>	ISCED 7
October 2005 - July 2007	<p>Bsc in Engineering and Agro-touristic Management</p> <p>University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca</p> <ul style="list-style-type: none"> <li>▪ Tourism, Rural Development</li> </ul>	ISCED 6

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
French	A2	A2	A2	A2	A2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

Communication skills good communication skills gained through my experience as teacher and as member in different research projects

Organisational / managerial skills

- experience in research projects as member and project management
- experience in organizing scientific conferences

Job-related skills

- teaching skills
- research and data analysis skills

Computer skills Other skills

- good command of Microsoft Office™ tools; SPSS; WinMentor
- Multitasking and good in working under stress

Driving licence B

## ADDITIONAL INFORMATION

## Publications

## Selective list

1. Mihai, V.C.; Dumitras, D.E.; Oroian, C.; Chiciudean, G.O.; Arion, F.H.; Mureșan, I.C. Exploring the Factors Involved in Tourists' Decision-Making and Determinants of Length of Stay. *Adm. Sci.* 2023, 13, 215. <https://doi.org/10.3390/admsci13100215>
  2. Muresan, I.C.; Harun, R.; Arion, F.H.; Brata, A.M.; Chereches, I.A.; Chiciudean, G.O.; Dumitras, D.E.; Oroian, C.F.; Tirpe, O.P. Consumers' Attitude towards Sustainable Food Consumption during the COVID-19 Pandemic in Romania. *Agriculture* 2021, 11, 1050. <https://doi.org/10.3390/agriculture11111050>. WOS:000724749300001
  3. Muresan, I.C.; Harun, R.; Arion, F.H.; Fatah, A.O.; Dumitras, D.E. Exploring Residents' Perceptions of the Socio-Cultural Benefits of Tourism Development in the Mountain Area. *Societies* 2021, 11, 83. <https://doi.org/10.3390/soc11030083>. WOS:000702020700001
  4. Dumitras, D.E.; Mihai, V.C.; Jitea, I.M.; Donici, D.; Muresan, I.C. Adventure Tourism: Insight from Experienced Visitors of Romanian National and Natural Parks. *Societies* 2021, 11, 41. <https://doi.org/10.3390/soc11020041>. WOS:000665448300001
  5. Muresan, I. C., Harun, R., Arion, F. H., Oroian, C. F., Dumitras, D. E., Mihai, V.C., Ilea, M., Chiciudean, D. I., Gliga, I.D., Chiciudean, G. O., Residents' Perception of Destination Quality: Key Factors for Sustainable Rural Developmen Sustainability 2019, 11(9), 2594. <https://doi.org/10.3390/su11092594>. WOS: 469518700142
  6. Harun, R., Chiciudean, G.O., Sirwan, K., Arion, F.H., Muresan, I.C., 2018, Attitudes and Perceptions of the Local Community towards Sustainable Tourism Development in Kurdistan Regional Government, Iraq, Sustainability, 2018, 10(9), 2991; <https://doi.org/10.3390/su10092991>. WOS:000446604500046
  7. Muresan, I.C., Oroian, C.F., Harun, R., Arion, F.H., Porutiu, A., Chiciudean, G.O., Todea, A., Lile, R. (2016): Local Residents' Attitude toward Sustainable Rural Tourism Development. *Sustainability* 8(1), 100; doi:10.3390/su8010100. WOS 000372456200098
  8. Muresan, I. C., Chiciudean, G. O., Harun, R., Arion, F. H., Porutiu, A., Chiciudean, D. I., Oroian, I. G., Jitea, M. I., 2017. Constraints on Use of Renewable Energy Technologies in the Rural Area: a Case Study from the North-West Region of Romania *Journal of Environmental Protection and Ecology*, 18, 4, Sofia, Bulgaria, 1746–1753. WOS:000423283800048.
  9. Muresan, I.C.; Harun, R.; Arion, F.H.; Brata, A.M.; Chereches, I.A.; Chiciudean, G.O.; Dumitras, D.E.; Oroian, C.F.; Tirpe, O.P. Consumers' Attitude towards Sustainable Food Consumption during the COVID- 19 Pandemic in Romania. *Agriculture* 2021, 11, 1050. <https://doi.org/10.3390/agriculture11111050>. WOS:000724749300001
  10. Dumitras, D.E.; Harun, R.; Arion, F.H.; Chiciudean, D.I.; Kovacs, E.; Oroian, C.F.; Porutiu, A.; Muresan, I.C. Food Consumption Patterns in Romania during the COVID-19 Pandemic. *Foods* 2021, 10, 2712. <https://doi.org/10.3390/foods10112712>.
  11. Muresan, I.C.; Harun, R.; Arion, F.H.; Fatah, A.O.; Dumitras, D.E. Exploring Residents' Perceptions of the Socio-Cultural Benefits of Tourism Development in the Mountain Area. *Societies* 2021, 11, 83. <https://doi.org/10.3390/soc11030083>. WOS:000702020700001
  12. Muresan, I. C., Harun, R., Arion, F. H., Oroian, C. F., Dumitras, D. E., Mihai, V.C., Ilea, M., Chiciudean, D. I., Gliga, I.D., Chiciudean, G. O., Residents' Perception of Destination Quality: Key Factors for Sustainable Rural Developmen Sustainability 2019, 11(9), 2594. <https://doi.org/10.3390/su11092594>. WOS:4695187001
1. FOODCoST: FOOD Costing and Internalisation of Externalities for System Transition, membru
  2. CA21134 - Towards zer0 Pesticide AGRiculture : European Network for sustainability, membru
  3. Dezvoltarea de produse turistice sustenabile la nivel internațional", beneficiar S.C. WENS TOUR S.R.L., 2021-2023, în calitate de director de proiect.
  4. „Oportunități de valorificare internațională a potențialului turistic al Văii Gurghiului prin produse turistice rurale”, beneficiar S.C. Ibănești Pădure S.R.L., 2021-2023, în calitate de director de proiect.
  5. Servicii de elaborare studiu lanțuri valorice și consultanță în elaborare și implementare a strategiei de intervenție în rândul comunității române din județele Cluj și Mureș, Finanțator: Fundația FAER, 2016-2018, director de proiect.
  6. Dezvoltarea piețelor locale, bazate exclusiv pe lanțuri scurte de aprovizionare, în scopul susținerii comercializării fructelor din regiunea Crișana, finanțare prin submăsura SM16.4/16.4.a "Sprijin acordat pentru cooperare orizontală și verticală între actorii din lanțul de aprovizionare în sectoarele agricol și pomicol", din cadrul PNDR 2014-2020, coordonator proiect Asociația pentru Cercetarea și Promovarea Produselor Agroalimentare Crișana, 2017-2019, responsabil din partea USAMV Cluj-Napoca;
  7. High Nature Value Farming: Learning, Innocation and Knowledge, finanțat în cadrul H2020 - EU.3.2 – Societal Challenges – Food security, sustainable agriculture, marine, maritime and inland water research and the bioeconomy, membru în echipa de cercetare din partea USAMV Cluj-Napoca

## Projects

February 2024, Cluj-Napoca

Iulia-Cristina MUREȘAN