



Curriculum vitae Europass

Personal information

Name / First name **Pocol Cristina Bianca**
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Professional experience

Period	2017-present
Function or post held	Full Professor, Department of Animal Production and Food Safety, University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
Main activities and responsibilities	Teaching and research activity, PhD supervisor in the field of Agronomy, Manager of the Doctoral School of Agricultural and Engineering Sciences, Member of the Senate of USAMV Cluj-Napoca, Head of the Francophone Office, the University Success Centre (CRU) and the Francophone Employability Centre (CEF) – USAMV Cluj-Napoca, Associate member of the Regional Commission of Experts – Agence Universitaire de la Francophonie in Central and Eastern Europe, Coordinator of the "Eugen Ionescu" scholarship programme.
Name and address of employer	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, Faculty of Veterinary Medicine, Calea Mănăştur, no. 3-5, Cluj-Napoca, Romania
Type of business or sector	Higher education, Research
Period	2014-2017
Function or post held	Associate Professor, Department of Economic Sciences, University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
Main activities and responsibilities	Teaching and research activity, Head of the Francophone Office and the University Success Centre (CRU) of USAMV Cluj-Napoca
Name and address of employer	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, Faculty of Horticulture, Calea Mănăştur, no. 3-5, Cluj-Napoca, Romania
Type of business or sector	Higher education, Research
Period	2011-2014
Function or post held	Lecturer, Department of Economic Sciences, University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
Main activities and responsibilities	Teaching and research activity, Academic Advisor of the Department of Economic Sciences (2012-2014) Spokesperson of USAMV Cluj-Napoca (2012-2013)
Name and address of employer	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, Faculty of Horticulture, Calea Mănăştur, no. 3-5, Cluj-Napoca, Romania
Type of business or sector	Higher education, Research
Period	2008-2011
Function or post held	University Assistant, Chair of Business Administration, Department of Management and Economic Engineering in Agriculture, University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
Main activities and responsibilities	Teaching and research activity, Quality Assurance Officer
Name and address of employer	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, Faculty of Horticulture, Calea Mănăştur, no. 3-5, Cluj-Napoca, Romania
Type of business or sector	Higher education, Research

Period	2004-2007
Function or post held	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 of Cluj-Napoca, Office for Community Programmes, Calea Mănăştur, no. 3-5, Cluj-Napoca, Romania
Type of business or sector	Higher education, European projects

Education and training

Period	2017
Qualification / diploma obtained	Habilitation Certificate in the field of Agronomy
Period	2005-2008
Qualification / diploma obtained	PhD
Principal fields of study / competences acquired	Management and Marketing of bee products in Romania and the European Union
Name and type of educational institution / training provider	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
Period	2001-2004
Qualification / diploma obtained	Manager
Principal fields of study / competences acquired	Business management and administration, Economics, Marketing, Accounting.
Name and type of educational institution / training provider	Université d’Auvergne, Institut Universitaire Professionnalis� – “Management et Gestion des entreprises”, Clermont-Ferrand, France, Franco-Romanian Institute of Management Cluj-Napoca
Period	1995 – 2000
Qualification / diploma obtained	Economist
Principal fields of study / competences acquired	International Economic Relations, Trade Policies
Name and type of educational institution / training provider	“Babeş-Bolyai” University, Faculty of Economic Sciences, Cluj-Napoca, Romania

Participation in national and international research and development programmes

National research and development programmes

1. Programme 5.7.1 Partnerships for Competitiveness, UEFISCDI, Funding Contract no. 36PTE/08.01.2025; project title: Optimised processing model for a traditional product with the attestation of markers required for recognition of uniqueness at european level (PDO mark), 2025–2026; position: member of the implementation team.
2. Project funded by Banca Transilvania, entitled "Agro Intergeneration", 2020–2024; position: project manager.
3. PNII Programme, PD-type project; project title: Technical-economic analysis of beekeeping in the North-West Region of Romania to ensure sustainable development of the beekeeping sector, 2010–2012; position: project manager.
4. PNII Programme, TD-type project; project title: Marketing of beekeeping products in Romania and the European Union, 2007–2008; position: project manager.

5. Sectoral Plan 6.3.4, in partnership with ICDP Braşov, Funding Contract no. 338/2006; project title: Assessment of the productive potential of mountain grasslands and establishment of technological measures to increase green mass production, 2006–2010; position: economist.
 6. Sectoral Plan 6.3.1, in partnership with ICDP Braşov, Funding Contract no. 339/2006; project title: Conservation of biodiversity in mountain agroecosystems, 2006–2010; position: economist.
 7. CEEEX Programme, in partnership with USAMV Ion Ionescu de la Brad Iaşi, Funding Contract no. 10298/2005; project title: Research on the agronomic and nutritional value of the main grassland ecosystems in Romania under conditions of sustainable management and maintenance of plant cover biodiversity, 2005–2008; position: economist.
 8. CEEEX Programme, in partnership with ICDP Braşov, Funding Contract no. 14/2005; project title: Ecological reconstruction of degraded grasslands affected by natural and anthropogenic factors, 2005–2008; position: economist.
 9. CEEEX Programme, in partnership with ICDP Braşov, Funding Contract no. 38/2005; project title: Scientific and technological management of the national pastoral heritage in the context of sustainable agriculture, 2005–2008; position: economist.
1. Erasmus project entitled "European University for Geographical Identity as a Driver for Food Systems Transition to Sustainability" (EU-GIFT — ERASMUS-EDU-2024-EUR-UNIV), no. 101176959/2025, 2026–2029; position: member of the implementation team.
 2. AUF project "Smart utilisation of wine-making residues within the context of the circular economy – VALLNVIT", 2024–2025; position: member of the research team.
 3. AUF project "The circular economy: balancing administrative responsibility and community engagement. Using digital methods for citizen science in an urban context – CIRCUZEN", 2024–2025; position: member of the research team.
 4. AUF project "Study on the entrepreneurial intentions of veterinary medicine students: innovation, knowledge transfer and contributions to sustainable development in the ECO region", 2024–2025; position: project manager.
 5. Erasmus project entitled "WIM Laboratories Iuvenis II" (Erasmus+ 2021-1-FR01-KA220-SCH-000030325), 2021–2024; position: project manager.
 6. AUF project "Utilisation of Moldovan wine by-products: identification and characterisation of multifunctional agents – VALOBG", 2022–2023; position: member of the research team.
 7. AUF project "ROMOBEN – Sustainable economy, from social to circular. A synergistic project on the root causes of food waste and loss in Romania, Moldova and Benin", 2022–2023; position: project manager.
 8. H2020 project – Low-input farming and territories. Integrating knowledge for improving ecosystem-based farming, no. 770747, acronym LIFT, 2018–2022; position: member of the research team.
 9. POCU project no. OIPOS DRU NV 19730/23.12.2021, "Today's Student – Tomorrow's Entrepreneur!"; position: member of the implementation team.
 10. World Bank-funded project entitled "Romania Common Agriculture Policy (CAP). Programming support – Survey of family farms in the Transilvania region – Research services", no. 6347/19.04.2021, 2021; position: project manager.
 11. POCU/379/6/21/124185 project, "CEO Entrepreneur – Competitiveness, Excellence, Opportunity!", 2019–2021; position: member of the implementation team.
 12. AUF project "Sustainable development of beekeeping: economic, ecological, rural development and public health issues", 2019–2021; position: project manager.
 13. AUF project "Zero Waste – for responsible production and consumption in ECO", 2019–2020; position: project manager.

International programmes

14. AUF project "Strengthening professional competencies and employability of students at USAMV Cluj-Napoca", 2018–2019; position: project manager.
15. POCU/82/3/7/106532 project, "Learn2Do4Entrepreneurship", 2018; position: member of the implementation team.
16. POCU/82/3/7/103946 project, "Start-up Plus in North-West", 2018; position: member of the implementation team.
17. AUF project "Development of the farriery profession in Romania", 2017–2019; position: project manager.
18. AUF project "Regional francophone network on health, nutrition and food safety (SAIN)", 2017–2019; position: project manager.
19. ERA-Net project "Innovative and sustainable intensification of integrated food and non-food systems in Europe – SUSTAINFARM", 2016–2017; position: member of the research team.
20. AUF project "Bachelor's degree in veterinary medicine", 2016–2018; position: project manager.
21. AUF project "Professional training in french gastronomy for future managers in the food service sector in Romania", 2016–2017; position: project manager.
22. AUF project "Master Programme in Agriculture, climate change and food security", 2014–2016; position: project manager.
23. Makis/Cesar project, funded by the World Bank, entitled "Training of socio-economic guidance trainers for the agricultural population" – Contract 2311/26.11.2012, 2012–2013; position: trainer.
24. AUF project "Strengthening french language skills and research in french for non-specialist students in a multicultural and francophone environment", 2011–2013; position: member of the research team.
25. Erasmus Programme project, entitled Green food industries, 2012–2015; position: member of the research team.
26. POSDRU ID 53513 project, funded by the European Social Fund, "An integrated intervention to consolidate the social entrepreneurship of vulnerable women", 2010–2013; position: type B expert.
27. Makis project, funded by the World Bank, entitled "Comparative study of production costs in organic farming and conventional farming in the field of crop production", 2009–2012; position: member of the research team.
28. MAKIS project, funded 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, Bistrița, Cluj, Harghita, Maramureș, Mureș, Satu-Mare, Sălaj)", 2008–2010; position: financial expert.
29. Erasmus Intensive Programme – Food and Health, organised by Ghent University, Belgium, in collaboration with USAMV Cluj-Napoca, 18 February – 3 March 2007: participation in intensive training courses and award of the Diploma of Expert in Food Safety.
30. Leonardo da Vinci project, entitled "European network to strengthen agriculture and rural development enhancing skills", coordinated by Regione Marche Servizio Istruzione, Formazione e Lavoro, Italy, 2006–2008; position: financial expert.
31. Leonardo da Vinci project, entitled "Quality management network for CEECs (Central and East European Countries)", Procedure B, Project Code: RO/03/B/P/PP 175064, 2004–2006; position: financial expert.

2025 – Romanian Academy Award "Ion Ionescu de la Brad"

2021 – Chevalier dans l'Ordre des Palmes Académiques – Ministry of National Education, Youth and Sports of the French Republic.

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

2015 – Excellence Diploma "Associate Professor of the Academic Year 2013–2014", awarded by USAMV Cluj-Napoca.

Awards received

2014 – Excellence Diploma "Lecturer of the Academic Year 2012–2013", awarded by USAMV Cluj-Napoca.

2010 – Excellence Diploma "Assistant of the Academic Year 2009–2010", awarded by USAMV Cluj-Napoca.

2007 – Merit Diploma for outstanding research achievements in 2007, awarded by USAMV Cluj-Napoca.

- Associate member of the Regional Expert Committee of the Agence Universitaire de la Francophonie (AUF) in Central and Eastern Europe, Committee for Agricultural Sciences/Agronomy, 2022–2026.

- Honorary member of the "George Barițiu" Institute of History of the Romanian Academy.

- Member of Slow Food International.

- Member of the European Association of Agricultural Economists (EAAE).

- Member of the French Society for Rural Economics.

- Member of the International Bee Research Association.

- Member of the European Society for Agricultural and Food Ethics.

- Founding member of the Society of Horticulture and Forestry of Transylvania, serving as auditor.

- Member of the Association of Organic Farmers of Romania – Bioterra.

- Member of the Association of Organic Honey Producers of Romania.

- Honorary member of the Association for a Healthy Future.

- Reviewer for ISI and BDI-indexed journals: Agriculture, Agronomy, Applied Sciences, British Food Journal, Business Process Management Journal, Cogent Economics & Finance, Cogent Food & Agriculture, Economics, Environments, European Journal of International Management, Foods, Food Control, Frontiers in Environmental Science, Frontiers in Psychology, Frontiers in Public Health, Frontiers in Sustainable Food Systems, Future Foods, Horticulturae, International Journal of Environmental Research and Public Health, International Journal of Public Health, Journal of Agriculture and Food Research, Journal of Apicultural Research, Journal of Central European Agriculture, Journal of Food Quality, Journal of Microbiology, Biotechnology and Food Sciences, Kybernetes, Materials, Nutrients, Oeconomia Copernicana, Resources, Sustainability, Sustainable Environment, Urban Science.

- 2010–2012: Postdoctoral research within the project "Technical-economic analysis of beekeeping in the North-West Region of Romania to ensure sustainable development of the beekeeping sector "; position: project director.

- 2011: Postgraduate specialisation; Certificate of Completion issued by the Ministry of Labour, Family and Social Protection and the Ministry of Education, Research and Innovation, for the occupation of "trainer".

- 2011: Postgraduate specialisation; Certificate of Professional Competences issued by the National Council for Adult Qualifications and Vocational Training, for the occupation of "project manager".

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

Research in postdoctoral programmes and postgraduate specialisations

Foreign language(s)
Self-assessment
European level ()*

	Understanding				Speaking				Writing	
	Listening		Reading		Spoken interaction		Spoken production			
English	B	Independent user	B	Independent user	B	Independent user	B	Independent user	B	Independent user
French	C	Proficient user	C	Proficient user	C	Proficient user	C	Proficient user	C	Proficient user
Spanish	A	Basic user	A	Basic user	A	Basic user	A	Basic user	A	Basic user
	2		2		2		2		2	

(*) *Common European Framework of Reference for Languages*

Social skills and competences

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

Organisational skills and competences	I enjoy teamwork and organising internationalisation activities through cooperation actions between universities.
Computer skills and competences	Microsoft Office (Word, Excel, Powerpoint)
Artistic skills and competences	Member of the “Intermezzo” choir, piano
Other skills and competences	Organising training meetings and volunteering activities with students
Driving licence	Category B

Most representative publications:

1. Petrescu-Mag, R. M., Ginsca, C., Pistea, I., Reti, K. O., **Pocol, C. B.**, Maricut, R. C., & Petrescu, D. C. (2026). Rethinking Meat Alternatives in Eastern Europe: A Just Transition Lens on Policy, Perception, and Innovation in Romania. *Food Science & Nutrition*, 14(4), e71650.
2. Cocian, C. A., & **Pocol, C. B.** (2026). Perceptions to Precision: Bridging the Gap Between Behavioral Drivers and Digital Tools for Sustainable Pesticide Use in Europe. *Agronomy*, 16(2), 214.
3. Predanócyová, K., Šedík, P., & **Pocol, C. B.** (2026). Consumer trends in bakery market: understanding of consumer perspectives and preferences for functional bakery products in Slovakia. *Economic of Agriculture*, 73(2), 619-632.
4. Predanócyová, K., Šedík, P., Kubicová, L., Mihai, M., & **Pocol, C. B.** (2026). Consumer segments and determinants shaping meat consumption in Slovakia. *Economia agro-alimentare: XXVIII*, 1, 2026, 155-181.
5. Predanócyová, K., Šedík, P., **Pocol, C. B.** & Kubicová, L., (2026). Meat consumption patterns and perspectives of meat substitutes among young consumers in Slovakia. *Bulletin of University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca. Food Science and Technology*, 83(1), 99-109.
6. Mihai, M., Ciont, C., Pop, O. L., Dumitras, D. E., Mihai, V. C., Morariu, I. D., & **Pocol, C. B.** (2025). European Consumer and Regulatory Trends in Medicinal Plant Food Supplements and Their Functional Properties: The Road from Farm to Fork. *Applied Sciences*, 15(21), 11605.
7. Šedík, P., Čvirik, M., **Pocol, C. B.**, & Oravec, T. (2025). Factors influencing the choice of honey in Slovakia and Hungary: a comparative study. *Amfiteatru Economic*, 27(69), 431-451.
8. Cocian, C. A., Dumitrache, T., & **Pocol, C. B.** (2025). Pesticides and sustainability: a Romanian farmers’ perspective. *Scientific Papers Series Management, Economic Engineering in Agriculture & Rural Development*, 25(2).
9. OGREZEANU, M., Cocian, C. A., Dumitrache, T., & **Pocol, C. B.** (2025). Practices and challenges in human resource management in agricultural farms in Romania: a qualitative approach. *Scientific Papers Series Management, Economic Engineering in Agriculture & Rural Development*, 25(2).
10. Mihai, M., Mihai, V. C., **Pocol, C. B.**, Ursa, A., & Dumitras, D. E. (2025). Young Romanian Farmers’ Perspective and Behavior Toward Fertilizer Use in View of the European Union’s Farm to Fork Sustainable Strategy. *Sustainability*, 17(22), 9952.
11. Šedík, P., Predanócyová, K., **Pocol, C. B.**, & Oravec, T. (2025). Honey consumption patterns: Habit or choice? A comparative study in the Visegrad region. *Journal of Central European Agriculture*, 26(4), 1101-1117.
12. Savov, R., Šedík, P., Predanócyová, K., **Pocol, C. B.**, & Březinová, M. (2025). Exploratory study of beer consumer preferences in Slovakia: craft or industrial beer?. *Zagadnienia Ekonomiki Rolnej*, 385(4), 66-91.
13. Pop, R. A., Dabija, D. C., & **Pocol, C. B.** (2024). Food Retail Resilience Pre-, during, and Post-COVID-19: A Bibliometric Analysis and Research Agenda. *Foods*, 13(2), 257.
14. Glogovețan, A. I., & **Pocol, C. B.** (2024). The Role of Promoting Agricultural and Food Products Certified with European Union Quality Schemes. *Foods*, 13(6), 970.
15. Moldovan, M. G., Dabija, D. C., Stanca, L., & **Pocol, C. B.** (2024). A Qualitative Study on the Consumer Behaviour Related to Food Waste: Romanian Perspectives through Word Cloud and Sentiment Analysis. *Sustainability*, 16(10), 4193.
16. Moldovan, M. G., Dabija, D. C., & **Pocol, C. B.** (2024). Innovative strategies for food waste reduction and the use of mobile applications in the agri-food sector. *Scientific Papers Series Management, Economic Engineering in Agriculture & Rural Development*, 24(2).
17. Cadar, R. L., Šedík, P., Predanócyová, K., & **Pocol, C. B.** (2024). From field to consumer: a comprehensive analysis of medicinal and aromatic plant product preferences through generations. *Scientific Papers Series Management, Economic Engineering in Agriculture & Rural Development*, 24(2).
18. Akpo, C. Y., **Pocol, C. B.**, Moldovan, M. G., & Houensou, D. A. (2024). Land Access Modes and Agricultural Productivity in Benin. *Agriculture*, 14(10), 1744.
19. Dabija, D. C., **Pocol, C. B.**, Mititean, P., & Semeniuc, C. A. (2024). Consumers’ Perception of Biopolymer Films for Active Packaging: From Aesthetic Appeal to Nutritional Value and Experiential Consumption. *Journal of Food Quality*, 2024(1), 1255122.

20. Covaliov, E., Capcanari, T., Reșitca, V., Chirsanova, A., Boiștean, A., Sturza, R., Patras, A., **Pocol, C.B.**, Ruseva, O. and Chioru, A., (2024). Exploring the Biological Value of Red Grape Skin: Its Incorporation and Impact on Yogurt Quality. *Foods*, 13(20), 3254.
21. Perichon, S., Adamchuk, L., Biber, L., Božič, J., Chlebo, R., Filipi, J., Leidenberger, S., Mavrofridis, G., Özgör, E., **Pocol, C.B.** & Porporato, M., (2024). Advice on how to start beekeeping, memories with bees and the uses of honey: results of an online questionnaire with European beekeepers. *Journal of Apicultural Research*, 1-16.
22. Glogovețan, A. I., Dabija, D. C., & **Pocol, C. B.** (2023). Consumer awareness and search trends for agrifood products certified with European Quality Schemes: PDO, PGI, and TSG-an analysis through Google Trends. *Bulletin of University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca. Food Science and Technology*, 80(2), 49-59.
23. Šedík, P., Hudecová, M., **Pocol, C. B.**, & Vargová, R. (2023). The Study of Consumer Behaviour in the Honey Market with Emphasizing Quality and Nutritional Value. *Bulletin of University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca. Food Science and Technology*, 80(2), 108-118.
24. **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.
25. **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.
26. 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.
27. 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.
28. **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.
29. 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.
30. 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.
31. **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.
32. Benedek, Z., Fertő, I., Galamba Marreiros, C., Aguiar, P.M.D., **Pocol, C.B.**, Čechura, L., Pöder, A., Pääso, P. & 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.
33. **Pocol, C. B.**, Šedík, P., Brumă, I. S., Amuza, A., & Chirsanova, A. (2021). Organic beekeeping practices in Romania: Status and perspectives towards a sustainable development. *Agriculture*, 11(4), 281.
34. Cena, H., Porri, D., De Giuseppe, R., Kalmpourtzidou, A., Salvatore, F.P., El Ghoch, M., Itani, L., Kreidieh, D., Brytek-Matera, A., **Pocol, C.B.** & Arteta Arteta, D.S. (2021). How Healthy Are Health-Related Behaviors in University Students: The HOLISTic Study. *Nutrients*, 13(2), 675.
35. **Pocol, C. B.**, Pinoteau, M., Amuza, A., Burlea-Schiopoiu, A., & Glogovețan, A. I. (2020). Food waste behavior among Romanian consumers: A cluster analysis. *Sustainability*, 12(22), 9708.
36. **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.
37. 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.
38. **Pocol, C. B.**, Dumitraș, 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.
39. **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.

Pocol Cristina Bianca

