

ABSTRACT

The habilitation thesis named "Contributions to the realization of a multimedia communication platform to students oriented social networks "***Contributions to the achievement of a multimedia platform enabling communication with the students and focused on social networking***" summarizes the scientific, professional and academic achievements of the author - **LIVIU MĂRCUȚĂ, Ph. D., Associate Professor** - after the obtaining of the scientific title of Doctor in Philosophy in Agronomy, in 2005, at the University of Agronomic Sciences and Veterinary Medicine of Bucharest, under the guidance of Professor Manea Drăghici, Ph. D.

Graduate of the Faculty of Agriculture, specialty of Engineering and Agricultural Studies Management of the University of Agronomic Sciences and Veterinary Medicine of Bucharest, in 1997, and graduate of the Faculty of Accounting and Management Information Systems of the "Lucian Blaga" University of Sibiu in 2015, I have started my professional activity in 1997 at Agrovet SA, where I carried out several market researches. During the period of 1998-2014, I was an expert in national and international programs at the CERA University Foundation for Agricultural and Rural Development, where I was involved in the development of several national and international projects. Starting with 2001, I was also the IT Manager for the Department of Distance Learning of the Faculty of Management, Economic Engineering in Agriculture and Rural Development of the University of Agronomic Sciences and Veterinary Medicine of Bucharest.

At the same time, in 2004, I have started my teaching activity at the Faculty of Management, Economic Engineering in Agriculture and Rural Development, Department of Management and Marketing, as lecturer (2004-2014) and associate professor, starting with 2015.

During this period, I have continuously developed and improved my professional training through Master's or specialist studies. Therefore, during the period of 1997-1998, I have undertaken the postgraduate studies in the specialty of "Management, marketing and Rural Development", and during the period of 1999-2000, in the specialty of "Economics and Management of Environment and Natural Resources" of the Faculty of Agriculture - U.S.A.M.V. Bucharest. During the period of 1999-2001, I have undertaken the

refresher training at the Faculty of Management, Economic Engineering in Agriculture and Rural Development of the University of Agronomic Sciences and Veterinary Medicine of Bucharest, obtaining the Bachelor of Science Degree in Engineering - specialty: Economic Engineering. During the period of 2000-2002, I have undertaken the Master's studies in the specialty of "Management and Rural Development" and in the period of 2000-2002, in the specialty of "Quality and Innovation Management" of the Faculty of Management, Economic Engineering in Agriculture and Rural Development of the University of Agronomic Sciences and Veterinary Medicine of Bucharest.

During these years, I have been interested in the possibilities of developing and upgrading the distance and part-time learning, participating in different projects in this field and undertaking refresher-training courses.

Therefore, in 2004, I have followed the course of "Developing Distance Learning" organized by the University of Agronomic Sciences and Veterinary Medicine of Bucharest together with the Natural Resources Institute, University of Greenwich, Great Britain.

During the period of 2010-2013, I have participated in the project "Învățământul la distanță și învățământul cu frecvență redusă – un demers pentru calitate" (*Distance and Part-time Learning - An Approach to Quality*) carried out by the "Lucian Blaga" University of Sibiu in partnership with the University of Agronomic Sciences and Veterinary Medicine of Bucharest, being awarded qualifications in "Training and Further Training in DL/PTL Technologies" (2010), "Training and Further Training in Editing of DL/PTL Materials" (2011), "Quality Management in DL/PTL" (2012) and "Training and Further Training in the Use of DL/PTL Platforms and ITC Technologies in Planning, Organizing and Development of the Education Process" (2012).

I have also participating in other different refresher training courses: Agricultural Consultant (2009), Manager in Tourism Activity (2011), University Management (2011), Expert in Accessing European Funds (2011), and Trainer (2011).

Choosing the theme of this habilitation thesis reveals my scientific, professional and academic achievements because this theme represents my field of continuous professional and scientific activity.

The habilitation thesis is structured according to the requirements of Law No. 1/2011 on National Education, subsequently amended and supplemented and includes: (a) the title of the habilitation thesis in Romanian and English languages, (b) Key words, (c) Summary of the habilitation thesis in Romanian and English languages, (d) Scientific,

professional and academic achievements, (e) Career evolution and development plan and (f) Bibliographical references.

The main areas of the scientific research were connected to the increase of institutional competitiveness of the higher education by the development of database management systems, the implementation of an online university collaboration network with the aim of developing the capability to supply skills and competitiveness for the labour market, increasing the quality of training of the young researches in the agricultural field, development of distance learning and part-time learning, sustainable development of local communities, development of labour market in rural areas, promoting the agritourism - a component of the rural area, training in distance learning etc.

The largest part of the achievements of my scientific research activity, from 2000 until now, was published in different ISI or BDI-indexed periodicals or volumes of specialized national and international conferences. The state of publishing these results is the following: 12 scientific articles published in ISI-indexed periodicals/conference volumes; 25 articles published in periodicals and/or volumes of scientific meetings that are indexed in other international databases (BDI).

The teaching activity results are materialized in the publishing of 7 specialized books, as author or co-author, with CNCSIS recognized publishing houses.

As regards my scientific research activity, during this period, I was the manager of the project named "Creșterea competitivității instituționale a Universității de Științe Agronomice și Medicină Veterinară București prin dezvoltarea unui sistem de gestionare a datelor/CCIUSAMV" (*Increasing the institutional competitiveness of the University of Agronomic Sciences and Veterinary Medicine of Bucharest by developing a data management system/CCIUSAMV*) (2010-2011), and of the "Green Jobs" project.

I was also a member of interdisciplinary research teams or an expert/trainer at national level in 7 projects, as well as in the performance of 4 international projects.

In the last part of my habilitation thesis, the future direction for the development of my professional, academic and scientific career is outlined, that will continue to be focused on already started researches and on the development of new themes.

As regards the plan for the development of my scientific career, I will continue to improve my knowledge regarding the upgrading of distance and part-time learning, the finding of new solutions for learning upgrading in view of improving the quality of

training experts in the field of Economic Engineering, agritourism and catering, for their adequacy to the labour market.

All these future lines of research are aimed to the correlation between the education system and the professional training of the graduates.

The future career development will be based on the capacity to manage research activities, on the academic prestige built during this period and on the capacity to initiate and coordinate scientific research projects. To this end, I want to continue my teaching and scientific activity together with the faculty of the University of Agronomic Sciences and Veterinary Medicine of Bucharest.