



Personal information

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WORK EXPERIENCE

2005.03 – present **Lecturer: Teaching Webmarketing, Web developer** for Spiru Haret Research Department
Spiru Haret University, Faculty of Marketing and International Business Affairs, Bucharest
2004 <> 2005.11 **Economist**, Management of curricula and statement number of students enrolled in distance learning. Data Analyst - Excel
Academy of Economic Studies, Bucharest
2003.12 <> 2005.09 **Client consultant**, Banking marketing and customer database management, iKobo Inc, Marietta, GA, United States.

EDUCATION AND TRAINING

2016 **Inventor-AutoCAD course**, Polytechnic University of Bucharest, Faculty of Engineering and Management of Technological Systems
2016 **Digital workshop Google** – Web-marketing course
2013 - 2016 **PhD diploma**, Polytechnic University of Bucharest, Faculty of Engineering and Management of Technological Systems
2005-2007 **Master diploma**, "Spiru Haret" University, Faculty of Financial –Accounting Management,
Master program " Financial Accounting and Banking Information Systems Auditing "
2007 **"Instructor training: Training of independent instructors in eBusiness for SMEs"** with programming elements for eBusiness in
HTML,XML, PHP and for applications MySql, IPA, Bucharest.
1999-2003 University - degree in economics, Marketing, Research marketing, Consumer Behavior, Logistics, Marketing Information Systems,
Statistics, Skills marketing activity in modern companies, Economical Studies Academy, Bucharest – Faculty of Commerce,
Marketing Specialization

SCIENTIFIC RESEARCH

- (a) thesis - Study and Developments on SMEs Support System, <http://www.smesonline.eu/>,
(b) research / development / innovation under contract / grant
(c)publications
1. Leonardo Da Vinci, **Preparing Trainers in the Spirit of a High Quality Educational System** – Vicenza, Italy (2006), finalized with the book: **E-learning - ghid de bune practici**
 2. Short Term Scientific Mission – Gender and Well Being – Sassari, Sardegna, Italy (2009)
 3. Expert design and drafting practice support materials (P) POSDRU 161/2.1 /G/133465 "Infotur for professional counseling" (2014)
 4. Books:
 - **Integrarea aplicatiilor Visual Basic cu SQL Server 2000**, Radu & Rocsana Bucea Manea Toniș, Ed. AGIR, 2007; (+CD cu aplicatii);
 - **Webmarketing**, Rocsana & Radu Bucea Manea Toniș, Ed. Fundatiei Roania de Maine, 2017
 - **Simulari de Marketing**, Rocsana Bucea Manea Toniș,Ed. Fundatiei Roania de Maine, 2014
 - **SPSS si EXCEL in analiza datelor statistice in domeniile economic, social, tehnic**, Radu & Rocsana Bucea Manea Toniș, Manuela Epure, Ed. AGIR, 2009, ediia a doua; (+CD cu aplicatii);
 - **PHP in Your Pocket**, Rocsana Bucea Manea Toniș, Ed. AGIR, 2008; (+CD cu aplicatii);
 5. Articles: <http://orcid.org/0000-0003-2708-1325>

Member of journal Committees or reviewer

1. Organizing team of ICESBA (International Conference on Economic Sciences and Business Administration) : <http://icesba.eu/about.html#committees>
2. Editor of Annals of "Spiru Haret" University. Economic Series - <http://anale-economie.spiruharet.ro/editor.html>
3. Web admin and Reviewer for: Journal of Economic Development, Environment and People <http://ojs.spiruharet.ro/index.php/jedep/login>
4. Reviewer of Business and Management Studies (ISSN: 2374-5916; E-ISSN: 2374-5924) - <http://redfame.com/journal/index.php/bms/about/editorialTeam>
5. Editorial team of Environmental Management and Sustainable Development (ISSN 2164-7682) - <http://www.macrothink.org/journal/index.php/emsd/about/editorialTeam>
6. Editorial team of Marketing of Scientific and Research Organizations - <http://minib.pl/en/editorial-board/>
7. Reviewer for David Publishing Company (ISSN: 2328-7144), - <http://www.davidpublisher.org/index.php/Home/Journal/detail?journalid=10&jx=EW&cont=reviewers>
8. Review Board <http://www.ijmp.iqr.br/index.php/ijmp/about/editorialTeam>

PERSONAL SKILLS

Foreign Languages **English**: Independent User (ECL Certificate - B2), **Spanish**: Basic level

1. **Webmarketing techniques** (increasing visibility for online presence, site map, increase the page-rank, pay-per-click technique).
2. Create Web sites using **HTML**, the server script (**PHP, ASP**) and client (**JavaScript**)
3. Using open source technologies (**Moodle, Open Office, Linux, Apache, PHP, MySQL**)
4. Management database management (**Access, MySQL, SQL Server**)
5. Analysis of statistical data obtained from marketing research using **SPSS, Sphinx, E-View**
6. Complex analysis using business intelligence solutions as **QlickView, OracleBI, etc.**

Lista de articole și lucrări publicate

Articole ISI proceedings:

1. Epure, M.; Vasilescu, R.; Barna, C.; Bucea - Manea - Țoniș, R. & Bucea - Manea - Țoniș, R.: Semantic Web Services for E-Learning, *THE 20TH INTERNATIONAL DAAAM SYMPOSIUM "INTELLIGENT MANUFACTURING & AUTOMATION: THEORY, PRACTICE & EDUCATION"*, Viena, november 2009, ISSN: 1726-9679.
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1529065
2. Bucea - Manea - Țoniș, R. & Bucea - Manea - Țoniș, R.: Optimization Models in the Decision Making Process, *METALURGIA INTERNAȚIONAL*, special issue, nr.1, Editura Științifică F.M.R., București, 2010, ISSN 1582-2214, http://www.metalurgia.ro/Metalurgia_International_special1_2010.pdf

Articole SCOPUS

3. Pistol, L., Bucea-Manea-țoniș, R., Bucea-Manea-țoniș, R., *Assumptions on innovation into a circular economy*, Journal of Applied Economic Sciences, 2017
4. Gheorghe, M., Țoniș, R. Business intelligence solution for Romanian SMEs associated in a network business environment, UPB Scientific Bulletin, Series D: Mechanical Engineering 2015
5. Luminița PISTOL, Rocsana ȚONIȘ (BUCEA-MANEA) - Model of Innovation through Information Network Sharing - - Journal of Applied Economic Series, Volume X, Issue 4(34), p.509-513, 2015, ISSN-L 1843-6110, ISSN 2393-5162,
[http://www.cesmaa.eu/journals/jaes/files/JAES_summer%204\(34\)_online.pdf](http://www.cesmaa.eu/journals/jaes/files/JAES_summer%204(34)_online.pdf)
6. Pistol, L., Bucea-Manea-țoniș, R., Bucea-Manea-țoniș, R., Workflow systems as a tool for small and medium size enterprises business processes management, Journal of Applied Economic Sciences, 2015

Alte articole din Reviste, Conferințe și Publicații B+ și avizate CNCSIS

1. Manuela EPURE, Rocsana B. MANEA-TONIS, Branding and Leadership in the context of Circular Economy, *Procedia of Economics and Business Administration* 2017-11-31, DOI: 10.26458/v4.i1.18,
<http://icesba.eu/ocs/index.php/ICESBA2017/icesba2017/paper/view/217>
2. Radu BUCEA-MANEA-TONIS, Rocsana B. Manea Tonis, IoT E-business applications, *Journal of Economic Development, Environment and People*, 2017, <http://ojs.spiruharet.ro/index.php/jedep/article/view/63178>
3. Luminița PISTOL, Rocsana TONIS (BUCEA-MANEA), Radu TONIS (BUCEA-MANEA), Cloud Computing Application for Romanian SMEs Marketing of Scientific and REsearch Organizations, Apr 2017 Conference: Globalization and Competitiveness in KnowledgeBased Economy” <http://minipb.pl/en/cloud-computing-application-for-romanian-smes/>
4. Luminița Pistol, Rocsana Țoniș Bucea-Manea, The „7Ps” & ”IG” that rule in the digital world the marketing mix, DeGuyter, Proceedings of the International Conference on Business Excellence, 2017, <https://www.degruyter.com/view/j/picbe.2017.11.issue-1/picbe-2017-0080/picbe-2017-0080.xml>
5. Luminița PISTOL, Radu ȚONIȘ (BUCEA-MANEA), Rocsana ȚONIȘ (BUCEA-MANEA), Petri Net Simulator for Small-Medium Enterprises’ Business Process Management in a Network Business Environment, *Applied Mechanics and Materials*, Vol. 835, Chapter 13: Industrial Engineering and Management, (2016), 841-846, <http://www.scientific.net/AMM.835.841>
6. Bucea-Manea-Tonis, Radu, Bucea-Manea-Tonis, Rocsana, Is it a dream job working in ICT in Romania? Review of Applied Socio-Economic Research, 2016 <http://reaser.eu/RePec/rse/wpaper/REASER12.pdf>
7. Luminița Pistol, Manuela Epure, Rocsana TONIS (BUCEA-MANEA), WEB-Marketing Strategy for SMEs, *Procedia of Economics and Business Administration*, 2016, <http://icesba.eu/ocs/index.php/icesba2016/icesba2016/paper/view/130>
8. Luise Mladen, Rocsana Tonis (Bucea-Manea), Premises for Adapting Curriculum and Educational Package to Labor Market Requirements *Journal of Economic Development, Environment and People*, Vol.5, No.3, 2016,
<http://ojs.spiruharet.ro/index.php/jedep/article/view/1634>
9. Luminița Pistol, Rocsana Bucea-Manea-Țoniș, Radu Bucea-Manea-Țoniș, Machine Learning Algorithm for Learning Natural Languages, *International Journal of Managerial Studies and Research (IJMSR)*, Volume 4, Issue 2, February 2016, PP 65-69,
<https://www.arcjournals.org/pdfs/ijmsr/v4-i2/7.pdf>
10. Rocsana Țoniș Bucea-Manea, Mădălin Gabriel Catană, Sergiu Tonoiu, Network Business Environment for Open Innovation in SMEs - publicata in *Applied Mechanics and Materials* Vol. 760 (2015), 751-756, <http://www.scientific.net/AMM.760.751>
11. ȚONIȘ (BUCEA-MANEA) Rocsana, Enhancing Romanian SMEs Innovation Capacity by Mitigation the Risk Drivers publicata in *Applied Mechanics and Materials* Vol. 760 (2015), 757-762, <http://www.scientific.net/AMM.760.757>
12. Rocsana Țoniș (Bucea-Manea) (2015), SMEs Role in Achieving Sustainable Development; *Journal of Economic Development, Environment and People*; 4(1), 41-50, <https://ideas.repec.org/a/sph/rjedep/v4y2015i1p41-50.html>

13. Radu Bucea-Manea-Tonis, Rocsana Bucea-Manea-Tonis, *Computer Assisted Simulation of Market Shares for Competing Products using MARKOV CHAINS*, Buletinul AGIR, nr. 3/2013, București, pg. 109-114, ISSN: 12247928, <http://www.agir.ro/buletine/1818.pdf>
14. Rocsana Bucea-Manea-Țoniș – *Estimarea profitului unei companii prin simularea de marketing Monte Carlo*, Buletinul AGIR, nr. 2/2013, București, pg. 117, ISSN: 12247928
15. Bucea-Manea-Tonis, R., & Tonis (Bucea Manea), R. (2014). Management of Innovative Projects through Agile Technology. Journal Of Economic Development, Environment And People, 3(3), 59-65, <http://cercetare.spiruharet.ro/ojs/index.php/jedep/article/view/70>
16. Tonis (Bucea-Manea), R., & Bucea-Manea-Tonis, R. (2014). Actual cash financing situation of SMEs in Romania and further recommendations. Journal Of Economic Development, Environment And People, 3(1), 26-37. <https://ideas.repec.org/a/sph/rjedep/v3y2014i1p25-37.html>
17. Rocsana Bucea-Manea-Țoniș, Radu Bucea-Manea-Țoniș - *Decision tree method applied in economics and statistics*, Buletinul AGIR nr. 1/2014, pag. 138, ISSN: 12247928, <http://www.agir.ro/buletine/1974.pdf>
18. Rocsana Bucea-Manea-Țoniș, Radu Bucea-Manea-Țoniș, *Actual cash financing situation of SMEs in Romania and further recommendations*, Journal of Economic Development, Environment and People, Volume 3, Issue 1, 2014, ISSN 2285 – 3642
19. Rocsana Bucea-Manea-Țoniș - *Changes bought by Internet in communication between companies and consumers*, Buletinul AGIR, nr. 2/2012, București, pg. 82, ISSN: 12247928, <http://www.agir.ro/buletine/1483.pdf>
20. Radu Bucea-Manea-Tonis, Rocsana Bucea-Manea-Tonis, *Content Management System for E-Business*, Review of Applied Socio-Economic Research, Vol.4, Issue2/2012, pg. 42-48, ISSN: 2247-6172, <http://ideas.repec.org/a/rse/wpaper/v4y2012i2p42-48.html>
21. Rocsana ȚONIȘ, Radu BUCEA-MANEA – *Interfața Sistemului Informatic de Asistare a Deciziilor, cu soluție Business Intelligence pentru IMM-urile din Romania*, A XII-a Conferință Națională - cu participare internațională, vol 21, 2012, Sebes, pg. 81-88, ISSN: 2067-7138, <http://icourses.wix.com/it#!articole>
22. Radu Bucea-Manea-Țoniș Rocsana Bucea-Manea-Țoniș - *Interfața utilizator grafică pentru sisteme mobile conectate la Cloud*, Conferința Economică Națională – CEN 2012, UNIVERSITATEA SPIRU HARET, <http://icourses.wix.com/it#!articole>
23. Rocsana ȚONIS (Bucea-Manea), Radu Bucea-Manea-Țoniș – *Object relational mapping of multidimensional data*, Buletinul AGIR, nr. 1/2012, București, pg. 102, ISSN: 12247928, <http://www.buletinulagir.agir.ro/articol.php?id=1258>
24. Rocsana Bucea-Manea-Țoniș - *Search Engine Optimization in the Current Socio-Economic Challenges*, Review of Applied Socio- Economic Research, issue 3/2012, București, ISSN: 2247-6172 <http://ideas.repec.org/a/rse/wpaper/v3y2012i1p35-42.html>
25. Rocsana BUCEA-MANEA-ȚONIȘ, Radu Bucea-Manea-Țoniș, *ANALYSIS MODELS FOR THE ECONOMICAL-FINANCIAL ACTIVITY OF THE ROMANIAN SMES FROM A REPRESENTATIVE SAMPLE*, Conferinta Sebes 2012, vol 21, 1 iunie 2012., pg.29-34, <http://annals.fih.upt.ro/pdf-full/2012/ANNALS-2012-3-34.pdf>
26. Rocsana ȚONIȘ, Radu BUCEA-MANEA, *DECISION SUPPORT SYSTEM INTERFACE WITH BUSINESS INTELLIGENCE SOLUTION FOR ROMANIAN SMALL AND MEDIUM-SIZED ENTERPRISES*, <http://annals.fih.upt.ro/ANNALS-2012-3.html>
27. Radu Bucea-Manea-Țoniș, Rocsana ȚONIS (Bucea-Manea) - *ORACLE CUBE MAKER FOR SMEs*, Revista de Contabilitate și Informatică de Gestiuine, vol. 9, nr 1/2010, ASE, București, pg. 146-165., ISSN: 1583-4387, http://www.ciq.ase.ro/revista_ciq/AfiseazaArticol.aspx
28. Ilie Tamaș, Radu Bucea-Manea-Țoniș, Rocsana ȚONIS (Bucea-Manea) – *Applications and Service Integration of Decision Support Systems Using .NET Platform*, Buletinul AGIR, anul XV, nr.4, 2010, Tehnologii avansate și materiale noi, Ed. AGIR, ISSN: 1224-7928 <http://www.agir.ro/buletine/852.pdf>
29. Radu Bucea-Manea-Țoniș, Rocsana ȚONIS (Bucea-Manea) – *Ontology Web Based Learning Management System*, Buletinul AGIR, anul XV, supliment I, 2010, Progresul tehnologic-rezultat al cercetării, Ed. AGIR, ISSN: 1224-7928 <http://www.buletinulagir.agir.ro/articol.php?id=922>
30. Radu Bucea-Manea-Țoniș, Rocsana ȚONIS (Bucea-Manea) - *Simulating Economical Processes on Modern Operating Systems*, The Annual International Scientific Conference of Pedagogic Staff and Scientific Researchers, third edition, march 2009, pg. 288-292., ISSN: 1844-5381, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1422716
31. Rocsana ȚONIS (Bucea-Manea) - *Procesul modern de asistare a deciziilor*, Revista de Contabilitate și Informatică de Gestiuine, nr 26/2008, ASE, București, pg. 145-163., ISSN: 1583-4387, http://www.ciq.ase.ro/revista_ciq/AfiseazaArticol.aspx
32. Rocsana Bucea-Manea-Tonis, Radu Bucea-Manea-Tonis, - *B2B INTERACTION THROUGH WEB SEMANTIC INSTRUMENTS*, The 3rd International Conference Further Challenges for a Competitive Management, Craiova, Romania, 23 - 24 October 2009, Spiru Haret University, Bucharest; Romania, PG 119-125,
33. Rocsana ȚONIS (Bucea-Manea) - *Solutii software ce eficientizeaza procesul de luare a deciziilor*, Sesiunea anuala de comunicari stiintifice a cadrelor didactice - "Economie, Integrare, Eficienta", Vol.1, nr.1/2008, Universitatea Spiru Haret, pg.542-548., ISBN: 978-973-163-230-8, <http://csme.spiruharet.ro/USH2008/word/5.11.pdf>
34. Radu Bucea-Manea-Țoniș, Rocsana ȚONIS (Bucea-Manea) - *Proiectarea și organizarea afacerilor TIC*, Simpozionul Internațional al Tinerilor Cercetatori (Editia a VII-a), „Sisteme de informatizare și dezvoltare a societatii secolului XXI”, ASEM - ASE Bucuresti - Universitatea „A.I.Cuza” din Iasi, 10-11 aprilie 2009.
35. Radu Bucea-Manea-Țoniș, Rocsana Țoniș (Bucea-Manea) – *Knowledge based Open source Project Management*, International Conference „Modern Approaches în Organisational Management and Economy”, november 2009

Cărți și manuale

- [1] Popescu Dumitru & colaboratorii - *Managementul Marketingului Organizației*, București: Ed. Fundației România de Măine, 2008, ISBN: 978-973-163-125-7
- [2] Rocsana ȚONIS (Bucea-Manea), Radu Bucea-Manea-Țoniș – *SIMULARI DE MARKETING*, Ed. Fundatiei Romania de Maine, Bucuresti, 2014, ISBN: 978-606-20-0217-6,

- [3] Rocsana ȚONIS (Bucea-Manea), Radu Bucea-Manea-Țonis – CYBERMARKETING, Ed. Fundatiei Romania de Maine, Bucuresti, 2017, ISBN: 978-606-20-0027-1.
- [4] Rocsana ȚONIS (Bucea-Manea), Radu Bucea-Manea-Țonis, Manuela Epure – *SPSS și Excel în analiza datelor statistice în domeniile economic, social și tehnic (ediția a doua revizuită și adăugită)*, Ed. AGIR, Bucuresti, 2010, ISBN: 978-973-720-310-6.
- [5] Angela Popescu & colaboratorii - *Statistică pentru economiști – Analiza datelor în Excel și SPSS*, Ed. AGIR, Bucuresti, 2009, ISBN: 978-973-720-239-0, <http://www.agir.ro/carte/statistica-pentru-economisti-analiza-datelor-in-spss-si-excel-110504.html>
- [6] Angela Popescu & colaboratorii - *Analiză economico-financiară – Aplicații Excel*, Ed. Universitară, Bucuresti, 2009, ISBN: 978-973-749-553-2, http://www.editurauniversitara.ro/carte/informatica-57/analiza_economico_financiara_aplicatii_excel/483
- [7] Radu Bucea-Manea-Țonis, Rocsana ȚONIS (Bucea-Manea) - *Integrarea aplicațiilor Visual Basic cu SQL Server 2000*, Ed. AGIR, Bucuresti, 2007, ISBN: 978-973-720-111-6. <http://www.agir.ro/carte/integrarea-aplicatiilor-visual-basic-cu-sql-server--116264.html>
- [8] Rocsana ȚONIS (Bucea-Manea), Radu Bucea-Manea-Țonis, Manuela Epure – *SPSS și Excel în analiza datelor statistice în domeniile economic, social și tehnic*, Ed. AGIR, Bucuresti, 2007, ISBN: 978-973-720-117-1. <http://www.agir.ro/carte/spss-si-excel-in-analiza-datelor-statistice-in-domeniile-economic-social-tehnic-editia-a-ii-a-110302.html>
- [9] Rocsana ȚONIS (Bucea-Manea) – *PHP-MySQL in your pocket*, București: Ed. Agir, 2008, ISBN: 978-973-720-174-4; <http://www.agir.ro/carte/php---mysql-in-your-pocket---cd-110398.html>