



SEGAL-LIVADĂ Tatiana

CURRENT POSITION: Associate Lecturer

AFFILIATION/DEPARTMENT: Department of Business Administration in foreign languages (UNESCO chair)

ORCID RESEARCHER ID:

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE:

EMAIL: tatiana.segal@fabiz.ase.ro

PROFILE

Tatiana Segal is currently an associate professor, with over twenty years of teaching experience in the Faculty of Business Administration in Foreign Languages, being among the first full professor.

Throughout her professional career, carried out at the French language department, she focused on the training and development of the entrepreneurial spirit with positive results (a large number of students becoming entrepreneurs).

Due to her double specialization, through courses in negotiations and intercultural management, she instilled in her students the desire for collaboration and communication, tolerance, positive thinking so that they can face the challenges of professional and social life



EDUCATION

Habilitation	-
Post-Doc	-
PhD (Doctorate)	2004 - PhD in Management, Faculty of Management, Bucharest Academy of Economic Studies (ASE), Romania. Doctoral Thesis - Methods and techniques for evaluating and testing the credibility of the supply market. 1990 - PhD of Philosophy, Bucharest University, Faculty of Philosophy, Romania. Doctoral Thesis - Universal moral values in classical Chinese philosophy
Master	-
Bachelor	1983 - Bachelor of Science in Economics - state exam diploma, Bucharest Academy of Economic Studies, Faculty of Industrial, Construction and Transport Economics 1977 - Bachelor in Philology - state exam diploma, Bucharest University, Faculty of Romance, Classical and Oriental Languages

PROFESSIONAL TRAINING

- 2010 Nov.** - Postgraduate Chinese language teaching course, Confucius Institute Headquarters / 国家汉办 / 孔子学院总部 Tianjin, China
- 2008-2010** English intensive course, PROSPER, Bucharest

ACADEMIC MANAGEMENT

- 2015-2020** - Member of Faculty Board and member of Department Board

ACADEMIC EXPERIENCE

- 2020 present**, retired, Associate Professor, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania
- Courses taught in French:
- Bachelor's degree: "Entrepreneurial culture" (C & S), "Social entrepreneurship" (C)
- Master's degree:
- "Entrepreneurship and sustainable business development" (C), "Scientific seminar" (L/P), "Ethics and Academic Integrity" (L/P), "Specialized Practice" (L/P)
- 2014-2020**, Associate Professor, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania
- Courses taught in French:



Bachelor's degree: "Entrepreneurial Culture" (C&S), "Business Negotiation" (C), "Intercultural Management" (C), "Social Entrepreneurship" (C)

Master's degree:

"Entrepreneurship and Business Development" (C & S), "Negotiation strategies and conflict management" (C & S), "Scientific seminar" (L/P), "Specialized practice" (L/P)

2001-2014 University Lecturer, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Courses taught in French (C&S):

"Negotiation Techniques", "Entrepreneurial Culture", "Intercultural Management", "Entrepreneurship",

"Business Negotiation Strategies and Conflict Management"

"The Basics of Enterprise Economics", "Economic Projects and Entrepreneurial Games."

2010-2013 University Lecturer, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Courses : Chinese for beginners, Faculty of International Relations, ASE

1994-2001 Associate Professor paid by hour, Faculty of Business Administration in Foreign Languages and Faculty of Management, Bucharest University of Economic Studies, Romania

Courses taught in French & Romanian

"Negotiation Techniques" (C&S), "Economic projects and business games (L/P),"Economics of the branches" (S)

RESEARCH PROFILE

My research focused on the tendency to capitalize on my double specialization (economist and sinologist philosopher). Elements of interest were negotiations, intercultural relations within the enterprise, the creation and development of new enterprises.

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Tatiana Segal, „Setting up a new business – evidence from a business administration faculty”, Published Online: 29 Nov 2019, Volume & Issue: Volume 13 (2019) – Issue 1 (May 2019), pp. 1248 – 1260
DOI: <https://doi.org/10.2478/picbe-2019-0110>
2. Alexandrina Deaconu, Tatiana Segal, „La créativité entrepreneuriale – un vecteur de la croissance économique” in ESFAM 2017, <http://esfam.auf.org>, <http://www.utm.ro>
3. Alexandrina Deaconu, Tatiana Segal, „Styles d'apprentissage et techniques de formation / Learning Styles and Training Techniques”, in Dialogos, Sciences du langage et didactique des langues, La formation de la culture académique et professionnelle dans les filières francophones en contexte multilingues. Etat des lieux et perspectives, XV, no 30/2014, numéro coordonné par Corina Cilianu-



Lascu, ASE, București, pp. vol. XV, no. 30, pp. 141-153, 2014, ISSN 1582-165X,
www.romanice.ase.ro/dialogos

4. Segal, T., Vasilache, S. „Past educational cultures’ influence on present perceptions of education”, in Management & Marketing, vol. 7 no. 3 (27), Autumn, pp. 513-530, 2012, ISSN 1842-0206
5. Tatiana Segal, „Noise in negotiation – towards a typology” in Management & Marketing, vol. 4 no. 2 (14), Summer, pp. 111-118, 2009, ISBN 1842-0206
6. Marieta Olaru, Carmen Păunescu, Mihaela Prejmorean, Tatiana Segal, Diana Șandru, Irina Bena, „Identificarea caracteristicilor cercetării universitare de excelență și a posibilităților de consolidare a parteneriatului universității – mediu de afaceri” in Calitatea acces la succes, 2007, an VIII nr. 9, nr. special pt. simpozionul „Calitate – Management – Integrare europeană” ediția 3, organizat de către Academia de Studii Economice din București și Asociația Registrul Național al Auditorilor din România, Editura Cartea Universitară, București, pp. 376-384, 2007, ISSN 1582-2559
7. Tatiana Segal, „Restricții pe piața de furnizare a iutei”, în Economia Management, 1-2/2001, pp. 68-71, 2001, ISSN 1454-0320

List of papers published in conference proceedings:

1. Tatiana Segal, Shahrazad Hadad, „What it takes to be an entrepreneur in Romania”, Proceedings of the 11 International Conference on Business Excellence, vol. 11, Issue 1 (2017) pp. 464-474. ISSN 2558-9652 Published Online: 2017-08-26 | DOI: <https://doi.org/10.1515/picbe-2017-0050>
<https://www.degruyter.com/view/j/picbe.2017.11.issue-1/picbe-2017-0050/picbe-2017-0050.xml>
2. Tatiana Segal & Simona Vasilache, „Plea against Cultural Stereotypes”, in Proceedings of ICIC 2010, Copenhagen, 18-20 august 2010, pp. 275-278, 2010, ISBN 978-1-4503-0108-4
3. Tatiana Segal și Simona Vasilache, „Le role de l’audio-visuel culturel roumain dans la re-création de la solidarité”, în cadrul colocviului internațional 17ème Colloque bilatéral franco-roumain Bucarest, 10-12 juin 2010 / Colocviul bilateral franco-român Ediția a 17-a București, 10-12 iunie 2010, cu tema La communication entre logiques marchandes et logiques solidaires / Comunicarea – între logici comerciale și logici solidare, parteneri români: Universitatea București (Facultatea de Sociologie și Asistență Socială, Centrul Media și Noi Tehnologii de Comunicare, Facultatea de Jurnalism și Științele Comunicării, Facultatea de Litere. Catedra de Comunicare și Relații Publice), Școala Națională de Științe Politice și Administrative (Centrul de Cercetare în Comunicare), parteneri francezi: Université « Lumière » Lyon 2, Equipe de recherche de Lyon en Science de l’Information de la Communication, Institut de la Communication Lyon 2, Société Française des Sciences de l’Information et de la Communication (în curs de publicare), www.centrucomunicare.ro/pdf/programme.pdf
4. Tatiana Segal, „Techniques de négociation apparemment non agressives”, in Cahier de la Recherche de l’ISC Paris, CRISC no 24, Actes du Colloque des 8 & 9 juin 2009 „Les dérives éthiques dans l’entreprise / Unethical business practices”, 3ème trimestre 2009, ISC Paris School of Management, pp. 470-490, 2009, ISBN 978-2-916145-15-0
5. Tatiana Segal, „Câteva considerații privind impactul factorului cultural în comunicarea non-verbală



- în afaceri internaționale”, la conferința The 2006 International Conference in Commerce, organizată de ASE – Facultatea de Comerț, 27-29 martie 2006, CD, ISBN (10) 978-973-594-776-7
6. Tatiana Segal, „Influența factorului cultural în negocierea internațională”, simpozionul național Calitatea este problema fiecăruia; Calitate – Management – Integrare europeană organizat de Asociația REGISTRUL NAȚIONAL AL AUDITORILOR – ARNA, Catedra UNESCO – Strategia Schimbării și Dezvoltării Întreprinderii și Catedra de Merceologie și Managementul Calității, ASE București, 15 decembrie 2005 – CD, ISBN (10) 973-594-776-5
 7. Tatiana Segal, „Factori de risc de maximă importanță la nivel de întreprindere în condițiile reconstrucției economice durabile”, simpozionul național Calitatea este problema fiecăruia; Calitate – Management – Integrare europeană organizat de Asociația REGISTRUL NAȚIONAL AL AUDITORILOR – RENA, Catedra UNESCO – Strategia Schimbării și Dezvoltării Întreprinderii și Catedra de Merceologie și Managementul Calității, ASE București, 18 iunie 2004 – CD

List of books & book chapters:

Books (co-autor & autor)

1. Vasilache, S., Segal, T., Cultural integration and workforce diversity, GRIN Publishing GmbH, 50 pag., 2011, ISBN 978-3-656-07973-6
2. Alexandrina Deaconu, Tatiana Segal, Anca Bogdan, Bases de l'économie d'entreprise, théorie et exercices, ASE, București, 343 pag., 2011, ISBN 978-606-505-484-4
3. Tatiana Segal, Techniques de négociation, support de cours, exercices, études de cas et sujets proposés à négocier, Editura ASE, București, 314 pag., 2009, ISBN 978-606-505-262-8
4. Alexandrina Deaconu, Tatiana Segal, Economie de l'entreprise – Exercices et études de cas, Edition révisée et augmentée, Editura ASE, București, 194 pag., 2004, ISBN 973-594-520-7
5. Alexandrina Deaconu, Tatiana Segal, Economie de l'entreprise – Exercices et études de cas, Editura ASE, București, 150 pag., 2002, ISBN 973-594-140-6
6. Beniamin Cotigaru, Viorel Petrescu, Ion Gh. Roșca (coord.), autori: prof. univ. ing. Beniamin Cotigaru, prof. univ. dr. Viorel Petrescu, prof. univ. dr. Ion Gh. Roșca, dr. ing. Jean Constantinescu, prof. univ. dr. Gabriela Lucia Sabău, prof. univ. dr. Oscar Hoffmann, prof. univ. dr. Ion Verboncu, prof. univ. dr. Constanța Bodea, prof. univ. dr., membru al Academiei de Științe Medicale, Traian Ionescu, dr. în matematici, membru al Academiei de Științe Medicale, Dan Farcaș, prof. univ. dr. Florin Căldăraru, dr., membru al Academiei de Științe Medicale, Gheorghe Brătescu, dr. Octaviu Moldovan, dr. ing. Vasilica Ciucă, lect. univ. dr. Tatiana Segal, ing. Gheorghe Manea, dr. Lucian Badea, prof. univ. dr. Octavia Bogdan, ec. Ghidu Bruchmaier, dr. Wilhelm Kappel, dr. Iulian Iordache, matematician Georgeta Stănciulescu, Reconstrucția durabilă – principii și acțiuni, Editura ASE, București, 384 pag., 2004, ISBN 973-594-398-0
7. Ioan Rațiu-Suciu, Ion Plumb, Florin Pavelescu, Tatiana Segal, Andreea Zamfir, Economia ramurilor – Lucrare complexă și studii de caz, destinată disciplinei „Economia ramurilor”, Editura ASE, București, 64 pag., 2002, ISBN 973-594-051-5



Book chapters

1. Tatiana Segal, „Le management interculturel – défis aussi bien pour l’enseignant que pour le milieu des affaires” (Chapitre 1) in Alexandrina Deaconu (coord.), Management des affaires pour les filières francophones, Editura ASE, Bucuresti, 2015, pp. 21-48, ISBN 978-606-505-870-5, www.editura.ase.ro
2. Tatiana Segal, „The Role of the Personal Culture in the Management of a Multicultural Team”, in Simona Vasilache Cross-Cultural Training an Teamwork in Healthcare, IGI Global, AHISA Book Series, IGI Global, 2014. 1-326. Web. 6 Jan. 2014. pp. 142-155, 2014, doi:10.4018/978-1-4666-4325-3, ISBN13: 9781466643253, ISBN10: 1466643250, EISBN13: 9781466643260
3. Segal, T., „O incursiune în relația valoare - sferele vieții ecologice”, in Dan, M.C., Vasilache, S., Dinamica stilurilor de viata in epoca moderna, Editura Curtea Veche, Bucuresti, pp. 85-92, 2010, ISBN 978-973-1983-48-6

SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

2014 - Reviewer Manuscript ID CCM-11-2013-0178, for Emerald Journal, Cross Cultural Management : an International Journal, ISSN: 1352-7606, <http://www.emeraldinsight.com/ccm.htm>

2014 - Reviewer Manuscript 1408-26 pentru M&M, ISSN 1842-0206

2014 - Reviewer Manuscript 1411-40 pentru M&M, ISSN 1842-0206

PROJECTS

2007-2010 „Creșterea eficienței proceselor suport pentru transferul internațional de know how managerial în domeniul cercetării aplicative”, nr. contract 91051, 2007-2010, proiect CNMP, programul 4 „Parteneriate în domenii prioritare”, modalitatea de obținere: competiție, director de proiect: conf. univ. dr. Daniela Hîncu, calitatea în cadrul echipei: membru, valoare contract: 1984600 RON

2006-2008 „Modele și indicatori de evaluare a calității cercetării științifice în universități în contextul societății bazate pe cunoaștere”, proiect număr 5980, 2006-2008, director de proiect: prof. univ. dr. ing. Elena Helerea, Universitatea Transilvania Brașov, Contract CEEEX / P-CD Modul I, Nr. 2-CEX06-8-85/19.09.2006, partener P2: Academia de studii Economice din București, responsabil științific proiect din partea ASE - Prof. univ. dr. Marieta Olaru, faza O5.A1 „Identificarea grupurilor țintă relevante: structuri naționale/ internaționale de cercetare, universități, reprezentanți ai mediului economic și social” calitatea în cadrul echipei: membru, valoare totală: 1588690 RON, din care 230100 RON pentru partener P2 (ASE)-

OTHER RELEVANT PROFESSIONAL EXPERIENCE

2017 Trainer - Casa Corpului Didactic a Municipiului București, Continuous training programme: Management of Educational Project, target group: teaching staff in pre-university education

2011 - Trainer in European contract POSDRU/97/6.3/S/64237, project co-financed by the European Social



Fund through the Sectoral Operational Programme Human Resources Development 2007–2013 "Invest in people", entitled "Equal opportunities for successful careers", priority axis 6 "Promoting social inclusion", major intervention area 6.3 "Promoting equal opportunities on the labour market", director Rodica Papadopol, SIVICO Romania

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

2011 - present, member, Romanian Writers' Union 1995

2009 - present, founding member, Society for Business Excellence

1995–2005, Association européenne d'études chinoises / European Association for Chinese Studies, member

1975–1990, Oriental Studies Association, member

INDUSTRY AND SOCIETAL ENGAGEMENT

1990–2001, "Sergiu Al-George" Institute of Oriental Studies, scientific researcher / principal scientific researcher

Fields:

Research on classical Chinese thought and civilization focused on early Daoism

Research on Daoism from the pre-imperial period, interferences with Moism, Legalism, Confucianism, ancestor worship, the specifics of the interpretation of the main concepts.

1983–1990, Institute for Research in Construction and Construction Economics, economist

Fields:

Research in the economics of construction on a contract basis (research on indirect costs in the field of construction)

Research on international data in the construction field

Norming the research activity

1977–1990, Central Silk, Flax and Hemp Industry / "Relon Panduri", translator

Fields: Technical translations (French–Romanian, Romanian–French, Chinese–Romanian, Romanian–Chinese) written and/or simultaneous in the field of light industry regarding machinery for the flax and hemp industry, flax, hemp, jute products

GRANTS AND HONORS

March 2023 – diploma Meritul Universitar „Virgil Măgearu” – ASE 110 years of academic excellence

MEDIA PRESENCE

2022 – Interview with Ms. Roxana Rîbu for the article „Intellectual History of China and Chinese Studies” (40 pages), in the project Intellectual History of China and Chinese Studies. The host institution is Reach



and Educational Center of China Studies and Cross-Strait Relations, which is affiliated with the Department of Political Science at National Taiwan University, project manager: prof. Chih-shih, in <https://www.China-studies.Taipei/> 台大政治學系:::中國大陸暨兩岸關係教學研究中心:::首頁

2005 - Interview on Radio Romania cultural, the show "Mediateca. Spiritual Connections. History of Daoism by Isabelle Robinet", broadcast on August 6. Producer: Victor Popescu

2004 - Interview on Radio Romania cultural, the show "Mediateca. Spiritual Connections. Chinese New Year", broadcast on January 3. Producer: Victor Popescu

2003 - Interview on Radio Romania cultural, the show "Mediateca. Spiritual connections. Daoism. Zhuangzi and his book", broadcast on October 4. Producer: Victor Popescu

1999 - BBC interview about China (September 25, resumed September 26 at 9:00 a.m.), Producer: Andrei Cornea

INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

1996 (Jan. - May) visiting Professor, Departement of Chinese, University of Aix-en Provence, France

Courses taught in French:

"Mythology reflected in Zhuangzi's philosophical writing"

LANGUAGES

French - Advanced

Chinese (Mandarin and Classical) - Intermediate

English - Basic

Italian - Basic

Russian - Basic

SKILLS

Editing, drafting and correction skills

2022 - Text annotation, B. Fundoianu, Tălmăciri, pentru Muzeul Literaturii Române - (Între două lumi / DYŪBK) de Solomon Rappaport

2015-2020 - member of the editorial board, Literary Translation Journal, ISSN-L 2457-8991 / Revista de traduceri literare, <http://www.filiatradlit-buc-usr.ro/>

2014 - scientific translation control, Sergiu Bălan (edit.), "Antropologie economică - Antologie de texte", ASE, București ISBN 978-606-505-736-4

2008 - proofreading, Mircea Ghițulescu, "Istoria literaturii române. Dramaturgia", Editura Tracus Arte, București (corectură) ISBN 978-973-88816-4-8

2001-2003 - member of the editorial board of the journal "Semnal Management" of the Faculty of Management (issue 1 published in March) ISSN 1582-4861

2001-2003 - member of the editing and proofreading team "Analytical Programs" (in English and French) for SELS



1999–2007 – in charge of the "Spiritual Horizons" collection at the Orfeu 2000 publishing house (a few books translated and many published)

1991–2001 – co-editor at the ISO journal: "Annals of the Sergiu Al-George Institute" ISSN 1221-4302

Basic IT skills: Windows, MS Office, WWW

driving license category BEmer

Manual skills and abilities formed in extracurricular activities