



## **CLODNITCHI Roxana**

**CURRENT POSITION:** Associate Professor; Vice-Dean for Academic Affairs; Accreditation Manager; Member of FABIZ School Board & School Council; Director of Quality Evaluation and Assurance Committee; Course Coordinator Investments and Risk, Business Decision Making Processes with Machine Learning Tools; Mini-track chair ICBE Romania

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

**ORCID RESEARCHER ID:** <https://orcid.org/0000-0002-7524-4144>

**URL FOR PERSONAL WEBSITE:**

**LINKEDIN PROFILE:** <https://www.linkedin.com/in/roxana-clodnitchi-7934069/>

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### **PROFILE**

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Facilitative leader and results-driven academic with a Ph.D. in Business Administration and nearly 18 years of experience across academia, international project management, corporate relations, and business consulting. My research and teaching focus on energy economics and sustainability, social entrepreneurship, and decision-making processes. I have published widely and contributed to academic programmes at Bachelor, Master, and MBA levels.

Alongside my academic work, I have extensive experience in managing international projects for the European Commission, the Romanian-German Chamber of Commerce, and the Bucharest University of Economic Studies. I also serve as the president of Romania's largest work-integration social enterprise, promoting circular economy principles and innovative, socially responsible business models. Through this combined expertise, I support interdisciplinary research, impactful teaching, and the development of collaborative, sustainability-oriented academic and professional communities.



## EDUCATION

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### Habilitation

- Post-Doc**                    **2021** – Post-Doctoral Studies in Economics, Bucharest University of Economic Studies; Research topic: "Alternative strategies for decoupling economic growth from the increase in the consumption of natural resources"
- PhD (Doctorate)**        **2015** – PhD in Business Administration; Doctoral thesis: "New entrepreneurial models in renewable energy"
- Master**                    **2007** – Master of Science in International Relations, Faculty for History and Philosophy, Babes-Bolyai University, Cluj-Napoca, Romania  
**2020** – Master of Science in Educational Studies, Bucharest University of Economic Studies
- Bachelor**                   **2006** – Bachelor of Science in Business Administration, Bucharest University of Economic Studies, Romania  
**2005/2006** Academic mobility, Alpen Adria Universität, Klagenfurt, Austria

## ACADEMIC MANAGEMENT

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**April 2024 – present** – Vice-Dean for Academic Affairs, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Main responsibilities:

- Obtaining and maintaining the most prestigious national and international accreditations.
- Developing and implementing curricula and ensuring their compatibility with academic and professional requirements.
- Updating and adapting study programs and teaching methods to meet labor market demands and international standards of excellence, in collaboration with international partners and representatives from the economic and social environment.

**April 2020 – April 2024** – Vice-Dean for Research and International Relations, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Main responsibilities:

- Contributing directly to the development of the faculty's international network, the university's improvement within international rankings and the increase of the faculty's research output by 20%+.

## ACADEMIC EXPERIENCE

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**October 2024 – present** – Associate Professor, Faculty of Business Administration in Foreign Languages,



Bucharest University of Economic Studies, Romania

- Research & Teaching
- Lectures thought (present):
  - Social Entrepreneurship (Bachelor's program, German, English);
  - Investments and Risk (Bachelor's program, German);
  - Decision-Making Processes in Business (Bachelor's program, German);
  - Game Theory and Decision-Making Processes (MBA - MBI Master's in Business Intelligence, English, AMBA);
  - Data Analysis and Decision-Making Processes (Energy MBA, English, AMBA);
  - Risk Management (Master's in Entrepreneurship, English).

**February 2019 – September 2024** – Tenured University Lecturer, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

- Research & Teaching
- Lectures thought (past):
  - European Business Environment (Bachelor's program, German);
  - International Business Management (Master's in Business Administration and Entrepreneurship, German).

**October 2012 – July 2017** – External Lecturer, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

- Delivering lectures on Business Strategies, Decision-Making and Risk Management within the German Bachelor Programme, the Energy MBA and the German MBA programmes.

## RESEARCH PROFILE

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My research focuses on energy economics, sustainable development, and decision-making in business and public policy. I study the dynamics of electricity and renewable energy markets, energy poverty, resource efficiency, and decarbonisation in the EU. A second line of work examines entrepreneurial and business models, especially in renewable energy sectors. Methodologically, I combine quantitative market analysis, comparative studies, and qualitative sectoral case studies. I also explore how AI transforms energy finance and strategic decision processes.

## LIST OF PUBLICATIONS

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### **List of articles published in peer reviewed journals:**

1. The role of AI in (Re)Shaping energy Finance: A systematic literature review, Anagnoste, Sorin; Andrei, Alexandru-Victor; Bolovaneanu, Vlad; Cepoi, Cosmin-Octavian; Clodnitchi, Roxana; Cramer, Alexandru-Adrian; Grecu, Robert-Adrian; Lessmann, Stefan; Pele, Daniel Traian; Petukhina, Alla, Strat



- Vasile Alecsandru (2025) Energy Strategy Reviews, Volume 61, 101833.
2. Resource efficiency and decarbonisation of economies in the European Union, Clodnitchi, Roxana; Tudorache, Octavia (2022) Management & Marketing-Challenges for the Knowledge Society, Volume 17 Issue 2 Page 139-155.
  3. Resource abundance as an indicator of economic development in selected countries, Hodor, Mădălina; Clodnitchi, Roxana (2021) Proceedings of the International Conference on Business Excellence, Volume 15 Issue 1 Page 218-227.
  4. Business excellence models in higher education - innovative solutions for management performance, Dima, Alina Mihaela; Clodnițchi, Roxana; Istudor, Laura (2019) Proceedings of the International Conference on Business Excellence , Volume 13 Issue 1 Page 38-46.
  5. A correlation analysis of the spot market prices of the Romanian electricity sector, Bușu, Mihail; Clodnițchi, Roxana; Mureșan, Manuela Liliana (2019) Management & Marketing-Challenges for the Knowledge Society, Volume 14 Issue 1 Page 150-162.
  6. China-Angola Investment Model, Begu, Liviu Stelian; Vasilescu, Maria Denisa; Stănilă, Larisa; Clodnițchi, Roxana (2018) SUSTAINABILITY, Volume 10 Issue 8.
  7. Key elements of an entrepreneurial (business) model in the biogas sector. Insights from Romania, Clodnitchi, Roxana; Nedelcu, Alexandra Cătălina (2018) Proceedings of the International Conference on Business Excellence, Volume 12 Issue 1 Page 209-228.
  8. Research on eu-28 use of ICT for cultural purpose, Meghișan-Toma, Georgeta-Mădălina ; Clodnițchi, Roxana (2018) Economic Computation and Economic Cybernetics Studies and Research, Volume 52 Issue 3 Page 161-169.
  9. Transition from Management to Leadership. Case Study based on the Experience of a SME from SEE, Bărsan, Alexandra; Clodnițchi, Roxana (2018) BASIQ International Conference: New Trends in Sustainable Business and Consumption 2018, Page 660-668.
  10. Systems competing for mobile factors: decision making based on hard vs. soft locational factors, Clodnițchi, Roxana (2017) Management & Marketing-Challenges for the Knowledge Society , Volume 12 Issue 4 Page 633-651.
  11. Energy poverty in Romania -drivers, effects and possible measures to reduce its effects and number of people affected, Clodnițchi, Roxana; Bușu, Cristian (2017) Proceedings of the International Conference on Business Excellence, Volume 11 Issue 1 Page 138-145.
  12. Paradigm Shift from "Business Model" to "Entrepreneurial Model", Clodnițchi, Roxana (2017) International Management Conference, Page 778-793.
  13. Factors of impact on the evolution of electricity markets from renewable energy sources: a comparison between Romania and Germany, Clodnițchi, Roxana; Chinie, Alexandra Cătălina (2015) Management & Marketing-Challenges for the Knowledge Society , Volume 10 Issue 1 Page 33-U154.

**List of papers published in conference proceedings:**

1. Consequences of the structural transformations in the industry on the consumption of material and



- energy resources. The case of Romania; Dachin Daniela Anca, Clodnitchi Roxana (2022); *Theoretical and Applied Economics / Economie teoretică și aplicată*; Volume XXVII, Issue Special Number, Pages 357-368; 2020; 1844-0029; 1841-8678.
2. The Impact of Competition on Productivity. Theory and Evidence, Zlatcu Iuliana Tania, Clodnitchi Roxana (2019); *Review of International Comparative Management*; Volume 19, Issue 4, Pages 410-421; 2018; 1582-3458.
  3. Energy Efficiency in the Romanian Industry; Clodnitchi Roxana (2018); *Review of International Comparative Management*; Volume 19, Issue 5, Pages 516-530; 2018; 1582-3458.
  4. A Critical Synthesis of Scientific Research on Business Models and Business Model Components; Clodnitchi Roxana (2018); *Management and Economics Review*; Volume 2, Issue 2, Pages 161-166; 2017; 2501-885x.
  5. The Romanian Biogas Sector- Slow Development Despite Attractive Conditions; Clodnitchi Roxana, Tantau Adrian Dumitru (2015) *Journal of Clean Energy Technologies*; Volume Volume 4, Issue 2, Pages 161-166; 2016; 1793-821X.
  6. Regardless of the attractive market conditions, the Romanian biogas sector did not advance. An inductive approach; Clodnitchi Roxana, Tantau Adrian Dumitru (2015) *Journal of Sustainable Energy*; Volume 6, Issue 3, Pages 127-132; 2015; 2067-5534; 2284-6999.
  7. Corporate Entrepreneurship and risk in the Renewable Energy Field, Chinie Alexandra Catalina, Clodnitchi Roxana(2015) *International Journal of Business and Social Science* ; Volume 6, Issue 4, Pages 32-40; 2015; 2219-1933.
  8. The latest developments in the Romanian energy sector: impact assessment and companies' reaction; Clodnitchi Roxana(2015) *Management & Marketing. Challenges for Knowledge Society*; Volume 9, Issue special issue, Pages 11-18; 2014; 1842-0206.
  9. Evolution of Renewable Energy Energy Markets in the European Union. Case Study – Romania and Germany; Clodnitchi Roxana(2014) *International Conference Future of Europe*; FOE 2014; 2014; 2392-8611.
  10. Correlations among the development of eu economies, energy intensity and renewable energy indicators; Tantau Adrian Dumitru, Hincu Daniela-Liliana, Nichifor Maassen Maria Alexandra, Clodnitchi Roxana(2013); *Management & Marketing. Challenges for Knowledge Society*; Volume 8, Issue Special issue 2013, Pages 256-266; 1842-0206

**List of books & book chapters:**

1. Entscheidungsprozesse im Unternehmen zwischen Rationalität und Irrationalität, Clodnitchi Roxana, 158 p., ISBN 978-606-34-0529-7, Bucuresti: Editura ASE, 2024.
2. Eco-Economic Decoupling, DeGrowth and A-Growth. Quo vadis?, Clodnitchi, R., Savin, M., Paraschiv, D., în *Business, Economics and Science. Common Challenges* – ed. Duda Joanna / Bernat Tomasz; ISBN 978-88-85813-98-4, Bologna: Filodiritto Publisher, 2019.
3. Spațiul Economic European. Provocările aderării: Competitivitatea IMM-urilor românești în Uniunea



Europeană după 50 de ani. Intre entuziasmul extinderii și aprofundarea integrării - ed. Pop Flore/ Gherghina Sergiu; ISBN 978-973-109-045-0, Cluj Napoca: Argonaut, 2007.

4. Președintele și electoratul american, în Președinția americană 1986-2007 ed. Nicolescu Corneliu; pp. 81-109, ISBN 978-973-7829-31-3, Cluj Napoca: Pro Vita, 2007.

### **Case Studies:**

1. 2025 Actors of Financial Markets: The Transition from Communism to a Free Market Economy used in Bachelor Course "Investments and Risk", 3. Year, SI
2. 2025 Opportunities for FDI in Romania Study commissioned by Deloitte
3. 2017 Der Rumänische Solarmarkt Study commissioned by the German Federal Ministry for Economic Affairs
4. 2017 Soluții germane pentru construcții sustenabile și restaurare, Study presented at Conferința Internațională despre Construcții Sustenabile și Eficiență Energetică, EUROCONSTRUCTII, Bucharest, Romania
5. 2014 Rumänien: Wärmeezeugung aus Geothermie – JA! Stromerzeugung aus Geothermie – JEIN, Geothermische Energie, Study for the GtV Bundesverband Geothermie, ISSN 0948-6615,
6. 2013 Sectorul biogazului în România, Biogas for Heat and Electricity Generation Study within the program Renewables Made in Germany by the German Federal Ministry for Economic Affairs and Energy.

### **SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW**

ICBE International Conference on Business Excellence

- Session Chair 2024, 2025
- Conference Manager 2020, 2021
- Member of the organisation committee 2018, 2019

ICISS International Conference on Economics and Social Sciences

- Session Chair 2021
- Member of the organisation committee 2021

### **PROJECTS**

**2024-present:** *Expert, Improving the quality of teaching and learning activities by promoting academic freedom and integrity, while enhancing the quality of academic life at ASE, CNFIS-FDI-2024-F-0108.*

**2024-present:** *Expert, Economics of Education and Leadership (EEL), ASE, EY & World Bank Group.*

**2023-present:** *Postdoc researcher - Artificial Intelligence for energy Finance (AI4EFin), PNRR-III-C9-2022 - 18.*

**2017-present** *Member of the organising committee / Financial Manager / Conference Director for the*



*International Conference on Business Excellence ICBE.*

**2023 Researcher** - market research - *Obtaining competitive advantage by developing the organisational function of competitive intelligence.*

**2018–2021 Project manager** - *Summer School for Entrepreneurship & the German Language.*

**2019–2020 Member of the organising committee** - *International Conference on Economics and Social Sciences ICESS.*

**2020–2021 Target group recruitment and selection expert** - *Practică inteligent dezvoltarea ta - PRIDE-U (POCU/626/6/13/133138).*

**2019–2020 Member of the target group** - *Performanță și excelență în cercetarea doctorală și postdoctorală în domeniul științelor economice din România (POSDRU 159/1.5/S/142115)*

**2019 Financial Manager** - *Meeting of European UNESCO-Chairs “Challenges of Interdisciplinary Entrepreneurial Universities and Education in Europe within SDG-4”.*

**2019 Member of the organising committee** - *UNESCO-Workshops on “Global Citizenship Education” and “Preventing Violent Extremism Through Education”.*

**2017–2019 Member of the organising committee** - *Gala Excelentei in ASE.*

**2017–2019 Member of the organising committee** - *ASE 105, ASE 106, ASE 107.*

**2017 Member of the organising committee** - *Second open meeting of the UNESCO Balkan Chairs.*

**2014–2015 Member of the target group** - *Dezvoltarea abilităților antreprenoriale pentru doctoranzi și postdoctoranzi în domeniul științelor economice (POCU/380/6/13/125015).*

## OTHER RELEVANT PROFESSIONAL EXPERIENCE

**December 2019** – present - President / Member of BOD, Workshops without Borders (Groupe SOS, France)

Ateliere Fără Frontiere (AFF), one of the most important Romanian non-profit organizations, established in 2008, is dedicated to the social, professional, and civic integration of individuals from vulnerable, excluded, and marginalized backgrounds. AFF operates through several circular economy workshops, offering employment and support to those facing significant barriers to entering the labour market.

I have had the privilege of serving as a member of the organization's Board since 2019 and was honoured to be elected President in 2023.

**August 2017 – September 2019** - Business Relations Officer, Bucharest University of Economic Studies, Romania

Main responsibilities:

- Initiating and developing the University's relations with relevant players from the business and organisational environment, resulting in a more intensive interaction between the two and an increase in private sponsorships for the University.

**March 2008 – July 2017** –Advisor for International Economic Relations / Consultant / Project Coordinator, German Chamber of Commerce | <http://AHKrumaenien.ro>



Main responsibilities:

- Delivering management consultancy services to +100 private German companies.
- Initiating and developing the Green-tech network econet with the associated platform <http://econet-romania.com>.
- Advocacy - Shadow member in COALITIA Energy Task force.
- Implementing (+15) & managing (5) projects funded by the German Federal Ministry of Economics to promote renewables & resource efficiency.

**October 2007 – March 2008** – Blue Book Trainee – DG Communication, European Commission |

<http://ec.europa.eu>

Main responsibilities:

- Main responsible for the content management of the Commission's Romanian web portal [www.ec.europa.eu/romania](http://www.ec.europa.eu/romania)

**April 2003 – August 2005** – Tourism Guide, Karpaten Tourism | <http://karpaten.ro>

Main responsibilities:

- Leading groups of 10-50 tourists within General-, Study- & Adventure trips through Romania with excellent feedback

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## PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

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**Asociația Ateliere fără Frontiere**, Workshops without Borders (Groupe SOS, France),

<http://atelierefarafrontiere.ro> Associate, 2019-present

**ALUMNI ASE**, <http://alumni.ase.ro> Member, 2018-present

**Society for Business Excellence**, <http://bizexcellence.ro/> Member, 2014-present

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## INDUSTRY AND SOCIETAL ENGAGEMENT

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**President / Member of BOD**, Workshops without Borders (Groupe SOS, France)

**Ateliere Fără Frontiere (AFF)**, one of the most important Romanian non-profit organizations, established in 2008, is dedicated to the social, professional, and civic integration of individuals from vulnerable, excluded, and marginalized backgrounds. AFF operates through several circular economy workshops, offering employment and support to those facing significant barriers to entering the labour market.

**Member of BOD**, ALUMNI ASE, <http://alumni.ase.ro>

ALUMNI ASE is the general Association of Alumni of the Bucharest University of Economic Studies. The Association manages the Alumni data-base, alumni feedback and organizes the Annual Alumni Gala.

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## MEDIA PRESENCE

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FrenchTech Award for Best NGO - Ateliere fara Frontiere [https://www.linkedin.com/posts/roxana-clodnitchi-7934069\\_aff-atelierefarafrontiere-educlick-activity-7245691972013748224-](https://www.linkedin.com/posts/roxana-clodnitchi-7934069_aff-atelierefarafrontiere-educlick-activity-7245691972013748224-)



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Lernen macht Spaß – auch im Sommer! <https://www.radiobukarest.ro/2024/07/02/lernen-macht-spas-auch-im-sommer/>

Ateliere Fără Frontiere este o asociație socială și de mediu, recunoscută drept organizație de utilitate publică prin H.G. Nr. 156/ 22.02.2024 <https://atelierefarafrontiere.ro/wp-content/uploads/2024/06/Raport-Anual-Ateliere-Fara-Frontiere-2023.pdf>

Să fii student pe bune, nu mai este un lux la masterat <https://www.zf.ro/opinii/roxana-clodnitchi-prodecan-al-facultatii-de-administrare-a-19300894>

## INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

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**2022–2023** International Residency Across the Americas- 13months in the Americas (Argentina, Canada, Chile, Colombia, Cost Rica, Dominican Republic, USA).

Extended stay in seven countries, gaining firsthand intercultural experience and strengthening global awareness relevant to teaching and research in international and comparative contexts.

**2008–2017** Consultant with the German Chamber of Industry and Commerce in Romania, 9 years of which ~ 6 months in various locations in Germany.

Engaged in cross-border economic and business initiatives, enhancing understanding of German–Romanian institutional and corporate environments.

**2007–2008** Blue Book Stagiaire with the European Commission, 5 months, Bucharest, Romania; Brussels, Belgium; Strasbourg, France.

Worked within EU institutions across three cities, gaining insight into European policy processes and transnational administrative systems.

**2007** Documentation for Dissertation, 1 month, Klagenfurt, Austria.

Conducted on-site research and academic documentation supporting Master thesis in International Economic Relations.

**2005–2006** Study year abroad, 10 months, Klagenfurt, Austria.

Completed a full academic year abroad, strengthening intercultural competencies and expanding exposure to international academic environments.

## LANGUAGES

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**Romanian** – Proficiency

**German** – Proficiency

**English** – Proficiency

**Spanish** – Intermediate

**French** – Beginner

## SKILLS

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**Initiative – I am an energetic,** motivated, and positive person. My natural enthusiasm easily mobilizes



those around me and motivates them toward constructive actions.

**Integration & Teamwork** – Thanks to my emotional intelligence and natural flexibility, I easily integrate into the most diverse environments and contribute positively to the team’s dynamics and efficiency.

**Communication and Mediation** – I actively listen and strive to understand others’ perspectives. At the same time, I communicate my ideas clearly and effectively, successfully making myself understood by interlocutors from various social and cultural backgrounds. I have developed my communication skills through teaching experience and collaboration with people from diverse fields.

**Strong knowledge in economic and social fields** – I have experience in analysing social and economic issues, evaluating public policies, and assessing the socio-economic impact of certain decisions or programs, offering solid perspectives for the development of fair policies.

**Change management** – I implement and manage change processes within organizations, supporting the team and stakeholders in navigating transitions efficiently.

**Visibility** – Through my academic activity, involvement in non-profit organizations, and extensive international network, I have gained significant visibility, providing opportunities to disseminate ideas, information, and values across various professional and community circles.