



## **ENACHE Antonia-Cristiana**

**CURRENT POSITION:** Associate Professor; Course coordinator English, Business Communication in English and Business Correspondance in English

**AFFILIATION/DEPARTMENT:** Department of Modern Languages and Business Communication

**ORCID RESEARCHER ID:**

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**LINKEDIN PROFILE:**

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### **PROFILE**

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Dr. Antonia Enache, an accomplished Associate Professor at the Bucharest University of Economic Studies, specializes in Business English, Business Communication, Media Language, Simultaneous and Consecutive Interpreting, and Business Writing. Renowned for her dynamic teaching style and interdisciplinary approach, she empowers students with the linguistic and communicative skills vital for today's global business environment. Dr. Antonia Enache has authored and co-authored numerous books and scholarly articles, blending academic rigour with practical insights so as to address emerging challenges in business communication and language. Her dedication to excellence has cemented her reputation as a thought leader and educator in her discipline.



## EDUCATION

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<b>Habilitation</b>	-
<b>Post-Doc</b>	-
<b>PhD (Doctorate)</b>	<b>2002 – 2006</b> , PhD, Dissertation title: The Political Promise, University of Bucharest, Faculty of Foreign Languages and Literatures
<b>Master</b>	<b>2000 – 2001</b> , Postgraduate Degree in International and European Relations and Management Economics, Law, Politics, Management, Professional Skills University of Amsterdam, Amsterdam School of International Relations (ASIR) <b>1999 – 2001</b> , Postgraduate Degree in International Relations and European Integration Politics, Law, International Relations, European Integration The National School of Political Studies and Public Administration, Bucharest <b>1997 – 1998</b> , M.A. in English Applied Linguistics Applied linguistics, Pragmatics, Sociolinguistics University of Bucharest, Faculty of Foreign Languages and Literatures
<b>Bachelor</b>	<b>1993 – 1997</b> , B.A. in Philology (major: English, minor: French) Theoretical and Applied Linguistics, Literary Studies, Psychology, Pedagogy, British and American Civilization and Literature, French Civilization and Literature University of Bucharest, Faculty of Foreign Languages and Literatures

## ACADEMIC EXPERIENCE

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**October 2008 onwards** – Associate Professor, Bucharest University of Economic Studies

Courses taught:

- English Language, Communication in Business (English Language), Business Correspondence (English Language) – FABIZ
- Writing and Translating Business Documents – REI, LMA
- Terminology – Media Language – REI, LMA
- Introduction to Simultaneous and Consecutive Interpreting – REI, LMA
- The Theory and Practice of Simultaneous and Consecutive Interpreting – REI, LICOM (Master's Programme)

Courses taught in the past:

- Terminology – The Language of Advertising – REI, LMA
- Advanced Communication in a Professional Context: Presentations and Negotiations – REI, LMA
- English Language – REI



- Political Communication – REI, MIBCOM (Master's Programme)

**October 2005 – October 2008** – Lecturer – Bucharest University of Economic Studies

Teaching Business English to students in the Faculty of Business Administration and the Faculty of International Economic Relations

Bucharest University of Economic Studies, Bucharest Education

**February 2002 – October 2005**

Assistant Lecturer – Spiru Haret University, Bucharest

Teaching Business English and Courses in Communication to students in the Faculty of Marketing and Foreign Trade

Teaching Theoretical and Applied Linguistics to Students in the Faculty of Foreign Languages and Literatures

**October 1997 – November 1998** – Assistant Lecturer – Bucharest University of Economic Studies

Teaching Business English to students in the Faculty of International Economic Relations

## RESEARCH PROFILE

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My research tackles political communication, media language and business writing, with a focus on how language shapes perceptions and influences decision-making in professional and societal contexts. My work examines the interplay between discourse and power in political, business and media environments, as well as the strategies aiming to create clear and effective communication across the board. I have authored numerous books and articles that bridge theoretical perspectives with practical applications, contributing to a deeper understanding of language use in both political and corporate spheres. Through my research, I have aimed to shed light on the evolving role of language in shaping contemporary communication practices.

## LIST OF PUBLICATIONS

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### ***List of articles published in peer reviewed journals:***

1. Enache, Antonia-Cristiana, Pitfalls of Writing for the Media: Appeals to Emotion versus Exaggerated Sensationalism, in *Synergy*, vol. 20, no. 2 / 2024, pp. 209-226, DOI: 10.24818/SYN/2024/20/2.06, ISSN 1841-7191 (print), ISSN 2668-0513 (online), ASE Publishing House, [https://www.synergy.ase.ro/issues/2024-vol20-no-2/Art%206\\_Antonia%20ENACHE.pdf](https://www.synergy.ase.ro/issues/2024-vol20-no-2/Art%206_Antonia%20ENACHE.pdf)
2. Enache, Antonia-Cristiana, Quelques réflexions sur la condition de la femme dans le roman « La Princesse de Clèves » de Madame de La Fayette, in *Dialogos*, no. 41 / 2024, pp. 96-110, DOI: 10.24818/DLG/2024/41/07, ISSN 2734-5424, ISSN-L 1582-165X, <https://dialogos.rei.ase.ro/41/Art.%206%20-%20Enache.pdf>
3. Enache, Antonia – Cristiana, Militaru, Marina – Luminița, Șerban, Raluca – Nicoleta, Pitfalls of Translation: English Words and Phrases Difficult to Render in Romanian, in *Synergy*, vol. 19, no. 2 / 2023,



- pp. 175–196, DOI: 10.24818/SYN/2023/19/2.06, ISSN 1841-7191 (print), ISSN 2668-0513 (online), ASE Publishing House, pp. 200–213,  
[https://www.synergy.ase.ro/issues/2023-vol19-no-2/6\\_Enache\\_et\\_al\\_Pitfalls-of-translation.pdf](https://www.synergy.ase.ro/issues/2023-vol19-no-2/6_Enache_et_al_Pitfalls-of-translation.pdf)
4. Enache, Antonia-Cristiana, Militaru, Marina-Luminița, Dima, Viorela-Valentina, Business to Consumer Interaction in the Post COVID Era. A Case Study on Customer Reviews for Electronics and Cosmetics, in Dialogos, no. 40 / 2023, pp. 252–273, DOI 10.24818/DLG/2023/40/17, ISSN 2734-5424, ISSN-L 1582-165X, [https://dialogos.rei.ase.ro/40/16.%20Enache\\_Militaru\\_Dima.pdf](https://dialogos.rei.ase.ro/40/16.%20Enache_Militaru_Dima.pdf)
  5. Enache, Antonia Cristiana, Militaru, Marina Luminița și Panait-Ionică, Diana Eugenia: The Emotional Appeal of Clickbait Headlines – between Entertainment and Deception, in Dialogos, no. Special 2022, vol XXIII, pp. 216–230 DOI: 10.24818/DLG/2022/SP/14, ISSN 2734-5424, ISSN-L 1582-165X, [https://www.dialogos.rei.ase.ro/dia\\_spec\\_2022/14.%20Enache,%20Militaru,%20Panait-Ionica.pdf](https://www.dialogos.rei.ase.ro/dia_spec_2022/14.%20Enache,%20Militaru,%20Panait-Ionica.pdf)
  6. Enache, Antonia Cristiana, Militaru, Marina Luminița și Dima, Viorela Valentina: Pitfalls of Professional Writing – The Most Common Mistakes in Writing for Business Purposes, in Synergy, vol. 17, no. 1 / 2021, pp. 181–197, ISSN 1841-7191 (print), ISSN 2668-0513 (online), ASE Publishing House, pp. 200–213, [http://www.synergy.ase.ro/issues/2021-vol17-no-2/7\\_ENACHE\\_MILITARU\\_DIMA\\_Pitfalls%20of%20professional%20writing%20.pdf](http://www.synergy.ase.ro/issues/2021-vol17-no-2/7_ENACHE_MILITARU_DIMA_Pitfalls%20of%20professional%20writing%20.pdf)
  7. Enache, Antonia Cristiana, Militaru, Marina Luminița: The Rhetoric of Crisis: Political Communication on Social Networks during the 2020 Coronavirus Outbreak, Synergy, volume 15, no. 1/vol.17/2021, ASE Publishing House, pp. 74–94, ISSN 1841-7191,  
[http://www.synergy.ase.ro/issues/2021-vol17-no-1/SYN%202021.17.1\\_06%20-%20ENACHE\\_MILITARU.pdf](http://www.synergy.ase.ro/issues/2021-vol17-no-1/SYN%202021.17.1_06%20-%20ENACHE_MILITARU.pdf)
  8. Enache, Antonia Cristiana, Militaru, Marina Luminița și Panait-Ionică, Diana Eugenia: Communication on Social Media in the Covid-19 Campaign Vaccination in Romania, in Dialogos, nr. 38 / 2021, vol. XXII, pp. 60–76, : DOI: 10.24818/DLG/2021/38/04, ISSN 2734-5424, ISSN-L 1582-165X,  
[https://www.dialogos.rei.ase.ro/38/4.Enache\\_Militaru\\_Panait-Ionica.pdf](https://www.dialogos.rei.ase.ro/38/4.Enache_Militaru_Panait-Ionica.pdf)
  9. Enache, Antonia Cristiana: Why Hillary Lost: An Outline of the Factors Leading to Hillary Clinton’s Defeat in the 2016 Presidential Elections, in Synergy vol. 16, no. 1/ 2020, (pp. 7–25),  
[http://www.synergy.ase.ro/issues/2020-vol16-no-1/1.Antonia%20Enache\\_Why%20Hillary%20Lost.pdf](http://www.synergy.ase.ro/issues/2020-vol16-no-1/1.Antonia%20Enache_Why%20Hillary%20Lost.pdf)
  10. Enache, Antonia: The Rhetoric of Hope: Barack Obama’s Promises throughout the State of the Union Addresses, in Synergy vol. 16, no. 2/ 2020, pp. 226–241, <http://www.synergy.ase.ro/issues/2020-vol16-no-2/7%20Antonia%20Enache.pdf>
  11. Enache, Antonia Cristiana și Militaru, Marina Luminița: Face-Saving Strategies in Hillary Clinton’s 2016 Concession Speech. Synergy, volume 15, no. 2/2019, ASE Publishing House, pp. 200–213, ISSN 1841-7191,  
<http://www.synergy.ase.ro/issues/2019-vol15-no-2/04-Antonia-Enache.pdf>
  12. Enache, Antonia Cristiana and Militaru, Marina Luminița: Facets of Nationalism in Donald Trump’s Inaugural Speech. Synergy, vol. 14, no.2/2018, ASE Publishing House pp. 311– 326, ISSN 1841-7191,  
<http://www.synergy.ase.ro/issues/2018-vol14-no-2/13-Antonia-Marina.pdf>
  13. Enache, Antonia: Facets of the Indirect Attack in the First Televised Election Debate Klaus Iohannis – Victor Ponta, in Synergy vol. 12, no. 1/ 2016, pp. 246–261, <http://www.synergy.ase.ro/issues/2016-vol12->



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14. Ionciță, Diana Eugenia, Burns, Tom, Enache, Antonia, Militaru, Marina and Sinfield, Sandra: A Study on the Level of Satisfaction of Students in the Bucharest University of Economic Studies, Synergy vol. 12, no. 1 / 2016, pp. 200-213, <http://www.synergy.ase.ro/issues/2016-vol12-no-1/17-Ioncica.pdf>
15. Enache, Antonia: Similarities between Political and Commercial Advertising : the Slogan, in Synergy vol. 10, no. 2 / 2014, pp. 271-282, <http://synergy.ase.ro/issues/2014-vol10-no-2/11-antonia-enache-similarities-between-political-and-commercial-advertising-the-slogan.pdf>
16. Anca Gabriela Ilie, Dan Dumitriu, Antonia Enache: Closing the gender gap in accessing leadership positions in universities. We know the facts, it's time to act, International Journal of Academic Research, Vol. 5, No. 4, July 2013, DOI: 10.7813/2075-4124.2013/5-4/B.58, [https://www.researchgate.net/publication/271025288\\_Closing\\_the\\_gender\\_gap\\_in\\_accessing\\_leadership\\_positions\\_in\\_universities\\_We\\_know\\_the\\_facts\\_it's\\_time\\_to\\_act](https://www.researchgate.net/publication/271025288_Closing_the_gender_gap_in_accessing_leadership_positions_in_universities_We_know_the_facts_it's_time_to_act)
17. Sârbu, Roxana, Scurtulescu, Antonia Cristiana and Bucur, Crina Raluca: Calitatea în învățământul superior, in the Amfiteatru economic Journal no. 22, year IX, June 2007, pp. 41-47, ISSN 1582-9146, [https://www.amfiteatruconomic.ro/RevistaDetalii\\_RO.aspx?Cod=7](https://www.amfiteatruconomic.ro/RevistaDetalii_RO.aspx?Cod=7)
18. Sârbu, Roxana, Scurtulescu, Antonia Cristiana and Bucur, Crina Raluca: Quality in Higher Education, (6 pagini) (pp. 41-46), in the Amfiteatru Economic Journal, ISSN 1582-9146, Cod CNCSIS 283, ASE Bucharest, 2007
19. Enache, Antonia: A Communicative Approach to Teaching Business English, pp. 66-72, in Synergy, ASE 2007, vol 3, no 2., ISSN: 1841-7191, <http://synergy.ase.ro/issues/2007-vol3-no2/11-a-communicative-approach-to-teaching-business-english.pdf>
20. Scurtulescu, Antonia: « Positive » strategies in political discourse, (pp. 23-31), in Synergy, ASE Publishing House, Bucharest, 2006, vol. 2, no. 1 / 2006, ISSN 18411 – 7191, <http://synergy.ase.ro/issues/2006-vol2-no1/06-positive-strategies-in-political-discourse.pdf>
21. Scurtulescu, Antonia: Challenges in Meeting Objectives: Teaching Grammar to Business Students, pp. 158-160), in Dialogos, no. 6 / 2002, ISSN: 158-165X, [http://www.dialogos.rei.ase.ro/06/28c\\_Scirtulescu\\_TEACHING.pdf](http://www.dialogos.rei.ase.ro/06/28c_Scirtulescu_TEACHING.pdf)

**List of papers published in conference proceedings:**

1. Antonia – Cristiana Enache, Marina – Luminița Militaru, Viorela – Valentina Dima, Tips and Tricks for Teaching Complaints and Adjustments to Business Students, in 11th International Conference, Synergies in Communication, Conference Proceedings, ASE Publishing House, București, 2023, pp. 25-34, DOI: 10.24818/SIC/2023/01.02, ISSN (online) 2668 – 9375 ISSN-L 2284 – 6654, [https://sic.ase.ro/wp-content/uploads/sic-2023/pdf%20SiC%202023/S1.2.%20Enache%20A\\_Militaru%20M\\_Dima%20V.pdf](https://sic.ase.ro/wp-content/uploads/sic-2023/pdf%20SiC%202023/S1.2.%20Enache%20A_Militaru%20M_Dima%20V.pdf)
2. Antonia-Cristiana Enache, Marina-Luminița Militaru, Diana-Eugenia Panait Ionciță: Cancel Culture in the Romanian Public Space: Media Scandals and Societal Reactions, pp. 50-65, DOI: 10.24818/SIC/2022/01.05, in 10th International Conference, Synergies in Communication, Conference



- Proceedings, ASE Publishing House, Bucharest, 2022, ISSN 2284-6654 (CD), ISSN-L 2284-6654, <https://sic.ase.ro/wp-content/uploads/cuprins-2022.html>
3. Enache, Antonia: The Pursuit of Success as Reflected in Barack Obama's State of the Union Addresses, 14 pg (pp.273-287), in Un-Bordering Disciplinarity. Trans / Cross / Post-Disciplinary Approaches to Linguistic and Literary Research, Conference Proceedings, Universitaria Collection, Rediviva Edizioni, Milano, 2018, ISBN: 978-88-97908-46-3
  4. Stanciu, Silviu, Ahmadabadi, Mojtaba Ramezani and Enache, Antonia Cristiana: Optimization of Technology Transfer by Using IT Systems, pp. 745-753, at BASIQ 2018 International Conference New Trends in Sustainable Business, [https://basiq.ro/papers/2018/93\\_Stanciu\\_Dumitriu\\_Ahmadabadi\\_Enache.pdf](https://basiq.ro/papers/2018/93_Stanciu_Dumitriu_Ahmadabadi_Enache.pdf) and Consumption, 11 - 13 June 2018, Heidelberg, Germania, published in the BASIQ International Conference Volume, ASE Publishing House, 2018, ISSN 2457-483X ISSN-L 2457-483X
  5. Enache, Antonia: Perspectives on Political Correctness in Barack Obama's State of the Union Addresses, 22 pg (pp. 211-233), în Conference Proceedings (Border Crossings: Rethinking "TRANS - " in Literature, Language, and Media), Universitaria Collection, Rediviva Publishing House, 2017, ISBN: 978-88-97908-34-0
  6. Stanciu, Silviu, Sârbu, Roxana and Enache, Antonia Cristiana: - Could a complaining European consumer be happy?, at BASIQ 2017 International Conference: New Trends in Sustainable Business and Consumption, 31 May - 3 June 2017, Graz, Austria, published in Proceedings of BASIQ, pp. 616-623, ASE Publishing House, ISSN 2457-483X ISSN-L 2457-483X, [https://basiq.ro/papers/2017/Stanciu\\_S.pdf](https://basiq.ro/papers/2017/Stanciu_S.pdf)
  7. Săseanu, Andreea Simona, Enache, Antonia Cristiana, Sârbu, Roxana, and Marinescu, Mihai: Observing Patients' Rights, between Perception and Reality, in Proceedings of the BASIQ INTERNATIONAL CONFERENCE - New Trends in Sustainable Business and Consumption 2016, 2-3 June 2016, Konstanz, Germany, pp. 258 -265, ASE Publishing House, ISSN 2457-483X, ISSN-L 2457-483X, [https://basiq.ro/papers/2016/Lucrarea\\_30.pdf](https://basiq.ro/papers/2016/Lucrarea_30.pdf)
  8. Enache, Antonia and Militaru, Marina: Discourse Strategies Used by „Opposition Candidates” in Televised Presidential Debates, Academia Fortelor Terestre, Sibiu, 13-15 June 2013, The 19th International Conference, Conference Proceedings 1, Management and Military Sciences, pp. 298-304, ISSN 1843-6722, [https://www.armyacademy.ro/kbo/VOL\\_1\\_A4%20-%202013.pdf](https://www.armyacademy.ro/kbo/VOL_1_A4%20-%202013.pdf)
  9. Militaru, Marina and Enache, Antonia: How Knowledgeable are We When Interpreting the 21st Century Political Televised Commercials?, Academia Fortelor Terestre, Sibiu, 13-15 June 2013, The 19th International Conference, Conference Proceedings 2, Economic, Social and Administrative Approaches to the Knowledge-Based Organisation, pp. 365-369, ISSN 1843-6722, [https://www.armyacademy.ro/kbo/VOL\\_2\\_A4%20-%202013.pdf](https://www.armyacademy.ro/kbo/VOL_2_A4%20-%202013.pdf)
  10. Enache, Antonia and Militaru, Marina: A Few Remarks on the Romanian National Identity and the Way It Is Reflected in Fairy Tales, The Bucharest University of Economic Studies, The Faculty of International Business and Economics, 2nd International Conference: Synergies in Communication: Rethinking education - Reshaping the world. Languages, business and communities,



11. București, 28-29 November 2013, pp. 134-142, ISSN 2284-6654, ISSN-L 2284-6654, <https://sic.ase.ro/wp-content/uploads/sic-2013/Enache-Antonia-Marina-Militaru-Myths.pdf>
12. Ilie Anca Gabriela, Dumitriu Dan, Roxana Sârbu, Antonia Cristiana Enache: Quality Assurance in Romanian Higher Education – European Principles and Priorities, in International Proceedings of Economics Development and Research, vol. 36, no. 36, 2012, pp. 162-166, ISSN 2010-4626, <http://www.ipedr.com/vol36/031-ICETD2012-D10045.pdf>
13. Enache, Antonia, Militaru, Marina and Dima, Viorela: Politics and Persuasion in a Knowledge-Based Society, Knowledge-Based Organization International Conference, Academia Fortelor Terestre, Sibiu, 14-16 June 2012, Conference Proceedings vol. 1, Economic, Management and Military Sciences, Academia Forțelor Terestre Publishing House, Sibiu, ISSN 1843-6722, pp. 270-276, [https://www.armyacademy.ro/kbo/VOL\\_1\\_A4%20-%202012.pdf](https://www.armyacademy.ro/kbo/VOL_1_A4%20-%202012.pdf)
14. Dima, Viorela, Ghiga, Georgeta, Militaru, Marina and Enache, Antonia: A Case Study on the Impact of English for Special Purposes on Students' Academic and Professional Pursuit, The Knowledge-Based Organization International Conference, Academia Forțelor Terestre, Sibiu, 14-16 June 2012, Conference Proceedings vol. 2, Economic, Social and Administrative Approaches to the Knowledge-Based Organization, Academia Forțelor Terestre Publishing House, Sibiu, ISSN 1843-6722, pp. 901-904, [https://www.armyacademy.ro/kbo/VOL\\_1\\_A4%20-%202012.pdf](https://www.armyacademy.ro/kbo/VOL_1_A4%20-%202012.pdf)
15. Sârbu, Roxana, Ilie, Anca Gabriela, Enache, Antonia and Țuculescu, Răzvan: The Need for Total Quality Management in Higher Education, presented at the 18th IGWT International Symposium: "Technology and Innovation for a Sustainable Future: a Commodity Science Perspective", Rome, Italy, 24-28 September 2012, published on the CD (paper no. 483), editor: Roberto Merli, ENEA, ISBN 978-88-8286-269-5
16. Sârbu, Roxana, Roșca, Ion Gheorghe, Ilie, Anca Gabriela, Cace, Corina and Enache, Antonia Cristiana: The development of a unitary indicators system for academic quality evaluation, between desideratum and necessity, presented at the 6th International Seminar: "Quality Management in Higher Education" (QMHE), organised by the „Gheorghe Asachi” Technical University, Iași, 8-9 July 2010 Tulcea, România, volume 2 (pp. 247-250), ISBN 978-973-662-566-4, ISBN vol. II, 978-973-662-568-8, ISI Web of Knowledge” ISI Proceedings Database (VOL I: IDS Number-BTW64, VOL II: IDS Number-BTW63, ISBN 978-973-662-568-8)
17. Dima, Viorela Valentina, Enache, Antonia, Lorentz, Antoaneta, and Militaru, Marina: 'Who's (not) afraid of feedback?' Case Study Outline within the Framework of the ECML Project 'Qualitraining at Grassroots Level' ", Workshop, the ECLM Project "QualiTraining at Grassroots Level" National Event, in collaboration with the Department of Germanic Languages and Business Communication, ASE, Bucharest, PROSPER-ASE Language Centre și QUEST România 28-29 January 2010, Bucharest, published in Laura Muresan, Marina Militaru (ed.): Proceedings of the International Conference on Languages for Specific Purposes "Languages as a Lifeskill – New Perspectives on LSP Teaching & Learning", ASE Publishing House, Bucuresti, 2010, ISBN 978-606-505-363-2, pp. 451-455 [https://www.sic.ase.ro/wp-content/uploads/sic-2010/S3\\_9\\_Dima\\_Militaru\\_Enache\\_Lorentz.pdf](https://www.sic.ase.ro/wp-content/uploads/sic-2010/S3_9_Dima_Militaru_Enache_Lorentz.pdf)
18. Enache, Antonia: The Personal Website, Blogging and Social Networking – Modern Tools of Political



- Propaganda, pp. 3-13, in the "Languages as a Lifeskill – New Perspectives on LSP Teaching and Learning" Volume, 21-22 May 2010, Bucharest, Romania, ISBN 978-606-505-363-2, <https://www.sic.ase.ro/wp-content/uploads/sic-2010/cuprins.html>
19. Enache, Antonia: Strategies that Mitigate the Negative Impact of Discourse in the Televised Debate: the Equivocal Approach, (pp. 200-212), in the "Creativity and innovation in a culturally diverse, knowledge-based society" Volume. New challenges for teachers, ISBN 978-606-505-237-6, May 2009
  20. Sârbu, Roxana, Ilie, Anca Gabriela, Enache, Antonia Cristiana and Dumitriu, Dan: The Quality of Educational Services in Higher Education – Assurance, Management or Excellence? – published in the *Amfiteatru Economic Journal*, Volume XI (2009), no. 26 (June), ASE Publishing House, ISSN 1582-9146, (pp. 383-393), classified CNCIS A, ISI Web of Knowledge- ISI Proceedings Database, <https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=879>
  21. Enache, Antonia: The religious appeal in political discourse, pp. 42-60, in the 8th Annual Quest Romania Conference, For a Better Quality of Intercultural Dialogue, 17-18 October 2008, organised in association with the Department of Germanic Languages and Business Communication – ASE and the Goethe Institute, Bucharest, ISBN 978-606-505-245-1 (2009)
  22. Enache, Antonia: Strategii ale persuasiunii în talk-show-ul politic românesc, 7 pages, in the *Integrated Skills and Multilingualism for Better Cultural Awareness and Employability* Volume, November 2007, published in 2008, ISBN 978-606-505-063-1
  23. Enache, Antonia: The Appeal to Emotion in the Romanian and American Political Discourse (pp. 231-238), in the 13th Knowledge Based Organization Conference Volume, Academia Forțelor Militare, Sibiu, 22 -25 November 2007, ISSN 1843 – 6722
  24. Sârbu, Roxana and Enache, Antonia Cristiana: Flaws in Romanian Market Ethics, in *Commodity-Consumer-Quality - the XXIst Century's Perspective*, volume published for the workshop organised by the Department of Merceology and Quality Management, ASE, Bucharest, and Università degli Studi di Messina, Facoltà di Economia, Tipografia Dsamperi-Messina, via XXIV Maggio, 54, Italy, pp. 124-131, ISBN 978-88-86038-40-9, 2007, <https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=372>
  25. Sârbu, Roxana and Scurtulescu, Antonia: Product Liability in Romania, presented at the 2006 International Conference on Commerce, published in the Conference volume, ISBN – 10: 973-594-785-4, ISBN – 13: 978-973-594-785-9, ASE Bucharest
  26. Scurtulescu, Antonia: Virtue and Power in Oscar Wilde's "Salomé", pp. 152-162, 2006, published in the ASE International Conference Volume titled *Teaching Foreign Languages in the Global Village*, ISBN 978-973-594-969-3
  27. Scurtulescu, Antonia: Strategii discursive în comunicarea politică, pp. 281-293, published in the ASE International Conference Volume titled *Communication in Languages for Specific Purposes (LSP) – Continuity and Innovation*, November 2004, ISBN-10 973-594-826-5, ISBN – 13 978-973-594-826-9

**List of books & book chapters:**



Author and co-author:

1. Antonia-Cristiana Enache, Marina-Luminița Militaru, Alina Maria Seica, Tristan and Isolde - The sublimation of an ancestral legend, in *Affairs of the Heart, Timeless Narratives from Around the World*, vol. 1, pp. 171-236, Editors: Anca-Teodora Șerban – Oprescu, Monica-Alina Toma, Marina – Luminița Militaru, Ed. Universitară, 2024, ISBN 978-606-28-1925-5, DOI 10.5682/9786062819255, <https://www.editurauniversitara.ro/filologie-12/affairs-of-the-heart-timeless-narratives-from-around-the-world-volume-one.html>
2. Antonia Enache, *A Crash Course in Business Writing – Basic Rules, Challenges and Pitfalls*, Editura Universitară, Bucharest, 2023, 234 pages, ISBN: 978-606-28-1703-9, <https://www.editurauniversitara.ro/filologie-12/a-crash-course-in-business-writing.html>
3. Roxana-Elisabeta Marinescu, Mariana Nicolae, Anca Teodora Șerban-Oprescu (editors), *Comunicare 4.0 – Tratat de comunicare în afaceri internaționale*, ASE Publishing House, Bucharest, 2019, 574 pg, ISBN 978-606-34-0306-4, co-author, Chapter 3. *Comunicare de afaceri*, pp. 148-281 (authors: Raluca Nicoleta Șerban, Raluca Nicolae, Antonia Enache, Raluca Elena Hurduzeu, Cornelia Pătru, Mihai Șerban, Maria-Antoaneta Lorentz, Ruxandra Constantiescu-Ștefănel, Olivia Cristina Rusu, Viorela Valentina Dima, Lora-Dagmar Constantinescu, Zinaida Fedot, Marina-Luminița Militaru) <https://www.editura.ase.ro/Comunicare-4-0-Tratat-de-comunicare-in-afaceri-internationale/>  
[https://www.editura.ase.ro/custom\\_images/produse/comunicare\\_4.0.\\_nicolae\\_sa\\_cuprins.pdf](https://www.editura.ase.ro/custom_images/produse/comunicare_4.0._nicolae_sa_cuprins.pdf)
4. *Businesses Walking the Tightrope*, editor: Marieta Olaru, co-author, Ed. Shaker Verlag, Germany, 2017, ISBN: 978-3-8440-5217-6, <https://www.amazon.ae/Businesses-Walking-Tightrope-Marieta-Olaru/dp/3844052178>
5. *Discursive Practices in Barack Obama’s State of the Union Addresses*, author: Antonia Enache, Lambert Academic Publishing, 2017, 199 pages, ISBN: 978-3-330-04242-1, <https://www.amazon.com/Discursive-Practices-Barack-Obamas-Addresses/dp/3330042427/>  
*Discursive Practices and Rhetoric in Barack Obama’s State of the Union Addresses*, author: Antonia Enache, Editura Universitară, București, 2016, 292 pages, ISBN: 978-606-28-0528-0, <https://www.editurauniversitara.ro/filologie-12/discursive-practices-and-rhetoric-in-barack-obama-s-state-of-the-union-addresses.html>
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10. The English Verb – Basic Rules and Modern Trends, co-author, authors: Nora Tomoșoiu, Antonia Scurtulescu, Petrion Publishing House, Gaudeamus Collection, Bucharest, 2004, 103 pages, ISBN: 973-9470-84-X, <https://www.targulcartii.ro/nora-tomosoiu/the-english-verb-petrion-2004-1184519>
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Oscar Wilde's Dramatic Discourse – Salomé, author: Antonia Scurtulescu, Cartea Universitară Publishing House, Bucharest, 2004, 107 pages, ISBN: 973-7813-95-2

Co-editor:

1. Militaru, Marina-Luminița (Editor-in-Chief), Șerban-Oprescu, Teodora, Enache, Antonia-Cristiana, Pătru, Cornelia, Rusu, Olivia-Cristina, Mureșan, Laura-Mihaela, Dima, Viorela-Valentina, Radler, Dana, Nicolae, Raluca, Toma, Monica-Alina (Co-editors), Proceedings of the 11th International Conference: Synergies in Communication (SiC) Bucharest, Romania, 26-27 October 2023, 508 pages, ASE Publishing House, Bucharest, 2023, ISSN (online) 2668 – 9375  
ISSN-L 2284 – 6654, <https://sic.ase.ro/wp-content/uploads/sic-2023/index.html>
2. Militaru, Marina-Luminița (Editor-in-Chief), Șerban-Oprescu, Teodora, Enache, Antonia-Cristiana, Pătru, Cornelia, Rusu, Olivia-Cristina, Mureșan, Laura-Mihaela, Dima, Viorela-Valentina, Bârlea, Roxana-Magdalena, Stahl, Irina, Radler, Dana, Stoican, Elena, Toma, Monica-Alina (Co-editors), Proceedings of the 10th International Conference: Synergies in Communication (SiC) Bucharest, Romania, 27-28 October 2022, 491 pages, ASE Publishing House, 2022, ISSN 2284 – 6654, <https://sic.ase.ro/wp-content/uploads/index-2022.html>
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Translations:



1. Krastev, Ivan and Holmes, Stephen: Lumina frântă, co-author, translated into Romanian by Magdalena Ciubăncan, Luana Chiriță and Antonia Enache, Comunicare.ro Publishing House, Bucharest, 2019, ISBN 978-973-711-629-1, <http://edituracomunicare.ro/carti/domenii/actualitate/lumina-franta-de-ce-pierde-occidentul-lupta-pentru-democratie-613.html>;
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4. Vrana, Gheorghe: My Inner Diary, translated into Romanian by Antonia Enache, Oscar Print Publishing House, Bucharest, 2016, 103 pages, ISBN: 978-973-668-292-6, <https://oscarprint.ro/wp-content/uploads/2020/07/jurnal-interior-eng.-1-16.pdf>;
5. The History of Modern Languages in the Bucharest University of Economic Studies, A Centennial Perspective, co-author, ASE Publishing House, Bucharest, 2015, 203 pages, ISBN: 978-606-505-634-3, <https://www.editura.ase.ro/en/The-History-of-Modern-Languages-in-the-Bucharest-University-of-Economic-Studies-A-centennial-perspective/> ;

## SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

Member of the Scientific Board of the Dialogos Journal, ASE, ISSN 2734 – 5424, ISSN – L 1582 – 165X, activity involving peer reviewing, <https://www.dialogos.rei.ase.ro/STRUCTURE.HTML>

Member of the Editorial Board of the European Academic Research Journal, ISSN 2286-4822  
ISSN-L 2286-4822, <http://www.euacademic.org/>, <http://euacademic.org/boardEditors.aspx>

Member of the Scientific Board of the Synergies in Communication Conference - 11th International Conference, Bucharest, Romania, 26-27 October 2023, ISSN (online) 2668-9375, ISSN-L 2284 – 6654, activity involving peer reviewing

[https://sic.ase.ro/wp-content/uploads/sic-2023/pdf%20SiC%202023/1.%20Scientific%20committee\\_SiC2023.pdf](https://sic.ase.ro/wp-content/uploads/sic-2023/pdf%20SiC%202023/1.%20Scientific%20committee_SiC2023.pdf)

Member of the Scientific Board of the Synergies in Communication Conference - 10th International Conference, Bucharest, Romania, 27-28 October 2022, ISSN 2284-6654 (CD), activity involving peer reviewing, <https://sic.ase.ro/wp-content/uploads/index-2022.html>

Member of the Scientific Board of the Synergies in Communication Conference - 9th International Conference, Bucharest, Romania, 28-29 October 2021, ISSN (online) 2668 – 9375, ISSN – L – 2284- 6654,



activity involving peer reviewing,

<https://sic.ase.ro/wp-content/uploads/1.%20Scientific%20committee.pdf>

Member of the Scientific Board of the Synergies in Communication Conference - 8th International Conference, Bucharest, Romania, 31 October - 1 November 2019, ISSN - L - 2284- 6654, activity involving peer reviewing,

[https://sic.ase.ro/wp-content/uploads/0.2%20Scientific%20Committee\\_SiC%202019.pdf](https://sic.ase.ro/wp-content/uploads/0.2%20Scientific%20Committee_SiC%202019.pdf)

Member of the Scientific Board of the Synergies in Communication Conference, 7th International Conference, Bucharest, Romania, 22-23 November 2018, ISSN - L - 2284- 6654, activity involving peer reviewing, [https://sic.ase.ro/wp-content/uploads/sic-2018/pdf-2018/0.2-Scientific-committee\\_SiC-2018.pdf](https://sic.ase.ro/wp-content/uploads/sic-2018/pdf-2018/0.2-Scientific-committee_SiC-2018.pdf)

Member of the Scientific Board of the Synergies in Communication Conference, 6th International Conference, Bucharest, Romania, 16-17 November 2017, activity involving peer reviewing, <https://sic.ase.ro/wp-content/uploads/sic-2017/pdf-2017/0.1-Scientific-committee-SiC%202017.pdf>

Member of the Scientific Board of the Synergies in Communication Conference, 5th International Conference, Bucharest, Romania, 10-11 November 2016, activity involving peer reviewing, <https://sic.ase.ro/wp-content/uploads/sic-2016/pdf-2016/0.1.%20Conference%20Scientific%20Committee%20nov.%202016.pdf>

Member of the Scientific Board of the Synergies in Communication Conference, 4th International Conference, Bucharest, Romania, 12-13 November 2015, activity involving peer reviewing, <https://sic.ase.ro/wp-content/uploads/sic-2015/pdf-2015/Scientific-Committee-2015.pdf>

## PROJECTS

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**Member of** "*Comunicarea multilingvă în ASE – studii de lingvistică aplicată, terminologie, traducere și interpretariat. Profesionalizarea comunicării științifice în unele limbi ale Uniunii Europene utilizate în universitate*", 2012-2019, Beneficiary: Bucharest University of Economic Studies, Project managers: Professor Ruxandra Constantinescu - Ștefănel, PhD (2012-2019), Associate Professor Raluca Elena Hurduzeu, PhD (2019).

**Deputy Project Manager of** "*Comunicarea multilingvă în ASE – studii de lingvistică aplicată, terminologie, traducere și interpretariat. Profesionalizarea comunicării științifice în unele limbi ale Uniunii Europene utilizate în universitate*" ( 1.05.2014 – 17.05. 2017), Project manager: Professor Ruxandra Constantinescu – Ștefănel, PhD, Part 1, "*Traducerea documentelor curente ale ASE necesare în limbi de circulație internațională și interpretariat în cadrul evenimentelor internaționale organizate de ASE*".

**Member of** "*Comunicarea multilingvă în ASE – studii de lingvistică aplicată, terminologie, traducere și interpretariat. Profesionalizarea comunicării științifice în unele limbi ale Uniunii Europene utilizate în universitate*", Part 2, (15.05.2014-15.05.2015).

**Member of** "*Definirea unui sistem de evaluare a performanțelor laboratoarelor medicale din România în raport cu criteriile modelului european de excelență, în scopul îmbunătățirii calității serviciilor prestate*" -



(ASE Contract No. 02/07.04.2011); Beneficiary: ASOCIAȚIA PENTRU CALITATE ÎN LABORATOARE (CALILAB), Project Manager: Professor Marieta Olaru, PhD, April 2011 – March 2013.

**Member of "EuroIntegrELP – Equal Chances to European Integration through the use of the European Language Portfolio",** Lingua 1 Project, Contract No. 117021-CP – 1-2004-1-RO-LINGUA-L1, 2004-2007, Contracting authority / Beneficiary: European Commission Directorate – General for Education and Culture, project obtained by competition, Project manager: PROSPER-ASE Language Centre, represented by Professor Laura MUREȘAN, PhD.

**Member of "Abordarea lingvistică a mijloacelor de sporire a vizibilității ASE",** research and development institutional project (Senate Bureau 2 July 2007).

Phase 1: "Terminologia proiectelor de cercetare. Forme de realizare a mesajului" (1 March 2007 – 15 April 2007), Contracting authority / Beneficiary DCE, Bucharest University of Economic Studies, project obtained by internal financing, Project manager: Professor Georgeta Ghiga, PhD, total project value: 3200 RON.

**Member of "Abordarea lingvistică a mijloacelor de sporire a vizibilității ASE",** research and development institutional project (Senate Bureau 2 July 2007).

Phase 2: "Aspecte lingvistice care afectează sau susțin calitatea mesajului în raport cu scopul comunicării în prezentările contractelor de cercetare", 15 April 2007 – 1 August 2007, Contracting authority / Beneficiary DCE, Bucharest University of Economic Studies, project obtained by internal financing, Project manager: Professor Georgeta Ghiga, PhD, total project value: 4800 RON.

**Member of "Abordarea lingvistică a mijloacelor de sporire a vizibilității ASE",** research and development institutional project (Senate Bureau 2 July 2007).

Phase 3: "Site-ul ASE în contextul provocărilor moderne. Abordare lingvistică", 15 August 2007 – 15 December 2007, Contracting authority / Beneficiary: Virtual Campus, Bucharest University of Economic Studies, project obtained by internal financing, Project manager: Professor Georgeta Ghiga, PhD, total project value: 6400 RON.

**Member of "Abordarea lingvistică a mijloacelor de sporire a vizibilității ASE",** research and development institutional project (Senate Bureau 2 July 2007).

Phase 4: "Site-ul ASE în limba engleză – mijloc de sporire a vizibilității instituționale", 15 January 2008 – 15 March 2008, Contracting authority / Beneficiary: Virtual Campus, Bucharest University of Economic Studies, project obtained by internal financing, Project manager: Professor Georgeta Ghiga, PhD, total project value: 4800 RON.

**Member of "Abordarea lingvistică a mijloacelor de sporire a vizibilității ASE",** research and development institutional project (Senate Bureau 2 July 2007).

Phase 5: "Modalități de îmbunătățire a calității materialelor de popularizare a imaginii ASE", 15 March 2008 – 30 June 2008, Contracting Authority / Beneficiary: Rectorate, Bucharest University of Economic Studies, project obtained by internal financing, total project value: 1800 RON.

**Member of "ELANCENET – European Resource and Language Centres Network",** Lingua 1 Project, contract no.: 90465 – CP – 1 – 2001 – 1 – RO LINGUA LI, 2001 – 2004, Contracting authority / beneficiary: European Commission Directorate – General for Education and Culture, EuroEd Foundation (Iași), Quest



Romania, project obtained by competition, Project manager: PROSPER-ASE Language Centre, represented by Professor Laura MUREȘAN, PhD.

## OTHER RELEVANT PROFESSIONAL EXPERIENCE

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### **March 2000 – February 2002**

Parliamentary Expert – Department of International Relations, Chamber of Deputies, Parliament of Romania

Writing and / or translating official documents into English and French

Doing extensive research for Romanian MPs and for the Department of Foreign Relations

Interpreting for the delegation of the Chamber of Deputies to the Council of Europe (Strasbourg)

Conference interpreting

### **November 1998 – March 2000**

Parliamentary Advisor – Department of International Relations, Chamber of Deputies, Parliament of Romania

Writing and / or translating official documents

## PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

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**Member of EALTA** (European Association for Language Testing and Assessment) as of September 2021;

**Member of RSEAS** (The Romanian Society for English and American Studies) and **ESSE** (The European Society for the Study of English) as of September 2020;

**Member of ALTE** (Association of Language Testers in Europe) as of September 2021;

**Member of EuroGender** – Network on Gender Equality as of February 2022.

## INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

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**2000 – 2001**, Postgraduate Degree in International and European Relations and Management – University of Amsterdam, Amsterdam School of International Relations (ASIR)

## LANGUAGES

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**English** – Proficiency

**French** – Advanced

**Spanish** – Beginner

**Italian** – Beginner

## SKILLS

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Subject expertise (in-depth knowledge of my fields of study)



Teaching and research skills  
A strong passion for writing and publishing  
A passion for continuous learning  
Strong public speaking skills  
Interpersonal skills and the ability to work in a team  
Social adaptability  
Insightful feedback delivery  
Effective time management  
Analytical and creative thinking