



CHINIE Cătălina

CURRENT POSITION: Associate Professor; Director IDEAS Research Center; Programme Director of Master in Digital Business and Innovation; Member of FABIZ School Board & School Council; Course Coordinator Global Value Chain

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

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PROFILE

Cătălina Chinie is an Associate Professor at the Faculty of Business Administration in Foreign Languages, part of the Bucharest University of Economic Studies (ASE). She is an experienced practitioner of Agile methodologies and Design Thinking, with a focus on fostering innovation and strategic growth. She teaches courses in Leadership, Business Models, Product Development, and Prototyping.

Cătălina holds a Design Thinking certification from IDEO and graduated from the Faculty of Business Administration in Foreign Languages (German section). She earned her PhD with a thesis on corporate entrepreneurship, further solidifying her expertise in the field.

With over 15 years of professional experience in the financial and IT sectors, Cătălina has held various roles in both business and academic projects. Her work has been centered on developing innovative tools and creating enhanced customer experiences, reflecting her commitment to bridging practical industry insights with academic excellence.



EDUCATION

Habilitation

Post-Doc -

PhD (Doctorate) **2015** - PhD in Business Administration, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies (ASE), Bucharest, Romania - "Corporate Entrepreneurship as strategy for the development of business in the renewable energy field"

Master **2010** - Master in Business Administration, Faculty of Business Administration in Foreign Languages, German Stream, Bucharest University of Economic Studies (ASE), Bucharest, Romania

Bachelor **2008** - Bachelor in Business Administration, Faculty of Business Administration in Foreign Languages, German stream, Bucharest University of Economic Studies (ASE), Bucharest, Romania

PROFESSIONAL TRAINING

2021 - Insights for Innovation, IDEO U

2013 - Internal Auditor for Quality Management Systems, TÜV Austria Romania

2011 - Specialist for ISO 9001:20 Quality Management System, TÜV Austria Romania

2010 - ITIL Foundation v.3

2009 - SAP R/3 Introduction, Wirtschaftsuniversität Wien

2009 - SAP Business Warehouse Introduction, Wirtschaftsuniversität Wien

ACADEMIC MANAGEMENT

2024 - present: Director, IDEAS Research Center, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies (ASE)

2020 - present: Program director, Master in Digital Business and Innovation, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies (ASE)

responsible for the design and accreditation of the Master's program, collaboration with business representatives, international professors, as well as program promotion

ACADEMIC EXPERIENCE

(2024 - present) Associate Professor, (2021 - 2024) Lecturer, (2019 - 2021) Assistant Professor, (2016 - 2019) - Associate Lecturer, Faculty of Business Administration in Foreign Languages, UNESCO Department for Business Administration



- Leadership
- Entrepreneurial culture
- Business Management
- Enterprise transformation in the digital economy
- Operations and supply chain management
- Business Models

RESEARCH PROFILE

My research focuses on sustainability, corporate social responsibility and renewable energy

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Biclesanu, I., Savastano, M., Chinie, C., Anagnoste, S. (2023) The role of business students' entrepreneurial intention and technology preparedness in the digital age, *Administrative Sciences*, Vol. 13.2023, 8, Art.-No. 177, p. 1-13, 10.3390/admsci13080177
2. Chinie, C., Biclesanu, I., Bellini, F., The impact of awareness campaigns on combating the food wasting behavior of consumers, *Sustainability*, 2021, 13 (20), 11423, <https://doi.org/10.3390/su132011423>, WOS:000715416400001, eISSN 2071-1050
3. Pelău, Corina; Chinie, Alexandra Cătălina, *Econometric Model for Measuring the Impact of the Education Level of the Population on the Recycling Rate in a Circular Economy*, *Amfiteatru Economic*, Vol. 20, Nr. 48, 2018, pg. 340-355, ISSN 1582-9146, DOI 10.24818/EA/2018/48/340, WOS:000439567500008
<https://search.proquest.com/openview/fe751ebdf8dff7b6aa1d00bfbfb2e0e9/1?pq-origsite=gscholar&cbl=1926338>
4. Tanțău, Adrian; Chinie, Alexandra Catalina; Borisov, Daniela, *Triggering events for corporate entrepreneurship leading to investments in renewable energy*, *Environmental Engineering and Management Journal*, Vol. 16, Nr. 12, pg. 2857-2868, Dec 2017, ISSN: 1582- 9596, DOI: 10.30638/eemj.2017.295, WOS:000423792300020
5. Băra, Adela; Lungu, Ion; Oprea, Simona-Vasilica; Botha, Iuliana, Chinie, Alexandra, *Model Assumptions for Efficiency of Wind Power Plants' Operation*, *Economic Computation and Economic Cybernetics Studies and Research*, Vol. 48, Nr, 4, 2014, pg.115-133, ISSN: 0424-267X, indexat in Web of Science, WOS:000346684700007
[http://www.ecocyb.ase.ro/eng/Articles_4-2014/07%20-%20Ion%20Lungu,%20Adela%20Bara%20\(T\).pdf](http://www.ecocyb.ase.ro/eng/Articles_4-2014/07%20-%20Ion%20Lungu,%20Adela%20Bara%20(T).pdf), ISSN 1842-3264.

List of papers published in conference proceedings:



1. Pelău, Corina; Chinie, Alexandra-Cătălina, Cluster Analysis for the Determination of Innovative and Sustainable Oriented Regions in Europe, *Studia Universitatis „Vasile Goldis” Arad – Economics Series*, Vol. 28, Nr. 2, 2018, pg. 36-47, ISSN (Online) 2285- 3065, ISSN (Print) 1584-2339, DOI: <https://doi.org/10.2478/sues-2018-0008>
2. Pelău, Corina, Chinie, Alexandra Cătălina, Clusters of Tourism Consumers in Romania, *Studia Universitatis „Vasile Goldis” Arad – Economics Series*, Vol. 28, Nr. 1, 2018, pg. 17-34, ISSN (Online) 2285-3065, ISSN (Print) 1584-2339, DOI: <https://doi.org/10.2478/sues-2018-0002>, jurnal cotat B+, indexat in DOAJ, Ebsco Host, Google Scholar, ProQuest
3. Clodnițchi Roxana, Chinie, Alexandra, Factors of impact on the evolution of electricity markets from renewable energy sources: a comparison between Romania and Germany, *Management & Marketing – Challenges for the Knowledge Society*, Vol. 10, Nr. 1, pg. 33- 51, 2015, ISSN: 1842-0206, DOI: 10.1515/mmcks-2015-0003, WOS:000410264100004 <https://www.sciendo.com/article/10.1515/mmcks-2015-0003>
4. Tanțău, Adrian; Chinie, Alexandra; Carlea, Filip, Corporate Entrepreneurship and Innovation in the Renewable Energy Field, *Procedia Economics and Finance*, 22(2015), pg. 353-362, DOI: [https://doi.org/10.1016/S2212- 5671\(15\)00302-0](https://doi.org/10.1016/S2212- 5671(15)00302-0)
5. Chinie, Alexandra, Current concerns and trends in the business of renewable energy, *Management Research and Practice*, Vol. 6, Nr. 4, pp. 5-22, 2014, ISSN 2067-2462, revista peer-reviewed publicata in format electronic, indexata in ProQuest, EBSCO, Index Copernicus, REPEC, Google Scholar, <http://mrp.ase.ro/no64/fl.pdf> 10. Chinie, Alexandra-Catalina. Challenges for reducing food waste, 14th International Conference on Business
6. Excellence (ICBE) – Business Revolution in the Digital, *Proceedings of the International Conference on Business Excellence (ICBE) – Business Revolution in the Digital*, Vol. 14, Nr. 1, pg. 819-828, DOI: 10.2478/picbe-2020- 0078, WOS:000556549000078. <https://www.sciendo.com/article/10.2478/picbe-2020-0078>
7. Chinie, Alexandra-Catalina. Assessing the influence of Information and Communication Technologies on energy productivity, 13th International Conference on Business Excellence (ICBE) – Sustainable Business Models and Innovation in the Knowledge Economy Location, *Proceedings of The International Conference on Business Excellence*, Vol. 13, Nr. 1, pg. 515-527, DOI: 10.2478/picbe-2019-0045, WOS:000501603000045
8. Tanțău, Adrian; Pop, Mihai; Chinie, Alexandra Catalina, Quantitative analysis regarding the probability of spreading fake news based on age, *BASIQ International Conference on New Trends in Sustainable Business and Consumption*, *Proceedings of BASIQ*, 2019, pg. 649-656, WOS:000478861800082
9. Pelau, Corina; Serban, Daniela; Chinie, Alexandra Cătălina, The influence of personality types on the impulsive buying behavior of a consumer, *Proceedings of the International Conference on Business Excellence*, Vol. 12, Nr. 1, pp. 751-759, Conference: 12th International Conference on Business Excellence, Bucharest, 22-23 Mar, 2018,



ISSN:2502-0226, DOI 10.2478/picbe-2018-0067, WOS:000442804800067

10. Șerban, Daniela; Pelău, Corina; Chinie, Alexandra, Calculation of the Differences of Attitude and Behavior of two Generations with the Euclidian-Metric, Proceedings of the International Conference on Business Excellence, 11th International Conference on Business Excellence - Strategy, Complexity and Energy in Changing Times, 30-31 Mar 2017, București, Romania, DOI: 10.1515/picbe-2017-0025, ISSN: 2502-0226, WOS:000431004400026
11. Pelău, Corina, Chinie, Alexandra, Environmental Key Performance Indicators of CSR Activities in the Energy Industry, Proceedings of the 11th International Conference on Business Excellence, 11th International Conference on Business Excellence - Strategy, Complexity and Energy in Changing Times, 30-31 Mar 2017, București, Romania, pg. 74-80, 2017, ISSN: 2502-0226, DOI: 10.1515/picbe-2017-0008, WOS:000431004400009s

List of books & book chapters:

1. Chinie Cătălina (2023) Business Models – From Inception to Growth, Editura ASE, ISBN 978-606-34-0498-6
2. Tanțău, Adrian D., Chinie, Alexandra (2013) Green Clusters as New Cooperation Strategy for Cleantech Companies. In: Thomas, A., Pop, N., Bratianu, C. (eds) The Changing Business Landscape of Romania, pp. 189-208, Springer, New York, NY
https://link.springer.com/chapter/10.1007/978-1-4614-6865-3_1

PROJECTS

2024 – present: „Cause Finder. Casuality in the Era of Big Data and AI and its applications to innovation management”, CF 268/29.11.2022 – as experienced researcher

2024: "IMPACTUL INDUSTRIEI IT ASUPRA ECONOMIEI ROMÂNEȘTI" – as project director

2024: "Indicele mediului de afaceri din Romania – editia 2024" – as experienced researcher

2023: "Indicele mediului de afaceri din Romania – editia 2023" – as experienced researcher

2022: "Indicele mediului de afaceri din Romania – editia 2022" – as experienced researcher

2021: "Indicele mediului de afaceri din Romania – editia 2021" – as experienced researcher

OTHER RELEVANT PROFESSIONAL EXPERIENCE

2018 – 2019 – Business analyst SAP CO – BearingPoint SRL

Management accounting / IT sector

SAP CO functional consultancy within an international logistics project for an automobiles' company:

- Creation of development specifications, customizing and testing of add-ons and interfaces for the transfer
- price distribution



- CO-PA customizing
- Development of test scenarios and HP ALM set-up
- Preparation of the User Acceptance Test

2016 - 2018 – Consultant – National Sanitary Veterinary and Food Safety Authority

Finance / IT sector

- Contributed to the elaboration of technical and financial specifications for the acquisition of maintenance and development services for an IT laboratory management system;
- Negotiated the financial and technical offer for the institution's IT laboratory management system;
- Delivered cost reduction proposals;
- Performed financial analysis and reports;
- Ensured the correctness of supporting documents for European co-financed costs;
- Restructured the institution's public information and redesigned the concept of the institution's webpage.

2015 - 2016 – Financial Controller – OMV Petrom

Finance / Accounting

- Analyzed costs and executed financial reports for the Upstream division;
- Evaluated business cases and provided financial consultancy for Upstream projects.

2014 - 2015 – Team Lead IT Commercial Management – OMV Petrom

Finance / Accounting/ IT

Coordinated a team of 6 members during the OMV Petrom Global Solutions spin-off:

- closed all inter-company transactions with a null EBIT;
- accrued all costs before the spin-off in the former company and transferred all relevant commercial data

(Purchase Orders, Work Breakdown Structures for projects and applications) to the system of the new company.

2013 - 2014 – IT Commercial Management Specialist – OMV Petrom

Finance / Accounting/ IT

- Contributed to the implementation of a new planning and budgeting tool for IT services;
- Performed transactional commercial management operations for the IT Business Unit, including ordering, cost allocation, charging and inter-company transactions;
- Provided standard and non-standard reports on different operational topics;
- Supported IT teams in commercial related activities (achieving a null EBIT for projects and services);
- CATS Key User for the IT division.

2010 - 2013 – IT Quality Assurance Specialist – OMV Petrom



IT / Quality Management

- Contributed to the elaboration of an IT Dashboard project by providing relevant information regarding KPIs for the IT services;
- Established and maintained workable internal and external partnerships;
- Evaluated the customer satisfaction and conducted root-cause analyses for escalations.

LANGUAGES

English – C2 – Proficient user

German – C2 – Proficient user

French – B1 – Independent user

SKILLS

SAP ERP & S4/HANA,

BMC Remedy,

Business Intelligence,

WordPress,

MS Office