

# Curriculum vitae

## Europass

### Personal information



Name / First name  
E-mail

**Pocol Cristina Bianca**  
cristina.pocol@usamvcluj.ro

**Professional experience**  
Period

Function or post held

Main activities and responsibilities

Name and address of employer

Type of business or sector  
Period

Function or position

Main activities and responsibilities

Name and address of employer

Type of business or sector  
Period

Function or position

Main activities and responsibilities

Name and address of employer

Type of business or sector  
Period

Function or position

Main activities and responsibilities

Name and address of employer

Type of business or sector  
Period

Function or position

#### 2017 - present

Professor, Department of Animal Production and Food Safety, University of Agricultural Sciences and Veterinary Medicine Cluj Napoca  
Teaching and research activity, PhD supervisor in Agronomy, Director of the Doctoral School of Agricultural Engineering Sciences, Member of the Senate of USAMV Cluj Napoca, Head of *Bureau de la Francophonie, Centre de Réussite universitaire (CRU)* and *Centre d'employabilité francophone (CEF)* - USAMV Cluj Napoca, Member of the Regional Commission of Experts - Agence Universitaire de la Francophonie in Central and Eastern Europe

University of Agricultural Sciences and Veterinary Medicine Cluj Napoca, Faculty of Veterinary Medicine, Calea Mănăștur, nr. 3-5, Cluj Napoca, Romania

Higher Education, Research

#### 2014 - 2017

Associate Professor, Department of Economics, University of Agricultural Sciences and Veterinary Medicine Cluj Napoca

Teaching and research activity, Head of *Bureau de la Francophonie, Centre de Réussite universitaire (CRU)* - of USAMV Cluj Napoca

University of Agricultural Sciences and Veterinary Medicine Cluj Napoca, Faculty of Horticulture, Calea Mănăștur, nr. 3-5, Cluj Napoca, Romania

Higher Education, Research

#### 2011-2014

Lecturer, Department of Economics, University of Agricultural Sciences and Veterinary Medicine Cluj Napoca

Teaching and research activity, Academic advisor of the Department of Economics (2012-2014)

Spokesperson of USAMV Cluj Napoca (2012-2013)

University of Agricultural Sciences and Veterinary Medicine Cluj Napoca, Faculty of Horticulture, Calea Mănăștur, nr. 3-5, Cluj Napoca, Romania

Higher Education, Research

#### 2008 - 2011

Assistant Professor, Department of Business Administration, Department of Management and Economic Engineering in Agriculture, University of Science Agriculture and Veterinary Medicine Cluj Napoca

Teaching and research activity, Quality assurance officer

University of Agricultural Sciences and Veterinary Medicine Cluj Napoca, Faculty of Horticulture, Calea Mănăștur, nr. 3-5, Cluj Napoca, Romania

Higher Education, Research

#### 2004 - 2007

Financial expert

Main activities and responsibilities	Financial Management of European Projects: Erasmus, Leonardo da Vinci, Phare
Name and address of employer	University of Agricultural Sciences and Veterinary Medicine Cluj Napoca, Office for Community Programmes, Calea Mănăștur, nr. 3-5, Cluj Napoca, Romania
Type of business or sector	Higher Education, European Projects
<b>Education and training</b>	
Period	<b>2017</b>
Qualification / diploma obtained	Certificate of Habilitation
Period	<b>2005-2008</b>
Qualification / diploma obtained	Doctor
Principal fields of study / competences acquired	Management and Marketing of beekeeping products in Romania and the European Union
Name and type of educational institution / training provider	University of Agricultural Sciences and Veterinary Medicine Cluj Napoca
Period	<b>2001-2004</b>
Qualification / diploma obtained	Manager
Principal fields of study / competences acquired	Management and Business Administration, Economics, Marketing, Accounting.
Name and type of educational institution / training provider	Université d'Auvergne, Institut Universitaire Professionnalisé - Management et Gestion des entreprises", Clermont-Ferrand, France, The French-Romanian Administration Institute Cluj Napoca
Period	<b>1995 - 2000</b>
Qualification / diploma obtained	Economist
Principal fields of study / competences acquired	International Economic Relations, Trade Policy
Name and type of educational institution / training provider	"Babeș-Bolyai" University, Faculty of Economics, Cluj Napoca, Romania
<b>Participation in national and international research and development programmes</b>	
<ol style="list-style-type: none"> <li>1. PNII Programme, Project type PD, project title - TECHNICAL - ECONOMIC ANALYSIS OF APICULTURE IN THE NORTH WEST REGION OF ROMANIA TO ENSURE SUSTAINABLE DEVELOPMENT OF THE APICULTURAL SECTOR, 2010-2012, position in the project - project manager;</li> <li>2. PNII Programme, Project type TD, project title - MARKETING OF APICULTURE PRODUCTS IN ROMANIA AND THE EUROPEAN UNION, 2007-2008, position in the project - project manager;</li> <li>3. CEEX Programme, in partnership with USAMV Ion Ionescu de la Brad Iasi, Funding Contract no. 10298/2005, project title - RESEARCH ON THE AGRONOMIC AND FOOD VALUE OF THE MAIN PRACTICAL ECOSYSTEMS IN ROMANIA, UNDER THE CONDITIONS OF SUSTAINABLE MANAGEMENT AND MAINTENANCE OF PLANT CROP BIODIVERSITY, 2005-2008, position in the project - economist;</li> <li>4. CEEX Programme, in partnership with ICDP Brasov, Funding Contract no. 14/2005, project title - ECOLOGICAL RECONSTRUCTION OF LANDSCAPES DEGRADATED BY NATURAL AND ANTHROPOIC FACTORS, 2005-2008, project position - economist;</li> </ol>	
<b>National research and development programmes</b>	

5. CEEEX Programme, in partnership with ICDP Brasov, Funding Contract no. 38/2005, project title - SCIENTIFIC AND TECHNOLOGICAL MANAGEMENT OF THE NATIONAL PASTORAL HERITAGE IN THE CONTEXT OF SUSTAINABLE AGRICULTURE, 2005-2008, project position - economist;
6. Sector Plan 6.3.4, in partnership with ICDP Brasov, Funding Contract no. 338/2006, project title - ASSESSMENT OF THE PRODUCTIVE POTENTIAL OF MOUNTAIN PASTURES AND ESTABLISHMENT OF TECHNOLOGICAL MEASURES TO INCREASE THE PRODUCTION OF GREEN MASS, 2006-2010, project position - economist;
7. Sector Plan 6.3.1, in partnership with ICDP Brasov, Funding Contract no. 339/2006, project title CONSERVATION OF BIODIVERSITY OF THE MOUNTAIN AGROECOSYSTEM, 2006-2010, project position - economist;
8. Project funded by Banca Transilvania, entitled "AGRO INTERGENERATION", 2020-2024, position in the project - project manager;

1. Phare Programme 2002, CENTRE FOR VOCATIONAL TRAINING OF ADULTS THROUGH QUALIFICATION/RETRAINING AND SPECIALIZATION/HEALTH TRAINING COURSES IN ORDER TO HARMONIZE WITH THE EUROPEAN UNION LEGISLATION IN THIS FIELD, 2005-2006, position within the project - assistant manager;
2. Leonardo da Vinci project, Community action programme in the field of vocational training, Procedure B, Project code: RO/03/B/P/PP 175064, project title - QUALITY MANAGEMENT NETWORK FOR CEECs (CENTRAL AND EAST EUROPEAN COUNTRIES), 2004-2006, project position - financial expert;
3. Leonardo da Vinci project, project title EUROPEAN NETWORK TO STRENGTHEN AGRICULTURE AND RURAL DEVELOPMENT ENHANCING SKILLS, coordinator Regione Marche Servizio Instruzione, Formazione e Lavoro, Italy, 2006-2008, position in the project - financial expert;
4. Erasmus Intensive Programme - FOOD AND HEALTH, organised by the University of Ghent, Belgium, in collaboration with USAMV Cluj Napoca, from 18 February to 3 March 2007, participation in the intensive training courses and obtaining the diploma of expert in food safety;

5. Erasmus programme, project title - GREEN FOOD INDUSTRIES, 2012-2015, position in the project - member of the research team;
6. MAKIS project, financed by the World Bank, entitled "TRAINING OF THE EXTENSION AND ADVISORY SPECIALISTS, FOOD INSPECTORS AND AGRICULTURAL RESEARCHERS FOR THE NORTH-WEST AND CENTRAL REGION (COUNTIES ALBA, BISTRITA, CLUJ, HARGHITA, MARAMUREŞ, MUREŞ, SATU-MARE, SĂLAJ)", 2008-2010, position in the project - financial expert;
7. Makis project, funded by the World Bank, entitled "COMPARATIVE STUDY OF PRODUCTION COSTS IN ORGANIC FARMING SYSTEM AND CONVENTIONAL FARMING SYSTEM IN CROP PRODUCTION", 2009-2012, position in the project - member of the research team;
8. Makis/Cesar project, funded by the World Bank, entitled "TRAINING OF TRAINERS IN SOCIO-ECONOMIC ORIENTATION FOR THE POPULATION IN AGRICULTURE" - Contract 2311/26.11.2012, 2012-2013, position in the project - trainer;
9. Project POSDRU ID 53513, financed by the European Social Fund, "AN INTEGRATED INTERVENTION TO STRENGTHEN SOCIAL ENTREPRENEURSHIP OF VULNERABLE WOMEN", 2010-2013,

## International programmes

position in the project - expert type B;

10. AUF project "RENFORCEMENT DU FRANÇAIS ET DE LA RECHERCHE EN FRANÇAIS POUR LES ETUDIANTS NON-SPECIALISTES DANS UN CLIMAT MULTICULTUREL ET FRANCOPHONE", 2011-2013, position in the project - member of the research team;
11. AUF project "MASTER EN AGRICULTURE, CHANGEMENTS CLIMATIQUES ET SECURITE ALIMENTAIRE", 2014-2016, code BECO 290, position in the project - project manager;
12. AUF project "LICENCE EN MÉDECINE VÉTÉRINAIRE", 2016-2018, code BECO S0105COV65608 FRO 1260 DEM-COV, position in the project - project manager;
13. AUF project "FORMATION PROFESSIONNELLE EN GASTRONOMIE FRANÇAISE DES FUTURS CADRES DU SECTEUR DE LA RESTAURATION EN ROUMANIE", 2016-2017, position in the project - project manager;
14. AUF project "RESEAU REGIONAL FRANCOPHONE SUR LA SANTE, LA NUTRITION ET LA SECURITE ALIMENTAIRE (SAIN)", 2017-2019, position in the project - project manager;
15. AUF project "DEVELOPPEMENT DU METIER DE MARECHALERIE EN ROUMANIE", 2017-2019, position in the project - project manager;
16. AUF project "RENFORCEMENT DES COMPÉTENCES PROFESSIONNELLES ET DE L'INSERTION PROFESSIONNELLE DES ÉTUDIANTS DE L'USAMV CLUJ-NAPOCA", 2018-2019, position in the project - project manager;
17. AUF project "ZÉRO GASPILLAGE - POUR UNE PRODUCTION ET UNE CONSOMMATION RESPONSABLES EN ECO", 2019-2020, position in the project - project manager;
18. AUF project "DEVELOPPEMENT DURABLE DE L'APICULTURE: ENJEUX ECONOMIQUES, ECOLOGIQUES, DE DEVELOPPEMENT RURAL ET DE SANTE PUBLIQUE", 2019-2021, position in the project - project manager;
19. AUF project "DEVELOPING CSR ACTIONS FOR A BETTER SOCIETY: EXPERTISE MULTI PAYS", 2019-2021, position in the project - project manager;
20. AUF project "ROMOBEN ECONOMIE DURABLE, DU SOCIAL AU CIRCULAIRE. UN PROJET SYNERGIQUE SUR LES CAUSES PROFONDES DU GASPILLAGE ET DE LA PERTE ALIMENTAIRES EN ROUMANIE, MOLDAVIE ET BENIN", 2022-2023, position in the project - project manager;
21. ERA Net project "INNOVATIVE AND SUSTAINABLE INTENSIFICATION OF INTEGRATED FOOD AND NON-FOOD SYSTEMS IN EUROPE - SUSTAINFARM", 2016-2017 position in the project - member of the research team.
22. POCU project /82/3/7/106532, "LEARN2DO4ENTREPRENEURSHIP", 2018, position in the project - member of the implementation team;
23. POCU project /82/3/7/103946, "START-UP PLUS IN NORTH-WEST", 2018, position in the project - member of the implementation team.
24. POCU project /379/6/21/124185, "CEO ENTREPRENEUR - COMPETITIVENESS, EXCELLENCE, OPPORTUNITY!", 2019-2021, position in the project - member of the implementation team.
25. POCU project No. OIPOSDRU NV 19730/23.12.2021, "TODAY'S STUDENT TOMORROW'S ENTREPRENEUR!", position in the project - member of the implementation team.
26. Project H2020 LOW-INPUT FARMING AND TERRITORIES. INTEGRATING KNOWLEDGE FOR IMPROVING ECOSYSTEM-

BASED FARMING, no. 770747, acronym -LIFT, 2018-2022, position in the project - member of the research team.

27. Project financed by the World Bank, entitled "ROMANIA'S COMMON AGRICULTURE POLICY (CAP). PROGRAMMING SUPPORT - SURVEY OF FAMILY FARMS IN THE TRANSILVANIAN REGION - RESEARCH SERVICES", no. 6347/19.04.2021, 2021, position in the project - project manager;

### Awards

2007 – Merit Certificate for outstanding results in research activity in 2007, awarded by the University of Agricultural Sciences and Veterinary Medicine of Cluj Napoca;

2010 - Diploma of Excellence "Assistant of the year 2009-2010", awarded by the University of Agricultural Sciences and Veterinary Medicine of Cluj Napoca.

2014 - Diploma of Excellence "Lecturer of the year 2012-2013", awarded by the University of Agricultural Sciences and Veterinary Medicine of Cluj Napoca.

2015 - Diploma of Excellence "Lecturer of the academic year 2013-2014", awarded by the University of Agricultural Sciences and Veterinary Medicine of Cluj Napoca.

2017 - "Medal of Honour" for involvement in institutional development in 2016, awarded by the University of Agricultural Sciences and Veterinary Medicine of Cluj Napoca.

2021 - Chevalier dans l'Ordre des Palmes Académiques - Ministry of National Education, Youth and Sports of France.

- Member of the EUROPEAN ASSOCIATION OF AGRICULTURAL ECONOMISTS - EAAE;
- Member of the "SOCIETE FRANÇAISE D'ECONOMIE RURALE";
- Member of the INTERNATIONAL BEE RESEARCH ASSOCIATION;
- Member of the EUROPEAN SOCIETY FOR AGRICULTURAL AND FOOD ETHICS;

- Founding member of the "TRANSYLVANIAN SOCIETY OF HORTICULTURE AND FORESTRY" as censor;
- Member of "BIOTERRA BIOAGRICULTURE ASSOCIATION OF ROMANIA";
- Member of the "ASSOCIATION OF ORGANIC HONEY PRODUCERS IN ROMANIA";
- Honorary member of the "ASSOCIATION FOR A HEALTHY FUTURE";
- Member of the REGIONAL COMMITTEE OF EXPERTS OF THE UNIVERSITY AGENCY OF FRANCOPHONY IN CENTRAL AND EASTERN EUROPE, Commission for Agricultural Sciences/Agronomy, for the period 2022-2026;
- Honorary member of the "GEORGE BARIȚIU" INSTITUTE OF HISTORY OF THE ROMANIAN ACADEMY;
- Reviewer of ISI and BDI journals: British Food Journal, Sustainability, International Journal of Public Health, Applied Sciences, Horticulturae, Cogent Food & Agriculture, Nutrients, International Journal of Environmental Research and Public Health, European Journal of International Management, Agronomy, Oeconomia Copernicana, Foods, Food Control, Frontiers in Psychology, Frontiers in Public Health, European J. of International Management, Kybernetes, Cogent Economics & Finance, Agriculture, Kybernetes.

- 2010-2012, Postdoctoral research within the project "TECHNICAL-ECONOMIC ANALYSIS OF APICULTURE IN THE NORTH-WEST REGION OF ROMANIA WITH A VIEW TO ENSURING SUSTAINABLE DEVELOPMENT OF THE APICULTURAL SECTOR", as project manager;
- 2011, postgraduate specialisation, graduation certificate issued by the Ministry of Labour, Family and Social Protection and the Ministry of Education, Research and Innovation, for the occupation "trainer";

### Membership of scientific societies, membership of scientific society boards, membership of journal boards

### Research in postgraduate programmes and postgraduate specialisations

- 2011, postgraduate specialisation, certificate of professional competence issued by the National Council for Qualifications and Vocational Training of Adults, for the occupation "project manager".

#### Foreign language(s)

##### Self-assessment

##### European level (\*)

##### English

##### French

##### Spanish

	Understanding				Spoken				Written	
	Listening skills	Reading skills	Interaction	Expression					B	Independent User
English	B2 Independent User	B2 Independent User	B2 Independent User	B2 Independent User					2	Independent User
French	C1 Experienced User	C1 Experienced User	C1 Experienced User	C1 Experienced User					1	Experienced User
Spanish	A2 Basic user	A Basic user	A2 Basic user	A Basic user					2	Basic user

(\*) European Framework of Reference for Languages

#### Social skills and competences

Persevering, creative, I am always open to innovation and want to successfully complete the projects I am involved in.

#### Organisational skills and competences

I like teamwork and organising international activities through cooperation between universities.

#### Computer skills and knowledge

Microsoft Office (Word, Excel, Powerpoint)

#### Artistic competences and skills

Member of the choir "Intermezzo", piano player

#### Other competences and skills

Organising training meetings and volunteering activities with students

#### Driving licence

Category B

#### Most representative publications:

1. Pocol, C. B., Stanca, L., Dabija, D. C., Câmpian, V., Mișcoiu, S., & Pop, I. D. (2023). A QCA Analysis of Knowledge Co-Creation Based on University–Industry Relationships. *Mathematics*, 11(2), 388.
2. Pocol, C. B., Amuza, A., Moldovan, M. G., Stanca, L., & Dabija, D. C. (2023). Consequences of Recent Crises on the FLW Consumer Behaviour: A National Wide Representative Research—The Case of Romania. *Foods*, 12(10), 1973.
3. Sabău, M. M., Mititean, P., Pocol, C. B., & Dabija, D. C. (2023). Factors Generating the Willingness of Romanian Consumers to Buy Raw Milk from Vending Machines. *Foods*, 12(11), 2193.
4. Trentinaglia, M. T., Cavicchioli, D., Pocol, C. B., & Baldi, L. (2023). Where was my cup of honey made? PDO honey and sub-regional ethnocentric consumer segments. *British Food Journal*, 125(13), 296-315.
5. Pocol, C. B., Stanca, L., Dabija, D. C., Pop, I. D., & Mișcoiu, S. (2022). Knowledge co-creation and sustainable education in the labor market-driven university–business environment. *Frontiers in Environmental Science*, 10, 781075.
6. Glogovețan, A. I., Dabija, D. C., Fiore, M., & Pocol, C. B. (2022). Consumer perception and understanding of European Union quality schemes: A systematic literature review. *Sustainability*, 14(3), 1667.
7. Moldovan, M. G., Dabija, D. C., & Pocol, C. B. (2022). Resources Management for a Resilient World: A Literature Review of Eastern European Countries with Focus on Household Behaviour and Trends Related to Food Waste. *Sustainability*, 14(12), 7123.
8. Pocol, C. B., Marinescu, V., Dabija, D. C., & Amuza, A. (2021). Clustering Generation Z university students based on daily fruit and vegetable consumption: Empirical research in an emerging market. *British Food Journal*, 123(8), 2705-2727.
9. Benedek, Z., Fertő, I., Galamba Marreiros, C., Aguiar, P. M. D., Pocol, C. B., Čechura, L., ... & Bakucs, Z. (2021). Farm diversification as a potential success factor for small-scale farmers constrained by COVID-related lockdown. Contributions from a survey conducted in four European countries during the first wave of COVID-19. *PLoS one*, 16(5), e0251715.
10. Pocol, C. B., Šedík, P., Brumă, I. S., Amuza, A., & Chirisanova, A. (2021). Organic beekeeping practices in Romania: Status and perspectives towards a sustainable development. *Agriculture*, 11(4), 281.
11. Cena, H., Porri, D., De Giuseppe, R., Kalmpourtzidou, A., Salvatore, F. P., El Ghoch, M., ... & Kolčić, I. (2021). How Healthy Are Health-Related Behaviors in University Students: The HOLISTIC Study. *Nutrients*, 13(2), 675.
12. Pocol, C. B., Pinoteau, M., Amuza, A., Burlea-Schiopou, A., & Glogovețan, A. I. (2020). Food waste behavior among Romanian consumers: A cluster analysis. *Sustainability*, 12(22), 9708.
13. Pocol, C. B., Marinescu, V., Amuza, A., Cadar, R. L., & Rodideal, A. A. (2020). Sustainable vs. Unsustainable Food Consumption Behaviour: A Study among Students from Romania, Bulgaria and Moldova. *Sustainability*, 12(11), 4699.
14. Šedík, P., Pocol, C. B., Horská, E., & Fiore, M. (2019). Honey: food or medicine? A comparative study between Slovakia and Romania. *British Food Journal*, 121(6), 1281-1297.

15. Pocol, C. B., Dumitraş, D. E., & Teselios, C. M. (2018). Exploring young students attitudes towards a sustainable consumption behaviour. In *Professionals in food chains* (pp. 587-597). Wageningen Academic Publishers.
16. Pocol, C. B., & Bolboacă, S. D. (2013). Perceptions and trends related to the consumption of honey: A case study of North-West Romania. *International Journal of Consumer Studies*, 37(6), 642-649.

A handwritten signature in blue ink, appearing to read 'P. Col'.