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Dr. Juanita Goicovici is a lecturer at the Faculty of Law, Babes-Bolyai University of Cluj-Napoca, Romania, being in charge of Consumer Law courses and in charge of Master Programme in Consumer's Contracts.

Juanita Goicovici graduated from the Babes-Bolyai University of Cluj-Napoca, Romania, with an LL.B degree and completed an LL.M in European Business Law and Ph.D. in Contracts Law at the Babes-Bolyai University of Cluj-Napoca, Romania. PhD Thesis Title: "Progressive Conclusion of Contracts", Terminology, Guiding Principles, Model Rules, Pre-Contractual negotiations.

Juanita Goicovici' research interests lie in the areas of Consumer law and Contracts Law, in particular unfair terms, duty of good faith, online conclusion of B2C contracts, Substitution of Contractual Parties, contractual prohibition of assignment, ineffective assignments, Assignee's rights against Assignor in B2B and B2C contracts.

Dr. Juanita Goicovici is the author of 60 articles on Consumer Law / Contracts Law and won the Best Monographic Book Prize in 2010 for "Progressive Formation of Contracts", Wolters Kluwer Bucharest. She was also awarded with the UEFISCDI Prize for article The Legal Framework of the Consumer Associations in the Romanian Consumer Law, Transylvanian Review of Administrative Sciences, no. 26 E, June 2009 and with the UEFISCDI Prize for the article *Mandatory Rules of Public Policy Concerning Consumer Protection in Recent Jurisprudence*, No. 38 E / February 2013 (Romanian Executive Commission on Academic Research Financing). She is a Member of the Henry Capitant Association des amis de la culture juridique française.