



**EPURE Manuela**  
**Membru Corespondent**  
**Prof. Univ. Dr. Ec.**

n. 16 martie 1965

**Studii:** Oct.1983-Sept. 1987 Academia de Studii Economice, Bucuresti, Facultatea de Comert; Noiembrie1992- Iunie 1994 Doctorat in Marketing Facultatea de Relatii Economice Internationale, Academia de Studii Economice, Bucuresti.

Noiembrie 2009 – Expert în achiziții publice; Noiembrie 2009 – Manager de proiect

**Activitatea profesional didactică** desfășurată în cadrul Universității ”Spiru Haret”: Profesor Universitar, din 2011; 2001 – 2011 Conferențiar universitar; 1997- 2011 lector universitar; 1993 – 1997 asistent universitar dr; 1991 – 1993 asistent universitar titular; 2011 – prezent ProRector Cercetare; 2005- 2010 ProRector – coordonator programe de masterat; 2008-2011 *Director al Centrului pentru Studii si Mobilitati Europene*; 2000-2005 *Secretar stiintific al Consiliului Facultatii*; 1998- prezent *Contabil autorizat*; *Expert Contabil*(membru al CECCAR), *Expert contabil judiciar*; 2007- prezent *Full Member al Chartered Institute of Marketing, UK*; 2007- prezent *Full Member al Academy of Marketing, UK*; Aug.2010- prezent Expert pe termen scurt si instructor pentru tutori; Aug.2010-Oct.2012 Expert calitate.

**Activitate publicistică:** Selectie a publicatiilor din ultimii ani - **Manuale:** *SPSS si Excel utilizate in analiza datelor statistice din domeniul- economic, social si tehnic*, 2007; *Metode si tehnici moderne in cercetarile de marketing*, 2007; *Managementul marketingului organizatiei*, 2007; *Programe de marketing*, 2008, editia aII-a; *E-learning in Europa. Ghid de bune practici*, 2006. **Carti, capitol publicate in strainatate:** *E-learning challenges in the European knowledge-based society*, capitol in **Developing and utilizing e-learning applications**, Publisher IGI Global, 2011, Hershey, USA; Capitol “*Digital Literacy for effective communication in the new academic environment. The educational blogs*” – in cartea *Social Media and the New Academic Environment: Pedagogical Challenges* (pp. 1-349), 2013. **Articole publicate in reviste stiintifice nationale si internationale (2009-2012):** *Facing e-learning challenge in the European knowledge-based economy*, Al 33lea Congres Anual al Academiei Romano-Americane de stiinta si arta (ARA) “*Modernism and Progress in Art and Science -June 02-07*”; *Drivers of consumer behaviour. Economic crisis in everyday life*, Conferinta stiintifica a Facultatilor Economice “*The role of the university in the analysis of current economic crisis*”, Bucuresti, 2009; *Le semiotique social et l’ethique des reclames publicitaires*, -Conference on Unethical Business Practices, ISC School of Management, Paris , June 07-09, 2009; *Consumer behaviour and organic food production in Romania*, International Entrepreneurship Congress:SME’s and Entrepreneurship, Izmir University of Economics, 14-16 oct. 2009, Izmir, Turkey; *The branding process assessment of the Romanian SME's – ISI Proceedings: Annals of DAAAM for 2009 & Proceedings of the 20th International DAAAM Symposium*; *The branding process assessment of the Romanian SME's – ISI Proceedings: Annals of DAAAM for 2009 & Proceedings of the 20th International DAAAM Symposium*; *Developing University Social Responsibility: a model for the challenges of the new civil society*, World Conference on Educational Sciences, Istanbul - Turkey, 04-08 February 2010; *Semantic web services for e-learning*, ISI Proceedings: Annals of DAAAM for 2009 & Proceedings of the 20th International DAAAM Symposium; *Eco-agriculture: a successful business biodiversity model. Romania Case*, Proceedings of 2010 International Conference on Environmental Science and Development (CESD 2010), World Academic Union (World Academic Press); *Innovation, research and development in Romanian enterprises*, „Annals of Spiru Haret University”, Economic Series, Volume 1 (10), Issue 3, 2010; *review of the book Critical marketing*, authors Saren M, Maclaran P., Goulding Ch., Elliot R,

ShakarA., Caterall M., published in Annals of *Spiru Haret* University”, Economic Series, Volume 1 (10), Issue 1.