

Our Speaker



Costel NEGRICEA

Current Position & Organization

Rector of the Romanian-American University and a professor specializing in marketing

Educational & Professional Background

He earned a Ph.D. in Marketing in 2010 and obtained habilitation in 2019. With over 15 years of experience, he has expertise in strategic and digital marketing, consumer behavior, and educational management

Key Achievements or Career Highlights

Professor Negricea has authored or co-authored over 100 scientific publications and contributed to 11 research projects. His work explores digital marketing's role in brand development and consumer engagement

Motivation

Professor Negricea is driven by a passion for advancing marketing strategies and exploring the impact of digital transformation on consumer behavior and brand development