

Associate Professor PhD. Cristina Bianca POCOL
Rural Economy
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Date and place of birth: the 8th of November 1975, Cluj Napoca

I. Education:

University studies:

Period:

2001-2004: „I.U.P University - Professional University Institute - Management and Business Administration”, Clermont-Ferrand, France, Diploma in Management and Business Administration.

1995-2000: „Babeş Bolyai” University, Faculty of Economics and Business Administration, Cluj Napoca, Romania, Diploma in International Economic Relations.

PhD studies:

2008: PhD in Animal Husbandry, title of the PhD thesis “The Management and the Marketing of bee products in Romania and European Union” UASVM Cluj Napoca, Faculty of Animal Husbandry and Biotechnologies.

II. Academic experience:

2014-present, Associate Professor, Department of Economics, UASVM Cluj Napoca; lectures: Rural economy (Romanian and English lines), International Economic Relations, Marketing of organic products and agricultural policies;

2011-2014, PhD Lecturer, Department of Economics, UASVM Cluj Napoca;

2008-2011, Assistant Professor, Department of Management and Economic Engineering in Agriculture, UASVM Cluj Napoca.

III. Research domains of interest:

Economics and rural development, sustainability of agri-food chain, social economy, consumer behavior.

IV. Professional affiliations:

2016 – „European Society for Agricultural and Food Ethics”, member;

2014 - „Société Française d’Economie Rurale”, member;

2010 - „Society of Horticulture and Forestry from Transylvania”, founding member and censor;

2008 - „European Association of Agricultural Economists”, member.

V. Significant achievements:

Books, didactic manuals and scientific papers:

Books: 3 printed at national publishers, out of which 1 as first author; 2 printed at international publishers, chapter in an edited book.

Pocol Cristina Bianca, Liviu Alexandru Mărghițaș, 2010, National and international trends regarding the production and consumption of honey, AcademicPres Publishing House, Cluj Napoca.

Didactic Manuals: 3 printed at national publishers, out of which 2 as first author.

Pocol Cristina Bianca, 2013, Rural Economy – identity și actuality, AcademicPres Publishing House, Cluj Napoca.

Scientific papers: 84, out of which 8 in ISI and ISI Proceedings Journals.

Pocol Cristina Bianca, Bolboacă Sorana Daniela, 2013, Perceptions and trends related to the consumption of honey: A case study of North-West Romania, International Journal of Consumer Studies, Vol. 37, Issue 6, November 2013, 642–649.

Research grants: 8 nationals (out of which 2 as project manager: 2010-2012, PNII Program, Project type PD_248; 2007-2008, PNII Program, Project type TD) and 12 internationals (out of which 2 as project manager: 2014-2016; 2016-2018, financed by AUF).

VI. Other mentions:

2014-prezent: responsible of CRU (Academic Success Center of UASVM Cluj Napoca), financed by the Francophone University Agency (AUF BECO); responsible of The Francophone Office of UASVM Cluj Napoca.

June, 2016

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