

PERSONAL INFORMATION



Iulia-Cristina MUREŞAN

 University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca Str.
Manastur 3-5, Cluj-Napoca, 400372, Cluj, Romania
 + 40 264 596 384 ext. 280  +40 721643136
iulia.muresan@usamvcluj.ro



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

WORK EXPERIENCE

From October 2017 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

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 | Doctor in Agronomy, Specialization: Management and marketing in agriculture | ISCED 8 |
| | University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca ▪ Rural tourism, rural development | |
| October 2008 – July 2011 | Bsc in Economics | ISCED 6 |
| | Babeş-Bolyai University Cluj-Napoca, Romania, Faculty of Economic and Business Administration Business administration Master Agribusiness | |
| October 2007 – February 2009 | University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca ▪ Agribusiness | ISCED 7 |
| October 2005 – July 2007 | Bsc in Engineering and Agro-touristic Management University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca ▪ Tourism, Rural Development | ISCED 6 |

PERSONAL SKILLS

| Mother tongue(s) | Romanian | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|---|---------|--------------------|-------------------|----------|--|---------------|--|-----------|--|----------|-----------|---------|--------------------|-------------------|---------|----|----|----|----|----|--------|----|----|----|----|----|
| Other language(s) | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2"></th> <th colspan="2">UNDERSTANDING</th> <th colspan="2">SPEAKIN G</th> <th rowspan="2">WRITIN G</th> </tr> <tr> <th>Listening</th> <th>Reading</th> <th>Spoken interaction</th> <th>Spoken production</th> </tr> </thead> <tbody> <tr> <td>English</td> <td>C1</td> <td>C1</td> <td>C1</td> <td>C1</td> <td>C1</td> </tr> <tr> <td>French</td> <td>A2</td> <td>A2</td> <td>A2</td> <td>A2</td> <td>A2</td> </tr> </tbody> </table> | | | | | | UNDERSTANDING | | SPEAKIN G | | WRITIN G | Listening | Reading | Spoken interaction | Spoken production | English | C1 | C1 | C1 | C1 | C1 | French | A2 | A2 | A2 | A2 | A2 |
| | UNDERSTANDING | | SPEAKIN G | | WRITIN G | | | | | | | | | | | | | | | | | | | | | | |
| | 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 | <ul style="list-style-type: none"> ▪ experience in research projects as member and project management ▪ experience in organizing scientific conferences | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Job-related skills | <ul style="list-style-type: none"> ▪ teaching skills ▪ research and data analysis skills | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Computer skills | <ul style="list-style-type: none"> ▪ good command of Microsoft Office™ tools; SPSS; WinMentor | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other skills | Multitasking and good in working under stress | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Driving licence | B | | | | | | | | | | | | | | | | | | | | | | | | | | |

Selective list

1. 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/agriculture1111050>. WOS:000724749300001
2. 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>.
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. Chiciudean, G.O., Harun, R., Ilea, M., Chiciudean, D.I., Arion, F.H., Ilies, G., Muresan, I.C., 2019, Organic Food Consumers and Purchase Intention: A Case Study in Romania *Agronomy*, 9(3), 145; <https://doi.org/10.3390/agronomy9030145>. WOS:000464383400005
6. 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
7. 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
8. 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
9. Chiciudean, G.O., Harun, R., Arion, F.H., Chiciudean, D.I., Oroian, C.F., Muresan, I.C., 2018, A Critical Approach on Sustainable Renewable Energy Sources in Rural Area: Evidence from North-West Region of Romania, *Energies* 2018, 11(9), 2225; <https://doi.org/10.3390/en11092225>. WOS:000446604500046
10. 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.
11. 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/agriculture1111050>. WOS:000724749300001
12. 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>.
13. 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
14. 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
15. Chiciudean, G.O., Harun, R., Ilea, M., Chiciudean, D.I., Arion, F.H., Ilies, G., Muresan, I.C., 2019, Organic Food Consumers and Purchase Intention: A Case Study in Romania *Agronomy*, 9(3), 145; <https://doi.org/10.3390/agronomy9030145>. WOS:000464383400005
16. 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: 469518700
17. 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
18. 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
19. Chiciudean,G.O., Harun, R., Arion,F.H., Chiciudean, D.I., Oroian, C.F., Muresan, I.C., 2018, A Critical Approach on Sustainable Renewable Energy Sources in Rural Area: Evidence from North-West Region of Romania, Energies 2018, 11(9), 2225; <https://doi.org/10.3390/en11092225>. WOS:000446604500046
20. 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.

Projects

Research work in projects

1. International valuation opportunities of the tourist potential of Gurghiu Valley towards rural tourism products 2021-2023; Sponsor: Ibăneşti Pădure, project manager
2. Development of sustainable international tourism products 2021-2022; Sponsor WENS TOUR, project manager
3. Study of activity impact of FAER and LAM Organizations during 1992-2007; Sponsor: Fundația FAER, 2007-2008, research member for data analysis
4. Developing indicators for monitoring and evaluating sustainable rural development in the Tarnava Mare Area of Southern Transylvania, Romania; Sponsor: Fundatia ADEPT 166, Principala St., 547510, Saschiz, Mures, Romania, year 2009, Coordinator of the research team
5. Comparative analysis of the cost production between ecological and conventional agricultural; Sponsor: MAKIS, Banca Mondiala. 2010-2012, Research member
6. Diagnosis research of the current situation, Code CPV 79300000-7 – Market studies and economic research, surveys and statistics; Sponsor: FAER, 2010, Coordinator for the North-East Region Study
7. Impact study of project on the target Code CPV 79300000-7 – Market studies and economic research, surveys and statistics; Sponsor: FAER, 2012, Coordinator of the analysisdata team
8. High Nature Value Farming: Learning, Innovation 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;

Member

1. Food Identity Association
2. International Engineering and Technology Institute
3. European Society for Agriculture and Food Ethics

Professional organizations

1. Bulletin of University of Agricultural Sciences and Veterinary Medicine. Series Horticulture
2. World Journal of Agricultural Research: <http://www.sciepub.com/journal/WJAR/editors>
3. Business and management studies: <http://redfame.com/journal/index.php/bms/about/editorialTeam>
4. Eursafe 2015 Proceeding Book: Know your food! – Food Ethics and Innovation
5. Sustainability MDPI ISSN: 2071-1050
6. Societies MDPI ISSN: 2075-4698
7. Journal of Mountain Science ISSN 1672-6316
8. Tourism and Hospitality ISSN: 2673-5768

Reviewer

1. Premiul UEFISCDI premierea rezultatelor cercetării PN-III-P1-1.1- PRECISI-2017-20445 pentru lucrarea: Oroian, C.F.; Safirescu, C.O.; Harun, R.; Chiciudean, G.O.; Arion, F.H.; Muresan, I.C.; Bordeanu, B.M. Consumers' Attitudes towards Organic Products and Sustainable Development: A Case Study of Romania. Sustainability 2017, 9, 1559. <https://doi.org/10.3390/su9091559>
2. Premiul UEFISCDI premierea rezultatelor cercetării PN-III-P1-1.1-PRECISI-2017-20736 pentru lucrarea: Dumitras, D.E.; Muresan, I.C.; Jitea, I.M.; Mihai, V.C.; Balazs, S.E.; Iancu, T. Assessing Tourists' Preferences for Recreational Trips in National and Natural Parks as a Premise for Long-Term Sustainable Management Plans. Sustainability 2017, 9, 1596. <https://doi.org/10.3390/su9091596>.
3. Premiul UEFISCDI premierea rezultatelor cercetării PN-III-P1-1.1-PRECISI-2018-28453 pentru lucrarea: Harun, R.; Chiciudean, G.O.; Sirwan, K.; Arion, F.H.; Muresan, I.C. Attitudes and Perceptions of the Local Community towards Sustainable Tourism Development in Kurdistan Regional Government, Iraq. Sustainability 2018, 10, 2991. <https://doi.org/10.3390/su10092991>
4. Premiul UEFISCDI premierea rezultatelor cercetării PN-III-P1-1.1-PRECISI-2018-28454 pentru

Honours and awards

- lucrarea: Chiciudean, G.O.; Harun, R.; Arion, F.H.; Chiciudean, D.I.; Oroian, C.F.; Muresan, I.C. A Critical Approach on Sustainable Renewable Energy Sources in Rural Area: Evidence from North-West Region of Romania. *Energies* 2018, 11, 2225. <https://doi.org/10.3390/en11092225>.
5. Premiul UEFISCDI premierea rezultatelor cercetării PN-III-P1-1.1-PRECISI-2019-35328 pentru lucrarea: Muresan, I.C.; Harun, R.; Arion, F.H.; Oroian, C.F.; Dumitras, D.E.; Mihai, V.C.; Illea, M.; Chiciudean, D.I.; Gliga, I.D.; Chiciudean, G.O. Residents' Perception of Destination Quality: Key Factors for Sustainable Rural Development. *Sustainability* 2019, 11, 2594. <https://doi.org/10.3390/su11092594>.
6. Premiul UEFISCDI premierea rezultatelor cercetării PN-III-P1-1.1-PRECISI-2019-35361 pentru lucrarea: Chiciudean, G.O.; Harun, R.; Muresan, I.C.; Arion, F.H.; Chiciudean, D.I.; Ilies, G.L.; Dumitras, D.E. Assessing the Importance of Health in Choosing a Restaurant: An Empirical Study from Romania. *Int. J. Environ. Res. Public Health* 2019, 16, 2224. <https://doi.org/10.3390/ijerph16122224>.
7. Premiul UEFISCDI premierea rezultatelor cercetării PN-III-P1-1.1-PRECISI-2019-35364 pentru lucrarea: Chiciudean, G.O.; Harun, R.; Illea, M.; Chiciudean, D.I.; Arion, F.H.; Ilies, G.; Muresan, I.C. Organic Food Consumers and Purchase Intention: A Case Study in Romania. *Agronomy* 2019, 9, 145. <https://doi.org/10.3390/agronomy9030145>.
8. Premiul UEFISCDI premierea rezultatelor cercetării PN-III-P1-1.1- PRECISI-2020- 52282 pentru lucrarea: Călugăr, A.; Corbean, D.; Pop, N.; Bunea, C.I.; Babes, A.C.; Iliescu, M.; Bora, F.D.; Muresan, I.C. The Economic Impact of Paraffin Type and Substrate Mixture on the Production of Grafted Vines—Case Study Muscat Ottonel. *Agronomy* 2020, 10, 1584. <https://doi.org/10.3390/agronomy10101584>

August 2022

Iulia-Cristina MURESAN

