



# Romanian-French MBA Program

le cnam  
école management & société



## *Georgeta Ghiga*

Full Professor, The Bucharest University of Economic Studies

### *Education*

- Ph.D. in Philology, Institute of Linguistics of the Romanian Academy (1999)
- Bachelor in Philology, The University of Bucharest

### *Current Teaching*

- Masters level: Business Communication; Cross-cultural Communication; English for International Business.
- Undergraduate courses: English for Public Administration; Financial English.

### *Career*

Dr. Georgeta Ghiga is Professor of Business English in the Department of Modern Languages and Business Communication of the Bucharest University of Economic Studies. She graduated from the University of Bucharest and holds a PhD with the Institute of Linguistics of the Romanian Academy. Mrs. Ghiga joined the Romanian - French INDE team in 2007 and teaches Business Communication to 1st and 2nd year students. She is interested in all aspects of language teaching and business communication, especially in English for specific purposes and cross-cultural competence in business communication.

### *Publications*

- 2014 – The 21st century skills and language education, International Conference „The Future of Europe”, 14-15 November, Faculty of International Business, Bucharest University of Economic Studies.
- 2014- Challenges of the knowledge-based society to higher education, International Conference on Economics and Administration (ICEA), 20-21 June 2014, Faculty of Administration and Business, University of Bucharest.
- 2013 - In the face of changes. An attempt to adapt the language class to the new trends that shape education, Proceedings of the 2nd International Conference (Series: Synergies in Communication ) „Rethinking education - Reshaping the world. Languages, Business and Communities”, Bucharest, 28-29 November 2013.
- 2013 - Meeting people at the crossroads. A cross-cultural approach to job interviews, International conference “Improving Standards of Quality in Language Education and Research”, Bucharest, 1-2 March 2013, in the series “Language for Specific Purposes”.
- 2009 - Crossing borders. Elements of intercultural communication, Printech Printing House, Bucharest.
- 2009 - Oral and written business communication, Printech Printing House, Bucharest.
- 2009 - Intercultural Competence – an aspect of professional communication, Proceedings of The International Session “Scientific Research and Education in the Air Force”, Braşov.
- 2009 Culture shock – a form of learning, The 2-nd International Conference of the LSP Unit Al. I. Cuza University, Iaşi, „Cultural and linguistic challenges in a world of economic crisis”, Iaşi.