

Vlad I. ROȘCA

Calea Griviței 2-2A, Faculty of Business Administration, in
foreign languages (FABIZ), The Bucharest University of
Economic Studies
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ACADEMIC POSITIONS

2020-Present	Lect. Univ. Dr., Faculty of Business Administration, in foreign languages (FABIZ)
2017-2020	Asist. Univ. Dr., Faculty of Business Administration, in foreign languages (FABIZ)
2011-2017	Asist. Univ. Drd./Dr. asoc, Faculty of Business Administration, in foreign languages (FABIZ)

EDUCATION

- 2014 Ph.D., Marketing, *Summa cum Laude*, Faculty of Marketing, The Bucharest University of Economic Studies. Supervisor: Prof. Univ. Dr. Nicolae Al. Pop
- 2012 M.A., International Business, Faculty of International Business, The Bucharest University of Economic Studies
- 2011 M.A., Business Administration, Faculty of Business Administration, in foreign languages, The Bucharest University of Economic Studies
- 2010 B.A., Marketing, Faculty of Marketing, The Bucharest University of Economic Studies
- 2009 B.A., Business Administration, Faculty of Business Administration, in foreign languages, The Bucharest University of Economic Studies

Books published

- Roșca, V. (2020): „Kurt Lewin: his life and his approach to change management”, Editura ASE, București, ISBN 978-606-34-0321-7, (157 pagini).
- Roșca, V. (2020): „Kurt Lewin: Sein Leben und die Change Management Forschung”, Editura ASE, București, ISBN 978-606-34-0, (172 pagini).
- Roșca, V. (2018): „Branding în fotbal”, Editura ASE, București, ISBN 978-606-34-0236-4, (228 pagini).
- Gareis, R., Bodea, C. N., Bodea, C. A., Tanțău, A. D., Întorsureanu, I. & Roșca, V. (2010): „Happy projects!: managementul proiectelor și programelor, managementul portofoliilor de proiecte, managementul organizațiilor orientate pe proiecte, managementul societăților orientate pe proiecte”, Editura ASE, București, ISBN 978-606-505-314-4, (654 pagini).

PROFESSIONAL ACTIVITIES

Referee: *Management & Marketing. Challenges for the Knowledge Society*

Department Responsibilities: Co-coordinator of the Digital Communication Strategies

and Social Media Analytics programme

NON-ACADEMIC EXPERIENCE

- 2014-2017 NDA Deal Specialist, Oracle Romania, Bucharest
- 2011-2016 Editor/Columnist, Grupul de presă Economistul
- 2008-2010 Editor/Columnist, Revista Sport Magazin