



BĂLĂȘOIU Gabriela Ioana



CURRENT POSITION: Assistant Professor; Member of Management Team Bachelor Programme, English stream

AFFILIATION/DEPARTMENT: Department of Business Administration in foreign languages (UNESCO chair)

ORCID RESEARCHER ID: <https://orcid.org/0009-0005-8835-1036>

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE: <https://www.linkedin.com/in/ioana-balashoiu-259133209>

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PROFILE

As an Assistant Professor at The Bucharest University of Economic Studies, my work is centered on the integration of advanced technologies – such as artificial intelligence, Industry 4.0 and blockchain – into business ecosystems, production systems, supply chains, and the broader economic environment. I teach a diverse range of courses, including Global Value Chain, Scientific Research Using Machine Learning, Business Negotiation, and Intercultural Management, emphasizing both theoretical foundations and practical applications to prepare students for the challenges of a rapidly evolving technological landscape.

My research explores the socioeconomic implications of emerging technologies, focusing on their ability to enhance operational efficiency, foster innovation, and reshape traditional business paradigms. By bridging academic inquiry with real-world challenges, I strive to contribute to the advancement of knowledge in my fields of expertise while equipping future professionals with the skills needed to thrive in a tech-driven economy



EDUCATION

Habilitation

Post-Doc

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PhD (Doctorate)

2023 - PhD in Economics and International Business, Faculty of International Business and Economics (REI), Bucharest University of Economic Studies, Romania, Doctoral Thesis: The impact of artificial intelligence on transnational production chains

Master

2020 - Master's degree in Economics and International Business, Faculty of International Business and Economics (REI), Bucharest University of Economic Studies, Romania, Dissertation: New European strategies in the regulation of artificial intelligence

Bachelor

2018 - Bachelor's degree in Economics and International Business, Faculty of International Business and Economics (REI), Bucharest University of Economic Studies, Romania, Bachelor Thesis: Politico-Military Organizations of the World. Case study: NATO

ACADEMIC MANAGEMENT

Administrative Responsibilities: FABIZ undergraduate program management team

Year Range: 2024 – Present

Position Title: Assistant Professor

University Name: The Bucharest University of Economic Studies

City: Bucharest

Country: Romania

Courses Taught:

- Global Value Chain
- Scientific Research Using Machine Learning
- Business Negotiation
- Intercultural Management

Main Responsibilities:

- Facilitating continuous communication between faculty members and students within the FABIZ undergraduate program to address and resolve academic or administrative concerns.
- Organizing a comprehensive orientation event at the start of the first semester to introduce new students to the faculty, program structure, and resources.
- Collaborating with the dean's office to undertake and implement tasks aimed at supporting and



enhancing the development of the FABIZ undergraduate program.

ACADEMIC EXPERIENCE

Year Range: 2024 – Present

Position Title: Assistant Professor

University Name: The Bucharest University of Economic Studies

City: Bucharest

Country: Romania

Courses Taught:

- Global Value Chain
- Scientific Research Using Machine Learning
- Business Negotiation
- Intercultural Management

Main Responsibilities:

- Developing and preparing seminar materials and practical applications to ensure engaging and effective learning experiences.
- Updating course syllabus to maintain academic rigor and ensure consistency with program objectives.
- Providing detailed and constructive feedback to students based on their performance in seminar activities, fostering their academic and professional growth.
- Clearly presenting the grading criteria, including the evaluation grid and a comprehensive final report detailing the grades received for seminar activities.
- Continuously revising and enhancing teaching materials to incorporate the latest research findings and most relevant industry trends.

RESEARCH PROFILE

My research focuses on the transformative impact of emerging technologies, particularly in the domains of artificial intelligence (AI), Industry 4.0, and related innovations such as blockchain. I explore how these technologies influence and reshape the economic environment, with a special emphasis on their applications within production systems, supply chains, and broader business ecosystems.

Main areas of interest:

- Artificial Intelligence and Machine Learning: Investigating their applications in optimizing business processes, enhancing decision-making, and driving innovation across industries.
- Industry 4.0: Examining the integration of advanced technologies in manufacturing, production, and supply chain management, including the shift toward smart factories and autonomous operations.
- Blockchain Technology: Exploring its potential to improve transparency, traceability, and security in



supply chain and financial transactions, and its broader implications for the business environment.

- Internet of Things (IoT): Analyzing the role of interconnected devices in fostering real-time data exchange and improving efficiency across production and logistics networks.
- Economic and Business: Assessing the socioeconomic implications of these technologies, including their influence on market dynamics, organizational structures, and workforce transformation.

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Nae, T., M., Florescu, M., S., Bălășoiu, G., I., Towards Social Justice: Investigating the Role of Labor, Globalization, and Governance in Reducing Socio-Economic Inequality within Post-Communist Countries, *Sustainability*, 2024, 16(6), 2234; pages 1-16, March, ISSN: 2071-1050, WOS:001192816200001, <https://doi.org/10.3390/su16062234>, <https://www.mdpi.com/2071-1050/16/6/2234>.
2. Enache, G., I., The Effects of Emerging Technologies on the Process of Production, *CEconomica Journal*, Online ISSN 2286-0266, 2023, Bucharest, Indexing: EBSCO, EconLit, RePEc (Research Papers in Economics), Ulrich's Periodicals Directory, Index Copernicus (Journal Master List), Rosetti International, <http://www.oeconomica.org.ro/abstract/627/The-Effects-of-Emerging> Technologies-on-the-Process-of-Production.html, no. 1/ 2023.
3. Enache, G., I., The Impact of Society 5.0 on Supply Chain Management: Opportunities and Challenges, *Revista de Management Comparat International* (Review of International Comparative Management), ASE Bucharest, ISSN: 1582-3458, 2023, Indexing: RePec (Research Papers in Economics - IDEAS, Econpapers, Socionet), DOAJ (Directory of Open Access Journals), ERIH PLUS (European Reference Index for the HSS), EBSCO, The World Wide Web Virtual Library For European Integration, NewJour Electronic Journals and Newsletters, Cabells Database, Google Scholar, OCLC-WorldCat, CEEOL - Central and Eastern European Online Library, DOI: 10.24818/RMCI.2023.2.280, <https://www.rmci.ase.ro/>, Volume 24, Issue 2, May 2023, pp. 280-292.
4. Bran, A., C., Enache, G., I., The Impact of Supply Chain Imbalances on the Defense Industry, *Scientia Moralitas International Journal of Multidisciplinary Research*, Beltsville, MD, 20705, USA, ISSN 2472-5331 (Print), ISSN 2472-5358 (Online), 2022, Indexing: ERIH PLUS, RePEc, CEEOL, CNKI, Google Scholar, OAJI, CiteFactor, ResearchBib, Journal Factor, IIJIF, WorldCat, DOI: 10.5281/zenodo.7487456, <https://scientiamoralitas.com/index.php/sm/search/authors/view?givenName=Gabriela%20Ioana&familyName=Enache&affiliation=&country=RO&authorName=Enache%2C%20Gabriela%20Ioana>, Vol. 7, No. 2, 2022, pp. 155-163.
5. Enache, G., I., The Potential of Blockchain Technology in the Efficiency of Global Supply Chains, *Scientia Moralitas International Journal of Multidisciplinary Research*, ISSN 2472-5331 (Print), Beltsville, MD, 20705, USA, ISSN 2472-5358 (Online), 2022, Indexing: ERIH PLUS, RePEc, CEEOL, CNKI, Google Scholar, OAJI, CiteFactor, ResearchBib, Journal Factor, IIJIF, WorldCat, DOI: 10.5281/zenodo.7474561, <https://scientiamoralitas.com/index.php/sm/search/authors/view?givenName=Gabriela%20Ioana>



&familyName=Enache&affiliation=&country=RO&authorName=Enache%2C%20Gabriela%20Ioana, Vol. 7, No. 2, 2022, pp. I22-I33.

6. Enache, G., I., Bălășoiu, N., The European Union's Efforts to Strengthen Its Posture in the Global Value and Supply Chains Competition, *OEconomica Journal*, Bucharest, Online ISSN 2286-0266, Print ISSN 1223-0685, 2022, Indexing: EBSCO, EconLit, RePEc (Research Papers in Economics), Ulrich's Periodicals Directory, Index Copernicus (Journal Master List), Rosetti International, <http://www.oeconomica.org.ro/abstract/612/The-European-Unions-Efforts-to-Strengthen-Its-Posture-in-the-Global-Value.html>, vol. 32, no. 1-2/2022, pp. 53-62.

List of papers published in conference proceedings:

1. Enache, G., I., Security management in the context of supply chains technological upgrades, The 17th International Conference on Business Excellence, Rethinking business: Sustainable leadership in a VUCA world, Bucharest, 23-25 March 2023, Proceedings of the International Conference on Business Excellence (German Publishing House De Gruyter), Indexing: EBSCO, Proquest, ExLibris, OCLC, Google Scholar, Microsoft Academic, CELDES, CNPIE, Naviga, Minitrack: Global security: understanding the present and mapping the future, Indexing: EBSCO, Proquest, ExLibris, OCLC, Google Scholar, Microsoft Academic, CELDES, CNPIE, <https://sciendo.com/article/10.2478/picbe-2023-0022>, Naviga, Thomson Reuters ISI Web of Science (WOS) Conference Proceedings Citation Index.
2. Enache, G., I., Logistics security in the era of big data, cloud computing and IoT, The 17th International Conference on Business Excellence, Rethinking business: Sustainable leadership in a VUCA world, Bucharest, 23-25 March 2023, Proceedings of the International Conference on Business Excellence (German Publishing House De Gruyter), Indexing: EBSCO, Proquest, ExLibris, OCLC, Google Scholar, Microsoft Academic, CELDES, CNPIE, Naviga, Minitrack: Global security: understanding the present and mapping the future, Indexing: EBSCO, Proquest, ExLibris, OCLC, Google Scholar, Microsoft Academic, CELDES, CNPIE, <https://intapi.sciendo.com/pdf/10.2478/picbe-2023-0021>, CNPIE, Naviga, Thomson Reuters ISI Web of Science (WOS) Conference Proceedings Citation Index.
3. Enache, G., I., Formulas for counteracting cyber threats in regards to computer products supply chains, International Conference on Business Excellence, Bucharest, 2022, Proceedings of the International Conference on Business Excellence (German Publishing House De Gruyter), Indexing: EBSCO, Proquest, ExLibris, OCLC, Google Scholar, Microsoft Academic, CELDES, CNPIE, Naviga, 08 Aug 2022, pp. 1420 – 1428, eISSN: 2558-9652, DOI: <https://doi.org/10.2478/picbe-2022-0129>, Thomson Reuters ISI Web of Science (WOS) Conference Proceedings Citation Index.
4. Enache, G., I., Challenges to the supply chains in the context of COVID-19 pandemic, International Conference on Business Excellence, Bucharest, 2022, Proceedings of the International Conference on Business Excellence (German Publishing House De Gruyter), Indexing: EBSCO, Proquest, ExLibris, OCLC, Google Scholar, Microsoft Academic, CELDES, CNPIE, Naviga, 08 Aug 2022, pp. 1429 – 1438, eISSN: 2558-9652, DOI: <https://doi.org/10.2478/picbe-2022-0130>, Thomson Reuters ISI Web of Science (WOS) Conference Proceedings Citation Index.



5. Enache, G., I., The use of artificial intelligence in supply chain management after covid-19 crisis, International Conference on Economics and Social Sciences, Fostering Recovery Through Metaverse Business Modelling, Bucharest, 16-17 June 2022, Minitrack: Digitalization impact on economic recovery in the context of covid-19 pandemic, Proceedings of the 5th International Conference on Economics and Social Sciences, 2022, <https://icess.ase.ro/wp-content/uploads/2022/06/Program-ICESS-2022.pdf>, ISSN: 2704-6524.

INDUSTRY AND SOCIETAL ENGAGEMENT

2019 – Present: Volunteer for INACO – Initiative for Competitiveness, Bucharest, Romania

- Trainer within the project "Vocational counseling on the jobs of the future"
- Co-author of the "Guide to the Jobs of the Future" 2nd edition
- Co-author of "Guide to the Jobs of the Future" 3rd edition
- Co-author of the "Guide to the Jobs of the Future" 4th edition
- Co-author of "Guide to the Jobs of the Future" 5th edition
- Co-author in the research project "The effects of the legislative proposal for the amendment of some acts in the field of tobacco products regulation"
- Co-author of the "Guide to sources of financing for companies during the crisis COVID-19"
- Co-author of "Guide to jobs available during the COVID-19 crisis"
- Author of "Top 8 technological trends in agriculture"
- Co-author of the study "Romania's Digital Convergence with the EU"
- Co-author of the study "Future Agriculture"
- Co-author of the article "The global translation software market will grow annually by 15%"
- Co-author of the article "New technologies useful during pandemics"

MEDIA PRESENCE

How is AI changing students' lives? Ioana Bălășoiu: The only way to understand AI in teaching and learning is through impact evaluation, 2024, <https://alephnews.ro/educatie/cum-schimba-a-i-ul-viata-studentilor-ioana-balasoiu-singurul-mod-de-a-intelege-inteligenta-artificiala-in-predare-in-invatare-si-in-predare-este-prin-evaluarea-impactului/>

The role of Artificial Intelligence in the Covid-19 pandemic, 2020, <https://inaco.ro/rolul-inteligentei-artificiale-in-pandemia-covid-19/>

What's new in the virtual, augmented and mixed reality market, 2020, <https://inaco.ro/noutatile-pietei-de-realitatea-virtuala-si-realitatea-augmentata/>

New technologies useful during pandemics, 2020, <https://inaco.ro/tehnologii-noi-utile-in-timpul-pandemilor/>, <https://inaco.ro/tehnologii-noi-utile-in-timpul-pandemilor/>

How students in Sector 3 of the capital have prepared for the jobs of the future, 2020, <https://www.wall-street.ro/articol/Educatie/264358/cum-s-au-pregatit-elevii-din-sectorul-3-al-capitalei-pentru-meserile-viitorului.html>

The first Smart Lab 4.0 in Romania is launched, 2019, <https://www.radioromaniacultural.ro/sectiuni->



<articole/stiinta/a-luat-nastere-primul-smart-lab-4-0-din-romania-id18236.html>,
<https://www.radioromaniacultural.ro/sectiuni-articole/stiinta/a-luat-nastere-primul-smart-lab-4-0-din-romania-id18236.html> Ioana Enache (INACO): Top 8 technological trends in agriculture, 2019,
<https://financialintelligence.ro/ioana-enache-inaco-cele-mai-importante-8-tendinte-tehnologice-in-agricultural/>

LANGUAGES

English – Advanced

SKILLS

Research Expertise: Conducted interdisciplinary studies on the impact of AI and blockchain on economic environments, resulting in published papers and presentations at international conferences.

Teaching and Mentoring: Designed engaging course materials and provided personalized feedback to over 200 students, fostering their academic and professional growth.

Effective Communication: Delivered conference presentations to diverse audiences, simplifying complex concepts such as blockchain and AI for better understanding.

Problem-Solving: Identified and resolved issues faced by faculty and students in the FABIZ program, improving operational efficiency and satisfaction.

Time Management: Balanced teaching, research, and administrative responsibilities effectively while meeting all deadlines and objectives.

Innovation and Creativity: Applied in designing interactive teaching materials, enhancing seminar experiences, and exploring new research avenues in emerging technologies.

Planning Skills: Coordinated academic and administrative tasks for the FABIZ undergraduate program, ensuring seamless execution of semester activities.