

Research Assistant, Marketing Area  
Universitat Rovira i Virgili  
Dpt. of Business Management  
Avda. Universitat 1  
43204 Reus  
Tarragona, Spain  
Tel: +34 977 75 98 41  
Email: [doriana.chicu@urv.cat](mailto:doriana.chicu@urv.cat)

### Education

2011 – 2015 PhD in Business Administration, Universitat Rovira I Virgili (Reus, Spain), full-time programme

2012 – 2014 Postgraduate in University Teaching, Universitat Rovira I Virgili (Reus, Spain).

2009 – 2010 Master in Business Administration, Universitat Rovira I Virgili, (Reus, Spain).

1996 – 2001 Bachelor's degree in economics, Academia de Studii Economice din Moldova (Chisinau, Moldova)

### Academic experience

2015 – present, Research assistant, Universitat Rovira I Virgili (Reus, Spain).

2014 – present, Teacher at Universitat Oberta de Catalunya (Barcelona, Spain).

2011 – 2015, PhD assistant, Universitat Rovira I Virgili (Reus, Spain).

### Research in progress

Customer satisfaction in the call centre industry. (With M. Valverde and G. Ryan).

The Service-profit chain in remote services. (With M. Valverde and G. Ryan).

### Publications: journal articles

Dorina Chicu; Mireia Valverde; Gerard Ryan; Rosemary Batt. "The Service Profit Chain in call centre services". *Journal of Service Theory and Practice*. 2016.

Dorina Chicu; Gerard Ryan; Mireia Valverde. "Determinants of customer satisfaction in call centres. *European Accounting of Management Review*. 2016.

### **Publications: book chapter**

Maria del Mar Pàmies; Gerard Ryan; Mireia Valverde; Gilda Hernandez; Dorina Chicu. "*University Student Plagiarism in the Digital Age and the Professors' Role in Detecting and Reporting*". Dark Sides of Business and Higher Education Management. Business Expert Press, 2016.

### **Funded Research Projects**

2014-2016: 2014-1-HU01-KA203-002367. *ERASMUS+ I-SICS project on Social Innovation*. European Commission.

2011-2013: ECO2010-17638. *Satisfaction in the service encounter: An analysis of the relationship between employee and customer satisfaction in contact centres (SERENSAT)*. Ministry of Science and Innovation (Spain).

2011-2016: 2009 SGR 667. Human Factor, Organisations and Markets. Research groups map of the Catalan Government. AGAUR, Catalan Government.

2012-2013: A02. Implementation of the Web 2.0 in the university teaching. ICE-URV.

2011-2012: Implementation of preventive strategies: plagiarism detection and management in the context of universities: the case of URV. ICE-URV.

2014-2015: Implications of MOOCs for University teaching and virtual classroom. ICE-URV.

2012-2013: Professional identity of university's students. ICE-URV.

### **Conference contributions**

Doriana Chicu; Gerard Ryan, Mireia Valverde; Maria del Mar Pàmies. "Does the service-profit chain apply to the call center industry?" Conference: EURAM2014 (European Academy of Management). Valencia, 2014.

Yury Ustrov; Mireia Valverde; Doriana Chicu; Gilda Hernandez-Maskivker. "Emotional Contagion and customer outcomes in high-contact services." Conference: EURAM2014 (European Academy of Management), Valencia, 2014.

Gilda Hernandez-Maskivker; Gerard Ryan; Maria del Mar Pàmies; Doriana Chicu. "An Innovative approach to the problems of waiting in services." Conference: EURAM2014 (European Academy of Management). Valencia, 2014.

Doriana Chicu; Mireia Valverde; Gerard Ryan; Yury Ustrov; Maria de Mar Pàmies. "Linking employee behavior, customer satisfaction and organizational performance." Conference: ACEDE 2014, Castellon, 2014.

Yury Ustrov; Mireia Valverde; Doriana Chicu; Gerard Ryan; Maria del Mar Pàmies. "What do we learn from testing service-profit chain in hotels?" Conference: ACEDE 2014, Castellon 2014.

Gilda Hernandez-Maskivker; Gerard Ryan; Maria del Mar Pàmies; Doriana Chicu. "Waiting time as a source of income". Conference: ACEDE 2014, Castellon, 2014.

Maria del Mar Pamiés Pallasé; Gerard Ryan; Mireia Valverde; Gilda Maria Hernandez; Ana Beatriz Hernandez; Yuri Ustrov; Doriana Chicu. "The use of Facebook in university education." Conference: "International Congress on multidisciplinary educational research", Tarragona, 2013.

Doriana Chicu; Gerard Ryan; Mireia Valverde. "The Service-Profit Chain in the Call Center Industry." Conference: "AEMARK, XXV Congress of national marketing." Barcelona, 2013.

Yury Ustrov; Mireia Valverde; Doriana Chicu; Gerard Ryan; Maria del Mar Pàmies. "The service-profit chain in times of crisis." Conference: III International Conference on Tourism and Tourism Management Related Issues. Barcelona, 2013.

Doriana Chicu "The relationship between customer satisfaction and employee satisfaction in the call center industry." Conference: IFSAM 2012. Doctoral Colloquium. Limerick, Ireland, 2012.

#### **Other activities**

**June 2012 to July 2012** research internship, Kemmy Business School, University of Limerick, Ireland.

**August 2012 to September 2012** research internship, Universitatea Libera Internationala din Moldova, Chisinau, Moldova

**May 2014 to Juny 2014** research internship, London School of Economics, London, UK.

#### **Teaching**

- Communication and selling techniques in Marketing, Universitat Rovira I Virgili.
- Business to Business Marketing, Universitat Rovira I Virgili.
- Introduction to Marketing, Universitat Rovira I Virgili.
- Communication strategies in marketing, Universitat Oberta de Catalunya
- Selling strategies in Marketing, Universitat Oberta de Catalunya

#### **Languages**

English, Catalan, Spanish, Rumanian, Russian.