



## **CURMEI Cătălin-Valeriu**

**CURRENT POSITION:** Associate 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/0000-0002-2369-5947>

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**LINKEDIN PROFILE:** <https://www.linkedin.com/in/c%C4%83t%C4%83lin-valeriu-curmei-b0966b138>

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### **PROFILE**

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Curmei Cătălin-Valeriu is associate professor in the UNESCO for Business Administration Department of the Bucharest University of Economic Studies, with expertise in marketing, marketing management, Business-to-business marketing, marketing in services sector, customer relationship management and global value chain.

He is the author of the book Marketing Planning in Small and Medium Size Enterprises and of more than 10 scientific papers in international journals and conference proceedings. He also has a huge practical experience as CMO and CEO of B-2-B commerce companies.



## EDUCATION

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<b>Habilitation</b>	-
<b>Post-Doc</b>	-
<b>PhD (Doctorate)</b>	<b>2012.</b> Ph.D. in Marketing. Bucharest University of Economic Studies, Bucharest, Romania
<b>Master</b>	<b>2008</b> Master degree Business Marketing and Communication, Bucharest University of Economic Studies, Bucharest, Romania
<b>Bachelor</b>	<b>2006</b> Bachelor Degree in Marketing, Bucharest University of Economic Studies, Bucharest, Romania <b>2000</b> Bachelor Degree in Civil Engineering, The University of Constructions, Bucharest, Romania

## PROFESSIONAL TRAINING

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- 2020** - Master degree in English Language Education and Research Communication for Business and Economics, Bucharest University of Economic Studies, Bucharest, Romania
- 2009** - Institute for Doctoral Studies, degree "PhD in Schools of Excellence - Evaluation of research quality in universities and increasing the visibility of the scientific publication", Bucharest University of Economic Studies, Bucharest Romania
- 2012** - MARKETING 3.0 diploma by Professor Philip Kotler
- 2011** - Master degree in "Educational sciences and teaching staff preparation", Bucharest University of Economic Studies, Bucharest Romania
- 2010** - bachelor degree in "Educational sciences and teaching staff preparation", Bucharest University of Economic Studies, Bucharest Romania

## ACADEMIC MANAGEMENT

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- 2014** - Part of the operational team of the Energy MBA master program within the Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies

## ACADEMIC EXPERIENCE

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- 2024** -presently - Associate professor, Bucharest University of Economic Studies, Bucharest, Romania, teaching activities and mentoring in the fields of Customer Relationship Management, Global Value Chain, Marketing
- 2014-2024** - Lecturer, Bucharest University of Economic Studies, Bucharest, Romania, teaching activities



and mentoring in the fields of Customer Relationship Management, Global Value Chain, Marketing, Online Business Administration

**2009-2014** - associated teaching staff, Bucharest University of Economic Studies, Bucharest, Romania, teaching activities in the fields of Marketing, Management Marketing, Service Marketing, International Marketing, Business-to-Business Marketing

## RESEARCH PROFILE

Main research areas include marketing - quantitative and qualitative research on marketing planning within SMEs, corporate social responsibility - quantitative research on corporate social responsibility in the banking system.

## LIST OF PUBLICATIONS

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

1. CURMEI Catalin-Valeriu, Curmei-Semenescu Andreea, Corporate Social Responsibility in Banks in Turbulent Times and Particularities in Central and Eastern European Countries, Eastern European Economics, 2022, doi: 10.1080/00128775.2022.2068606- indexat in ISI Web of Knowledge WOS:000790751000001, <https://www.tandfonline.com/eprint/WRMIZIDQHUCEKZUHIMPI/full?target=10.1080/00128775.2022.2068606>
2. Tanțău Adrian, Puskas-Tompos Andras, Stanciu Costel, Frățilă Laurențiu, CURMEI Cătălin-Valeriu, Key Factors Which Contribute to the Participation of Consumers in Demand Response Programs and Enable the Proliferation of Renewable Energy Sources, Energies, vol. 14, iss. 24, 2021, p. 8273, ISSN: 1996-1073 , <https://doi.org/10.3390/en14248273>- indexat in ISI WEB of Knowledge WOS:000737493600001, <https://www.mdpi.com/1996-1073/14/24/8273>
3. Andreea Curmei-Semenescu, Elena Valentina Tilica , CURMEI Cătălin-Valeriu - Investors' Choices and Strategic Financial Decisions of the Companies. Evidence from an Analysis of the Capital Budgeting Policy Implications on Shares Valuation, Sustainability 2021, 13, 4112. <https://doi.org/10.3390/su13084112>
4. Semenescu, Andreea; CURMEI Cătălin-Valeriu - Considerations on using CSR to mitigate information asymmetry in the banking sector, Management&Marketing. Challenges for the Knowledge Economy, Vol. 10, No.4, 2015, pp. 316-329, ISSN 2069-8887, indexat BDI; <http://www.degruyter.com/view/j/mmcks.2015.10.issue-4/mmcks-2015-0021/mmcks-2015-0021.xml>
5. Popescu, Ionela-Valeria; Olteanu, Valerică, CURMEI Cătălin-Valeriu - The role of nation branding in the development of entrepreneurship in tourism, Cross-cultural Management Journal, Vol. XVII, No. 8(2), 2015, pp: 137-150, ISSN-L: 2286-0452, indexat BDI; link <http://cmj.bxb.ro/cross-cultural-management-journal-no-8-2015-volume-xvii-issue-2/>



6. Olteanu, Valerică; CURMEI Cătălin Valeriu - Relationship Strategy – Marketing Programs within Small and Medium-Sized Enterprises, International Journal of Economic Practices and Theories, Vol. 4, No. 2, 2014, Special issue on Marketing and Business Development, e-ISSN 2247-7225, indexat BDI; link [http://www.ijept.org/index.php/ijept/article/view/Relationship\\_Strategy\\_Marketing\\_Programmes\\_within\\_Small\\_and\\_Medium-Sized\\_Enterprises](http://www.ijept.org/index.php/ijept/article/view/Relationship_Strategy_Marketing_Programmes_within_Small_and_Medium-Sized_Enterprises)
7. Olteanu, Valerică; CURMEI Cătălin Valeriu - Considerations regarding the use of modern management methods in planning the marketing activity within the small and medium-sized enterprises- Annals of the Oradea University - Economic sciences TOM XXI 2012, Iss.1, July 2012, pg. 1166-1172, ISSN 1582-5450 – CNCSIS B+, <http://anale.steconomieuradea.ro/volume/2012/1st-issue-July-2012.pdf>
8. Olteanu, Valerică; CURMEI Cătălin Valeriu - Small and medium-sized enterprises – important component of the mechanism in overcoming the difficulties of the economic crisis, 19th International Economic Conference – IECS 2012, Sibiu, Romania, 15 June 2012, Revista Economică, Supplement no.1/2012, Journal of economic-financial theory and practice, 2012, pg. 573-582, ISSN 1582-6260, CNCSIS B+, indexat BDI, link <http://economice.ulbsibiu.ro/revista.economica/archive/suplimente/Volume1-2012.pdf>
9. CURMEI Cătălin Valeriu, Ionescu Florin Tudor, Popescu Andrei – The premises of strategic marketing planning implementation within small and medium sized enterprises, Annals of the Oradea University 2011, pg. 730-735, ISSN 1582-5450, <http://anale.steconomieuradea.ro/volume/2011/analele-universitatii-oradea-seria-stiinte-economice-numarul-1-iulie-2011.pdf>
10. Ionescu, Florin Tudor; CURMEI Cătălin Valeriu – Product portfolio analysis – Arthur D. Little Matrix, Publicat în Annals of the Oradea University 2011, TOM XX 2011, Iss.1, July 2011, pg. 754-760, <http://anale.steconomieuradea.ro/volume/2011/analele-universitatii-oradea-seria-stiinte-economice-numarul-1-iulie-2011.pdf>
11. Dan Popescu, Iulia Chivu, Alina Ciocarlan-Chitucea, Cătălin Valeriu CURMEI, Daniela-Oana Popescu – Management Practices from Small and Medium Enterprises within the Knowledge-Based Economy, International Journal of Education and Information Technologies, Vol. 5, Iss. 1, 2011, pg. 26-33, ISSN 2074-1316 – indexat în ISI Web of Knowledge; link <http://www.naun.org/multimedia/NAUN/educationinformation/2011.htm>, WOS: 000422114200003

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

1. CURMEI Cătălin-Valeriu - Some Considerations Regarding Integrating Corporate Social Responsibility in the Marketing Strategy of Banking Institutions, Proceedings of the 4th International Conference on Economics and Social Sciences, 2021, ISSN 2704-6524, pp. 1-7
2. CURMEI Cătălin-Valeriu – Some considerations on the assessment of learning in Higher Education, Proceedings of the International Conference on Business Excellence, 2020, vol. 14, issue 1, 514-520
3. Curmei-Semenescu, Andreea, Tilică, Elena-Valentina, CURMEI, Cătălin-Valeriu - Investors' rationality. An analysis of the investment policy implications on shares valuation, Proceedings of the 13th



- International Conference on Business Excellence, 2019, pp. 578-588, ISSN 2558-9652
4. CURMEI Cătălin-Valeriu, Dincă, Lavinia-Elena, Curmei-Semenescu, Andreea - The influence of the strategic financial policies on share valuation in an unstable economic environment, Proceedings of the 11th International Conference on Business Excellence, pp. 241-250, 2018, ISSN 2558-9652
  5. CURMEI Cătălin-Valeriu, Andreea Semenescu, Strategic choices in energy sector during the recent financial crisis, in Energy, Climate Change and Sustainability. Proceedings of the 10th International Conference on Business Excellence, ed. Adrian Tanțău, Alina Mihaela Dima, Shahrazad Hadad, pp. 133-141, 2016, ISBN 978-606-92299-1-0
  6. Olteanu, Valerică; CURMEI, Cătălin-Valeriu - Considerations regarding the theoretical approaches aiming at models of planning the marketing activity within small and medium-sized enterprises, Proceedings of the 7th International Conference on Business Excellence, Braşov, Romania, 12-13 October, Vol. 2, 2012, pg. 49 - 52, ISBN 978-606-19-0102-9 - ISI Proceedings ( ISI Web of Knowledge)
  7. Olteanu, Valerică; CURMEI Cătălin Valeriu - Considerations regarding the usage of strategy in planning the marketing activity within small and medium sized enterprises, Proceedings of the 6th International Conference on Business Excellence, Braşov, Romania, 14-15 October, Vol. 2, 2011, pg. 54 - 58, ISBN 978-973-598-941-5 - ISI Proceedings ( ISI Web of Knowledge )
  8. Popescu Andrei, Brandabur Raluca Ecaterina, CURMEI Cătălin Valeriu - Tools for repositioning Russia, International Interuniversity Scientific Conference "Russia & Modern World: Problems of Political Development", 7th edition, Moscow, Russia, 21-23 April, 2011, pg. 68, ISBN 978-5-903004-58-4
  9. Valerică OLTEANU, Cătălin Valeriu CURMEI - Some considerations regarding the use of strategic marketing planning within small and medium sized enterprises, Proceedings of the 5th International Conference on Business Excellence, Braşov, Romania, 15-16 October, Vol. 2, 2010, pg. 56-59, ISBN 978-973-1747-24-8 - ISI Proceedings ( ISI Web of Knowledge)
  10. Anca-Daniela Vlădoi, Florin Mihoc, Cătălin Valeriu CURMEI - Specific Approaches of Modern Technology Marketing within SMEs B2B Market, Proceedings of the 3rd International Conference on Entrepreneurship, Innovation and Regional Development - ICEIRD 2010, Novi Sad, Serbia, 27-29 May 2010, pg. 802-809, ISBN 978-86-7892-250-3 - ISI Proceedings

**List of books & book chapters:**

1. CURMEI, Cătălin Valeriu - Planning the Marketing Activity within the Small and Medium Sized Enterprises, ASE publishing house, Bucharest, 2015, ISBN 978-606-34-0037-7
2. Curmei-Semenescu, Andreea, CURMEI Cătălin-Valeriu - Financial Considerations in Green Retrofitting for Optimal Energy Performance, chapter 2 in Retrofitting for Optimal Energy Performance, editor A. Tantau, IGI Global, 2019, pp. 28-49, 10.4018/978-1-5225-9104-7.ch002



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## SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

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Review activity for Eastern European Economics and Society for Business Excellence

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## OTHER RELEVANT PROFESSIONAL EXPERIENCE

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**2015-2021** - CEO Eurovent Clima Trading SRL - Designing, implementing and developing strategies and operational activity in line with company objectives, coordinating the work of the entire company staff, managing the company's international activities, including branches opened abroad.

**2013-2015** - Marketing Manager High Tech Clima SRL - Drafting, implementation and development of the marketing strategies and policies in compliance with the company's objectives, coordinating the activity of the entire staff of the Marketing Department, continuous monitoring of the market and competition, constant coordination of the market studies, analyzing the opportunity to implement new products and services, drafting and implementation of the marketing plans, development and implementation of the marketing tactical plans depending on the company's long term strategy, planning, evaluation and control of the marketing programs, drafting and approval of the policy for brand, pricing, distribution and promotion, development of the company's product portfolio, conceiving the structure and development of the sales force, conceiving the client fidelization policies.

**2004-2021** . Managing owner Romcooling Invest SRL - Designing, implementing and developing strategies and operational activity in line with company objectives, managing the company's activity.

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## GRANTS AND HONORS

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**2021**

### UEFISCDI

Award for research results PN-III-P1-1.1-PRECISI-2021-64959 for the article "Investors' Choices and Strategic Financial Decisions of the Companies. Evidence from an Analysis of the Capital Budgeting Policy Implications on Shares Valuation"

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## INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

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**April 2024** - Erasmus program for teaching staff – University of Bordeaux

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## LANGUAGES

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**English** – Proficiency

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## SKILLS

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**Research** - numerous articles published in international scientific journals as mentioned above



**Teaching and mentoring** – 16 years experience in teaching activities and numerous mentoring activities in bachelor, master and doctoral theses coordination

**Technical and analytical skills required in economic research** – Microsoft office employed in the research activity