

**Europass  
Curriculum Vitae**



**Personal information**

First name(s) / Surname(s) **Svetlana - Zorina SISCAN**  
 Address(es) Academy of Economic Studies, 61 Banulescu-Bodoni, MD-2005, Chisinau, Moldova  
 Telephone(s) Mobile: +373-796 84 957  
 E-mail [shishcan.zorina@ase.md](mailto:shishcan.zorina@ase.md), [zorina\\_2005@yahoo.com](mailto:zorina_2005@yahoo.com)

**Work experience**

Dates **Since 1992 till the present - AESM**

**Since 2007 up to the present**

Occupation or position held Associate Professor / University Professor, Department of *International Business* (former *Chair of International Economic Relations*), AESM

Main activities and responsibilities

- Elaboration of curricular for License and Master courses, delivering the courses, providing scientific advisory and coordination for License, Master and Doctorate theses research, participation in state examination commissions, elaboration of current and final evaluation tests, conducting scientific research for national and international projects etc.

Didactic Skills and Competencies

- **Delivered and elaborated courses:**  
*For License Level* - Fundamentals of International Management, International Business Management, Negotiations in International Economic Affairs, International Economic Organizations, World Economy and European Integration etc.  
*For Master Level* - European Business Environment, Innovation Policy of the European Union, International Business Environment etc.  
*For Doctorate Level:* Megatrends in World economy and International Business etc.

18 curricular elaborated for the License, Master and Doctorate levels, and 15 courses delivered in languages of proficiency.

Name and address of employer	<b>Academy of Economic Studies of Moldova (ASEM)</b> 61 Banulescu-Bodoni str. MD-2005, Chişinău, Moldova Phone/Fax: (373 22) 402834 Website: <a href="http://www.ase.md">www.ase.md</a>
Type of business or sector	Higher education
<b>Education, Training, Research Qualification</b>	
Dates	<b>2004 - 2006</b>
Title of qualification awarded	Doctor Habilitat in Economic Sciences
Principal subjects/occupational skills covered	General: Management and International Economic Relations Occupational: Strategic and Cross-Cultural Management, International Economic integration, Innovation Research Policies in Economics and Business
Name and type of organisation providing education and training	<b>Academy of Economic Studies of Moldova (ASEM)</b> 61 Banulescu-Bodoni str. MD-2005, Chişinău, Moldova Phone/Fax: (373 22) 402834 Website: <a href="http://www.ase.md">www.ase.md</a>
Dates	<b>2001 - 2003</b>
Title of qualification awarded	Specialist in International Economic Relations (pre-Bologna)
Principal subjects/occupational skills covered	General: International Economic Relations Occupational: European Union Economic Integration, Innovation Policies of the European Union
Name and type of organisation providing education and training	<b>International Institute of Management (IMI-Nova)</b> Chisinau, Moldova Website: <a href="http://www.imi-nova.md">www.imi-nova.md</a>
Dates	<b>1993-1996</b>
Title of qualification awarded	Doctor in Philosophical sciences

Principal subjects/occupational skills covered	General: Philosophy and Research Methodology Occupational: Social Management, Logic, Psychology, Scientific Research and Teaching Methodology																																								
Name and type of organisation providing education and training	<b>State University of Moldova, Institute of Philosophy, Sociology and Law of the Academy of Sciences of Moldova</b> Chisinau, Moldova Websites: <a href="http://www.usm.md">www.usm.md</a> , <a href="http://www.asm.md">www.asm.md</a>																																								
Dates	<b>October-November 1995</b> Training in Cross-Cultural Management																																								
Name and type of organisation providing education and training	<b>Institute of Management, Braunschweig Technical University, Germany.</b> <a href="http://www.tu-braunschweig.de">www.tu-braunschweig.de</a>																																								
Dates	<b>October-November 1993</b> Advanced <i>English Language</i> course for teachers																																								
Name and type of organisation providing education and training	<b>The Institute for Applied Language Studies, the University of Edinburgh, United Kingdom</b> University of Edinburgh 21 Hill Place, Edinburgh EH8 9DP <a href="http://www.shc.ed.ac.uk">www.shc.ed.ac.uk</a>																																								
Name and type of organisation providing training	1993 - <b>Iasi State University "Al. Ion Cuza", Romania</b> – Professional Training at the Department of Philosophy and the Department of Economy 2016 – <b>Academy of Economic Studies, Bucharest, Romania</b> - Professional Training at the Department of International Economic Relations and the Department of Management																																								
<b>Personal skills and competences</b>																																									
Mother tongue(s)	<b>Romanian</b>																																								
Other language(s)																																									
Self-assessment European level (*)																																									
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C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user																																
	(*) <a href="http://www.cedefop.europa.eu">Common European Framework of Reference for Languages</a>																																								

Social skills and competences	<ul style="list-style-type: none"> <li>• Good ability to adapt to multicultural environment gained through the training experience abroad</li> <li>• Good communication skills gained from the experience as professor and researcher</li> </ul>
Organisational skills and competences	<p><b>Leadership</b> in scientific research: 2005-2006 -Moldova Project Manager in the Cross-cultural Management Research in Business on seven countries, guided by the Institute of Management, Braunschweig Technical University; 1998-2010 - One of the founders and Vice-President of the National Council of Women of Moldova NGO in which it has been got an experience to manage teams for scientific research in public domain;</p> <p><b>Sense of organization:</b> Organization of various scientific events (conferences, round tables, training, presentations) beginning with the conceptual draft till logistics at both international and national scales, e.g. Organizer and Convener of the Session ERE 1.4.within the European Geosciences Union (EGU 2020), Vienna, Austria, May 3-8, 2020, in collaboration with EU COST Action 17133 and Copernicus Gesellschaft e.V.</p>
Computer skills and competences	Word, Excel, Internet, Power Point
Special Skills and Competencies	<b>Creative and Innovative approach to research and teaching</b> allow designing new research directions and elaboration of topics at License, Master and Doctorate Levels as well as <b>within international projects</b>
Scientific Research skills and competences	<p><b>1999</b> – Co-researcher in the ASEM investigation for governmental structures on the topic "Analysis of how the economic and social reforms are taking place in the Republic of Moldova. Elaboration of the Proposals for the reform's better implementation". Results registered under the #1640, M-1999 at the ICSITE, Chisinau,1999;</p> <p><b>2000</b> - Co-researcher in the ASEM investigation for governmental structures on the topic "Institutions and Institutional Changes in Economy of Transition of the Republic of Moldova". Results registered under the #1717, M-2000 at the ICSITE, Chisinau, 2000;</p> <p><b>June, 2000</b> - Researcher and Moldovan NGOs Shadow Report Coordinator for the CEDAW Session in New York.</p> <p><b>2005-2006</b> – Moldova Project Manager in the Cross-cultural Research <i>Business Management Values</i> on seven countries, guided by the Institute of Management, Braunschweig Technical University.</p> <p><b>2007-2008</b> – National Expert on Curricular and Teaching Methodology within the International Project „<i>Master Studies for European Integration and Neighbourhood Policy</i>”, Italy-Slovenia- Romania-Moldova</p>

**2008-2012** – National Expert for Scientific Research on the Problems of Integration of the EU Neighbourhood Countries into the European Union Space within the International project “*BRIDGE - fostering mutual understanding and co-operation of EU with Ukraine, Belarus, Moldova and Russia*”.

**2011** – Preliminary research on the topic *Green Entrepreneurship in Moldova: problems and solutions*, presented at international conference „*Green Enterprising and Innovation for a Sustainable Future – How can Education contribute?*”, November 6-9, Stockholm University

**2012** – Continued research and participation in training organization on „*Evoluția antreprenoriatului verde în Moldova*” within the joint International Workshop „*Green Enterprising and Crowdfunding for University Innovation*” of the University of Stockholm and the State University of Moldova, November 1

**2013- till present (2022)** – Research on **Socio-economic Megatrends, Sustainability, Green and Circular Technologies and Business Models** included, and their **Impact upon Human, Social, and Economic Development**, special research attention of the last years being put on **Management, Tourism, Marketing, and Global Health.**

**2019-2022 – Moldova Representative (MCS) in the EU COST Action 17133**  
“*Implementing Nature based Solutions for creating a resourceful circular city*”

**2020-2023 – Moldova Representative (MC) in the EU COST Action 19101**  
“*Determinants of Physical Activities in Settings*” (DE-PASS)

#### Additional information

*Since August 2000 till July 2001* – Visiting Professor at the University of Kansas, the Department of Philosophy and the Department of Economics, within the **Junior Faculty Development Program (ACTR/ACCELS)**, Washington D.C.. Research included such topics as International and Cross-cultural Management and Negotiations, International Business Ethics and Psychology, New Trends and Research Methodology in Global Economy, Philosophy Applied for Economists and Businesspeople; the research has resulted in the development of some teaching courses and monographic works.

#### Internships and Professional Site visits in Real Sector

*API Foils Inc., FAI Inc. (USA); Viorica Cosmetic JSC, JV Efes Vitanta Moldova Brewerly JSC, DAAC Hermes Group JSC (R. Moldova); Sudzucker-Moldova LLC, KWS SAAT SE & Co. KGaA (Germany-Moldova); “Smart and Circular City District of Future” Hiedanranta Study Visit, Tampere (Finland) etc.*

**Since 2009** – National Expert of the Center for European Studies of the Academy of Economic Studies of Moldova on the issues of the EU-RM cooperation

**Since 2013** – Member of the Editorial Board of the Romanian Scientific journal with international impact *ECOFORUM*, ISSN: 2344 – 2174

**Since 2020** – EU COST Expert and Review Panel Member MD Social Sciences

There are more than 60 **published scientific and didactic products**, among which

1. **Siscan Z.**, *New Methodological Approaches to Project Management* (in English). In: Investițiile în sistemul afacerilor, p.p. 888-893– Bucharest: Eficon Press, 2003. ISBN 973-86365-0-7
2. **Siscan Z.** *Human Wholeness Paradigms in Strategic Management* (in Romanian), Chisinau: ASEM, 2006.- 279 p. - ISBN 978-9975-75-375-3 (*monographic work*)
3. **Siscan Z.** *Substantiation of the New Methodological Approaches to Strategic and Cross-Cultural Management in the context of the Socio-economic Megatrends* (in Romanian). – Chisinau: ASEM, 2009.–350 p. - ISBN 978-9975-75-470-5 (*monographic work*)
4. **Siscan Z.** *Analysis of the Innovation Policy of the Republic of Moldova in the context of the Innovation Policy of the European Union*. In: Culegerea materialelor a Conferinței științifico-practice Jean Monnet „Politica europeană de vecinătate și parteneriatului estic: realizări, obstacole și perspective”. Chișinău, 2011, p.168-181. - ISBN 978-9975-4176-6-2
5. **Siscan Z.** *The Contemporary Methodological Approaches to the World Economy as Innovation System*. În: Actual Issues of World Economy (The International Collection of Scientific Articles). Chișinău, ASEM, 2012. p.31-39. ISBN978-9975-75-606-8.
6. **Siscan Z.** *Evolution of Organizational Structures of Transnational Companies*. În: Management Science in Transition Period in Moldova and Poland - Cracow-Chisinau, 2014.-Vol.I, p. 205-214. Polish ISBN 978-83-937642-2-8, RM ISBN 978-9975-75-700
7. **Siscan Z.** *The Ecologization Megatrend of World Economy and the Response to it by Republic of Moldova in the context of European Integration*, În: EASTERN EUROPEAN JOURNAL OF REGIONAL STUDIES, Volume 1, Issue 2, December, 2015, pp.91-105. ISSN 1857-436X. [http://csei.ase.md/journal/files/eejrs\\_vol\\_1\\_issue\\_2.pdf](http://csei.ase.md/journal/files/eejrs_vol_1_issue_2.pdf)
8. **Siscan Z.** *The Impact of Socio-economic Megatrends upon Social Systems and Business Development (Methodological aspect of Study)* In: ECOFORUM, 2016, vol. 5, nr. 2, pp.89-96. ISSN 2344-2174. - <http://ecoforumjournal.ro/index.php/eco/article/view/399>. (Indexed in DOAJ, EBSCO, Econlit, Ulrich ș.a.)

9. **Shishcan Z., Roitman I.** *Paradigmatic Approach to the Evolution of Tourism as a Form of International Economic Relations.* În: ECOFORUM, Volume 6, Issue 3(13), 2017, ISSN 2344 – 2174. - <http://www.ecoforumjournal.ro/index.php/eco>. (Indexed in DOAJ, EBSCO, Econlit, Ulrich ș.a.)
10. **Siscan Z.** *Sustainable Development Economic Conceptions: Green Economy and Circular Economy.* –In: Culegere de articole selective ale conferinței științifice internaționale interdisciplinare “Competitivitatea și inovarea în economia circulară: modele de dezvoltare durabilă”, 14 decembrie, 2018, Chisinau, 2019. - pp. 5-22. ISBN 978-9975-56-648-3.
11. **Siscan Z., Siscan N.** *The Constitution of Homo Intelligence and Forms of Labor Organization.* In: SOCIETY, CONSCIOUSNESS, COMPUTERS, Vol. 6 – Editura Academiei Româno-Americană de Arte și Științe, University of California Davis, Bacău: Alma Mater Publishing House, June 2020, p.p.33-37. ISSN 2359-7321, ISSN-L 2359-7321
12. **Siscan Z.** *Neuromarketing Strategic Engineering: Global, Local, and Transnational.* In: Xu J., Duca G., Ahmed S., Márquez F., Hajiyevev A. (eds.), Proceedings of the Fourteenth International Conference on Management, Science and Engineering Management, Vol. 2. Advances in Intelligent Systems and Computing Volume 1191, Springer International Publishing 2020, p.p. 392-404. ISSN 2194-5357, ISSN 2194-5365 (electronic); ISBN 978-3-030-49888-7, ISBN 978-3-030-49889-4 (eBook). Indexing ISI Proceedings, EI-Compendex, DBLP, SCOPUS, Google Scholar and Springerlink.
13. **Siscan Z., Kaim M.** *Green Entrepreneurship in the Republic of Moldova and European Circular Economy Trend/Antreprenoriatul verde în Republica Moldova și trendul european de economie circulară.* Culegere de articole științifice, Conferință științifică internațională ”Competitivitate și inovare în economia cunoașterii”, ediția a XXII-a, 25 – 26 septembrie 2020, p.p. 358-367, Chișinău, 2020, e-ISBN 978-9975-75-985-4
14. **Siscan Z., Cojocaru O.** *The circular ecological economy - a beneficial environment in light of the use of natural resources in the Republic of Moldova,* EGU2020-58, EGU General Assembly 2020, Vienna, Austria, <https://doi.org/10.5194/egusphere-egu2020-58>
15. **Siscan Z.** *International Business Management.* University Course. Chișinău: ASEM, 2021. - 228 p. ISBN 978-9975-155-02-1