

## LAURA CISMARU



### Curriculum vitae

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#### A. Work experience

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##### 1. VICE DEAN - 2024 -Current

Employer: Transilvania University from Brasov, Faculty of Food and Tourism

Portfolio: Research, Public relations, Computerization

##### 2. ASSOCIATE PROFESSOR - 2016-Current

Employer: Transilvania University from Brasov, Faculty of Food and Tourism

Courses taught: Consumer Psychology and Behavior Studies; Tourism Marketing; Marketing for Food Products; Marketing Research in Tourism and Hospitality; Events and Entertainment Management in Tourism and Hospitality; Policies and Strategies in Food Industry

##### 3. UNIVERSITY LECTURER - 2008-2016

Employer: Transilvania University from Brasov, Faculty of Law and Faculty of Food and Tourism

Courses taught: General Marketing; Tourism Marketing; Marketing for Food Products; Marketing Research in Tourism and Hospitality; Events and Entertainment Management in Tourism and Hospitality; European Policies in Tourism; European Union Law; Humanitarian Law

##### 4. HEAD OF SENATORIAL OFFICE - 2005-2008

Employer: Senate of Romania

##### 5. HOSPITALITY ASSISTANT MANAGER - 2005

Employer: Royal Hotel, Poiana Brasov Resort

##### 6. LEGAL ADVISOR - 2001-2005

Employer: Chamber of Commerce and Industry

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#### B. Education and training

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##### 1. BACHELOR - PSYCHOLOGY - 2019-2022

Transilvania University from Brasov, Faculty of Psychology and Education Sciences, No. 56, N. Bălcescu st., Braşov, Romania

##### 2. MASTER - CLINICAL PSYCHOLOGY, PSYCHOLOGICAL COUNSELLING AND PSYCHOTHERAPY - 2019-2021

Transilvania University from Brasov, Faculty of Psychology and Education Sciences, No. 56, N. Bălcescu st., Braşov, Romania

**3. PRACTITIONER CERTIFICATE CREATIVE WRITING FOR THERAPEUTIC PURPOSES (CWTP) FOR THERAPISTS - 2021**

Metanoia Institute, 13 North Common Road, Ealing, W5 2QB, London, United Kingdom

**4. POSTDOCTORAL - DESTINATION BRAND CULTURALIZATION - 2016**

Heilbronn University of Applied Sciences, Max-Planck-Str. 39, Heilbronn, Germany

**5. POSTDOCTORAL - TOURISM DESTINATION MANAGEMENT – 2014-2015**

Transilvania University from Brasov, B-dul Eroilor nr. 29, Brasov, Romania

**6. PHD - MARKETING – 2006-2011 – Research topic: Safety and the destination marketing mix**

Transilvania University from Brasov, B-dul Eroilor nr. 29, Brasov, Romania

**7. MASTER - POLICIES AND STRATEGIES IN TOURISM DEVELOPMENT – 2005-2007**

Transilvania University from Brasov, Faculty of Economic Sciences and Business Administration, B-dul Eroilor nr. 29, Brasov, Romania

**8. BACHELOR - LAW – 1997-2001**

Transilvania University from Brasov, Faculty of Economic Sciences and Business Administration, B-dul Eroilor nr. 29, Brasov, Romania

**9. HIGH SCHOOL GRADUATION - FOREIGN LANGUAGES (FRENCH) – 1993-1997**

Unirea National College, Bulevardul Eroilor, Nr. 7, Brasov, Romania

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**C. Language skills**

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Mother tongue: Romanian

Other languages:

|                | <i>Understanding</i> |                | <i>Speaking</i>          |                           | <i>Writing</i> |
|----------------|----------------------|----------------|--------------------------|---------------------------|----------------|
|                | <i>Listening</i>     | <i>Reading</i> | <i>Spoken production</i> | <i>Spoken interaction</i> |                |
| <b>French</b>  | C1                   | C1             | B2                       | B2                        | C1             |
| <b>English</b> | C1                   | C1             | B2                       | B2                        | C1             |

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**D. Grants (Research & Mobility)**

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**1. Title: Fulbright Commission and USA Department of State – SUSY Scholarship (Individual grant)**

Source of funding: USA State Department

Amount of funding: 24,305 USD

Entity's name: University of Montana

**2. Title: Transilvania University International Mobility Research Grant**

Registration number: 9/2018

Source of funding: Transilvania University of Brasov Internal Research Fund

Amount of funding: 2,500 EUR

Entity's name: Ecole Hoteliere de Lausanne (Mentor: Prof. Ray Iunius)

**3. Title: Integrating young Master students in research teams**

Registration number: 11/2018

Source of funding: Transilvania University of Brasov Internal Research Fund

Amount of funding: 22,768 RON

Entity's name: Faculty of Food and Tourism, Transilvania University from Brasov

**4. Title: Mobility for Researchers**

Registration number: PN-III-P1-1.1- MC-2017-0289

Source of funding: National Research and Innovation Plan – Programme - Mobility grants for researchers

Amount of funding: 11,739 RON

Entity's name: The Executive Unit for the Financing of Higher Education, Research, Development and Innovation (UEFISCDI)

**5. Title: Transilvania University International Mobility Research Grant**

Registration number: 7/2016

Source of funding: Transilvania University from Brasov Internal Research fund

Amount of funding: 2,500 EUR

Entity's name: Heilbronn University (Mentor: Prof. Ralph Bochert)

**6. Title: Destination Intelligent Management for Tourist Destinations (DIMAST)**

Registration number: PN-II-PT-PCCA-2013-4-0245

Source of funding: Romanian National Research and Innovation Plan – Collaborative Projects of Applied Research

Amount of funding: 2,451,079 RON

Entity's name: The Executive Unit for the Financing of Higher Education, Research, Development and Innovation (UEFISCDI)

**7. Title: Performance management of the tourist destination. Configuring the architecture of a Business Intelligence decision support system (DSS) for the sustainable management of a tourist destination with a pronounced heterogeneous character**

Registration number: POSDRU/159/1.5/S/134378

Source of funding: Human Resources Development Operational Programme

Amount of funding: 66,600 RON

Entity's name: European Social Fund

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## **F. Published Papers**

1. Ghita-Pirnuta OA, Cismaru L. Developing the Emotional Intelligence of Millennial Students: A Teaching Strategy. Sustainability. 2022 Oct 26;14(21):13890.
2. Cismaru, L.; Iunius R. Bridging the Generational Gap in the Hospitality Industry: Reverse Mentoring—An Innovative Talent Management Practice for Present and Future Generations of Employees. Sustainability 2020, 12(1), 263.
3. Bochert, R.; Cismaru, L.; Foris, D. Connecting the Members of Generation Y to Destination Brands: A Case Study of the CUBIS Project. Sustainability 2017, 9, 1197.
4. Cismaru, I., Petrescu, I., Dragomir, C., Cismaru, L. Commissionairing system internationalisation: Certainty vector in sustainable development, Transformations in Business and Economics, Vol. 16, No 1 (40), 2017.
5. Cismaru, L., Brătucu, G., Dincă, G., A genuine implementation of the European Tourism Indicators System for Sustainable Destinations within Brasov County, Proceedings of the 3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2016.
6. Dincă, G., Cismaru, L., Brătucu, G., Improving the accessibility of tourism through an innovative evaluation tool for tourists with special needs, Proceedings of the 3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2016.
7. Padureanu, V., Cismaru, L., Lupu, M., Canja, C., Mazarel, A., Improving student practice through innovative matching software based on the European Hospitality Skills Passport, Proceedings of the 3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2016.

8. Lupu, M., Cismaru, L., Padureanu, V., Canja, C., Mazarel, A., Developing the organic Romanian wine tourism industry through a mobile application for scoring wine products, publicat în Proceedings of the 3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2016.
9. Iunius, R.F., Cismaru, L., Foris, D., Raising Competitiveness for Tourist Destinations through Information Technologies within the newest Tourism Action Framework proposed by the European Commission, *Sustainability*, 2015, 7(9), pp.12891-12909; doi:10.3390/su70912891.
10. Cismaru, L., Iunius, R., Considerations on the concept of security in tourism, Conference Volume - Advancements in the theory of economic decisions under risk and uncertainty conditions, Iași, 2015.
11. Cismaru, L., European Tools for Managing and Monitoring the Sustainable Development of Tourist Destinations, *Review of General Management*, 21(1), 2015, ISSN:1841-818X, pp.101-114.
12. Cismaru, L., Ispas, A., Improving the profile of the European tourist destinations through the European tourism indicators system, *Bulletin of the Transylvania University of Brasov*, Vol.8(57) No.1, 2015, Series V, Economic Sciences, pp.87-95.
13. Cismaru, L., Brătucu, G., European benchmarking tools for sustainable destinations, Proceedings of the 2nd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2015, Book 2, Volume III, ISBN 978-619-7105-48-3, pp.259-267.
14. Cismaru, L., Iunius, R.F., Stimulating the competitiveness of European tourist destinations through sustainable development. Case study: Romania macro-tourist destination, Proceedings of the 2nd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2015, Book 2, Volume III, ISBN 978-619-7105-48-3, pp.747-755.
15. Cismaru, L., Proca, A., Strategies for the sustainable development of tourist destinations based on Generation Y profile, Proceedings of the 15th International Multidisciplinary Scientific Geoconference SGEM 2015, Ecology, Economics, Education and Legislation, Volume III, pp.561-569.
16. Brătucu, G., Cismaru, L., Developing a Business Intelligence planning tool for managing ecotourism destinations based on indicators existing at EU level, Proceedings of the 15th International Multidisciplinary Scientific Geoconference SGEM 2015, Ecology, Economics, Education and Legislation, Volume III, ISBN 978-619-7105-41-4, pp.181-189.
17. Cismaru, L., Iunius, R., Rural tourist destinations and gen Y tourists, published in the volume: *Turismul rural românesc în contextul dezvoltării durabile. Actualitate și perspective.*, Editura acreditată CNCIS PIM, Iași, 2015, ISBN 908-606-13-2517-7, pp.170-181.
18. Cismaru, L. (coord.), Zice, A., Statache, M., The importance of fire safety in the EU hospitality Industry. Creating the European Safehotel Star standard system, Proceedings of the International Conference BIOATLAS 2010, Transilvania University of Brasov, 2010, pp.905-908
19. L. Cismaru, V. Niculaie, "Safety and Security Challenges for the Romanian Hotel Industry Competitiveness in the European Context", *Revista ASPEKT*, nr.2/2008

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## **G. Other skills and competencies**

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1. Adlerian Psychotherapist – ongoing long-term training (Adlerian Psychotherapy Training School, 2022-present)
2. Palliative care for interdisciplinary team (HOSPICE, 2021)
3. PSYCH-K Practitioner (Free your mind, 2017)
4. Numerology (numerous courses attended and 3 courses given)
5. Conference Chairman at the 3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2016;
6. Conference Chairman at the 15th International Multidisciplinary Scientific Geoconference SGEM 2015.