



Romanian-French MBA Program

le cnam
école management & société



Maria-Antoaneta Lorentz

Associate Professor, The Bucharest University of Economic Studies

Education

- Ph.D. in Linguistics, Bucharest University (2000)
- French and English linguistics and literature bachelor, Bucharest University (1987)

Honours and awards

- Diploma for excellence, Faculty of International Business and Economics, 2013
- Diploma "Georgescu Roegen" for Scientific Research, The Bucharest University of Economic Studies, 2006

Career

Maria-Antoaneta is a scholar in foreign languages. She holds a university degree in French and English linguistics and literature from the University of Bucharest, Romania and a Ph.D. in Philology from the same university with a thesis on axiological adjectives. She joined the Bucharest University of Economic Studies in 1991 and since 2005 she has been Associate Professor in business communication in foreign languages. Variety is the spice of life, and the quest for variety has driven her work as a teacher, researcher, trainer, freelance consultant and internal auditor. Her main interest is finding ways to enhance and support her students' educational learning performance. She enjoys contributing to the profession through her works. She is author and co-author of business English and French materials, dictionaries, lexicons and vocabularies. The use of technology in language teaching really "lights her fire" and is always on the look-out for ways to exploit new technologies being one of the promoters of using blending learning in teaching foreign languages in the academic or professional environments. Her research focuses on various concepts, frameworks and issues that underpin language teaching methodology, including French and English for academic and specific purposes, cross-cultural competence in business communication, applied linguistics, terminology and specialized translation. She has been engaged in a number of national and international projects, including Multilingual Communication, E-Learning, Quality Assessment Training, Towards a more specialized European Framework for (self)assessing language competences, Acquis Communautaire. She is editor and peer-review of Dialogos and Synergy, two journals open to language teachers and other specialists in education. She has published extensively in the academic literature on teaching methodology and business communication and has presented results of her work to a number of national and international conferences. She also contributes to other various academic activities as part of the assessment commissions of language skills (bachelor, master, PhD), as a member of the council of the Faculty of International Business and Economics and as a coordinator of the programme Romanian for Foreign Students.