



Ioana Turcaș

Brasov, Romania
Mobile : +

E-mail: ioana.turcas@unitbv.ro

EDUCATION

- 2020 **3rd year Ph.D. student at Transilvania University, Brasov, Romania Faculty of Business Administration, Marketing field.**
- 2020-2021 **Modul Psihopedagogic Postuniversitar – Level I**
- 2021-2022 **Modulul Psihologic Postuniversitar - Level II**
- 2017 **MSc in International Hospitality and Tourism Management, Manchester Metropolitan University.**
- 2011 **Bachelor of Arts, Economic Sciences – Economics of Trade, Tourism, and Services, “George Barițiu University” Brasov, Romania**

TEACHING EXPERIENCE

- October 2021 – Present **Transilvania University of Brasov**
Lectured to undergraduate students.
Organized and delivered course material for the seminar “World Economy and Geography”
Organized and delivered course material for the seminar “Tehnici și Operațiuni de Comerț Exterior”
Organized and delivered course material for the seminar “Politici și strategii Internaționale pentru dezvoltare durabilă”
- May 2018 - Present **Taste Culinary Business Academy – Research Methods Lecturer**
Lectured “Research Methods” course providing extensive knowledge on the quantitative and qualitative data collection and analysis.
Lectured to undergraduate students
Develop and deliver resources and teaching materials to meet course frameworks
Supervised BA and MSc Dissertation papers.
Coordinated the admission process for American Hotel Academy and Taste Culinary Business Academy

June 2011 – Present **American Hotel Academy - Lecturer**
Program and Course Developer: Food and Beverage Service, Food and Beverage Management, Hospitality Today
Lectured to undergraduate students
Develop and deliver resources and teaching materials to meet course frameworks and learning resources to meet course framework and learning outcomes.
Supervised Dissertation papers.
Coordinated the admission process for American Hotel Academy and Taste Culinary Business Academy

PAPERS PRESENTED

- May 2018 Țurcaș, I. and Enache, I. (2018) The wine list optimization – a customer behavior perspective. Paper presented at BIOATLAS International Conference, Sibiu, Romania.
- November 2019 Țurcaș, I. and Enache, I. (2019) The impact of customer behavior on wine list management. Paper presented at the EuroCHRIE, International Conference, Dublin, Ireland
- May 2021 Țurcaș, I. (2021) Cartografierea hărții clientului – valoare în industria vinului? Poster Presented at AFCCO, Brasov
- May 2022 Musa, B., A., Grigoroiu, M. and Țurcaș, I. (2022) Alumni Insert, îmbunătățirea relației Universității Transilvania din Brașov cu absolvenții săi prin digitalizarea activităților specifice – Proiect “Fii în Centru”
- March 2023 Ion, S., Turcas, I., Musa, B., A., and Tescasiu, B. (2023) The Role of Romanian Startup Hubs – a Bridge between a business idea and the Reality of the economic sector. Paper Presented at the 17th International Conference on Business Excellence Rethinking business: Sustainable leadership in a VUCA world
- May 2023 Draghici, S., I., Turcas, I., Tescasiu, B., and Musa, B., A. (2023) An evaluation of the impact of new sustainable cities and Communities’ policies on the Brasov Area’s hospitality and service businesses. Paper presented at International Economic Conference, Sibiu
- May 2023 Turcas, I. (2023) Romanian Traditional Food –a Tool to Increase the Visibility of the Country. Paper presented at Inclusive and Sustainable Economic Growth

PROFESSIONAL GROWTH ACTIVITIES

Turcas, I. and Tescasiu, B. (2022) The importance of value creation in Marketing, Bulletin of the Transilvania University of Brasov Series V: Economic Sciences, Vol. 15(64) No. 1, 2022, <https://doi.org/10.31926/but.es.2022.15.64.1.3>

Tescasiu, B., Piuaru, B. A., Grigoroiu, M. C. and Țurcaș, I. (2022) Graduates and employability –quantitative research at the tertiary level”, Journal of Smart Economic Growth, Vol 7 No 3 (2022), 63-57.

Turcas, I., Popa, D., Maican, C., Muşa (Piuaru), B.A., & Grigoroiu, M.C. (2023). Universities are in the process of co-working with the labor market. *Amazonia Investiga*, 12(63), 330-340. <https://doi.org/10.34069/AI/2023.63.03.31>

Chiroiu, M. I., Turcaş, I. and Tescaşiu, B. (2023) Do women in the hotel industry from Romania have equal chances as men in their career” progression? *Proceedings of International Scientific Conference, ISSD 2023, X Edition, Information Society and Sustainable Development, April 27-28, La Valletta, Malta, 176-183*

Mirza, H. and Turcaş, I. (2023) The wine tourism in Romania – a customer behavior perspective, în curs de publicare în *Analele Universităţii "Dunărea de Jos" din Galaţi Fascicola I. Economie şi Informatică Aplicată*, Print ISSN 1584-0409

Serbănescu, I., M., Turcaş, I. and Tescaşiu, B. (2023) Factors Influencing the Consumption of organic coffee and the Level of Ethical Consumerism” în curs de publicare în *Book of Proceedings (indexed by Springer) of the Conference: Modern Trends in Business, Hospitality, and Tourism, 3rd Edition.*

Turcaş, I. (2019) *Wine list as a marketing tool used by restaurants in Romania.* Lambert Academic Publishing, ISBN-13: 978-620-0-22864-2

PROFESSIONAL EXPERIENCE

June 2021 MSc International Tourism and Hospitality Business Management Program Leader

Organize and prioritize all academic aspects related to the program.
Understand, monitor, and comply with the academic rigorousness imposed by Manchester Metropolitan University, as a partner
Initiate contact with future international lecturers for providing the best teaching for all students.
Constantly measure success for both the program and for student
Design, implement, and evaluate the transformational experience for lecturers and students.

May 2018 – June 2021 Taste Culinary Business Academy Program Leader

Oversee the academic and business aspect of the Academy
Participate in the development of internal and external partnerships to disseminate information, share best practices, establish opportunities for collaborative work, and enhance the reputation of the academy.
Overall responsibility for program development, implementation, reporting, and program risk management.
Integrating and ongoing management of effective monitoring and evaluation framework into program design
Exploring innovative solutions and thinking creatively to identify opportunities and maximize the impact of the academy on the student experience.
Conceiving and controlling the budget for each academic year ensuring all aspects are fully covered and professionally managed.
Contributing to Taste Business Academy’s strategic planning and organizational tasks
Recruiting lecturers for all academic years, designing contracts, and elaborating induction meetings with all collaborative partners, to expand the academic teams
Communicating with Taste students regarding academic issues and concerns.

June 2020 – present American Hotel Academy, Taste Business Academy -
Dissertation Coordinator

Responsible for overseeing the dissertation process for all students enrolled in the last academic year
Organize, communicate, assign, and monitor dissertation supervisors.
Formulate and evaluate relevant topics for all students
Constant communication with students regarding dissertation information/issues
Conduct seminars for both supervisors and students.
Guide students for ensuring a high-quality dissertation paper.
Communicate with Manchester Metropolitan University
Extensive SPSS knowledge
Market research consultant
Qualitative data analyst

January 2010-January 2011 “Due” Restaurant, New York
Assistant Manager

Responsible for cost containment through the proper use, handling, and maintenance of records, reports, records, supplies, and equipment.
Ensured that the revenue targets set by the restaurant are achieved and exceeded through sales techniques, up-selling, suggestive selling, cross-selling, and at the same time keeping the cost levels within the limits set by the Restaurant Manager.

Special achievements

Mentored, developed, and provided on-the-job training to recruits to improve their current performance allowing them to gain skills and abilities for future advancement.
Inspired and built a solid team of efficient and customer-driven staff.

June 1998 – 2008 “Carnival Cruise Lines” – Miami, Florida
Restaurant team Headwaiters

Provided excellent wine and food service and developed tactics to ensure guest satisfaction.
Led the wait staff to work their shifts.
Trained new restaurant servers, assigned opening, and closing duties monitored them through the completion.

Special achievements

Developed and managed shipboard weddings, destination weddings, and renewal of marriage vows.
Oversaw the “bon voyage” operations (delivering pre-ordered gifts to the guest's staterooms)
Dealt with high-profile clients.
Participated in crowd management meetings involving problem-solving and decision-making in case of emergency on board the ships.
Attended a comprehensive wine and food pairing course in Napa Valley, California.
Developed a new understanding regarding service recovery management.



LANGUAGES

English – Spoken – Fluent

French – Spoken/Written – Conversational

Spanish – Spoken/Written – Conversational



