



## DUMITRU Ionela



**CURRENT POSITION:** Associate Professor; Bachelor Programme co-director, English stream; Course Coordinator Entrepreneurship Culture

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

**ORCID RESEARCHER ID:** <https://orcid.org/0009-0006-8145-5913>

**URL FOR PERSONAL WEBSITE:**

**LINKEDIN PROFILE:**

**EMAIL:** [ionela.dumitru@fabiz.ase.ro](mailto:ionela.dumitru@fabiz.ase.ro)

### PROFILE

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Ionela Dumitru, PhD, is associate professor at the Faculty for Business Administration (with teaching in foreign languages), the UNESCO Department for Business Administration.

In 2004, she graduated from the Faculty of Economic Studies in Foreign Languages (English Section), and in 2006 she graduated the Master Program "Models of Excellence in Business", the Academy of Economic Studies, Bucharest. The focus of the master program was Operations and Supply Chain Management. She earned her PhD in 2009, with a dissertation entitled "The Evaluation of Intellectual Capital of Universities".

She published as author or co-author two university textbooks in Management and two books on organizational intellectual capital. She published over 20 articles in international journals or proceedings of international conferences.

She is founder member of Society for Business Excellence. She was director of the research program "Comparative research concerning the adapting capacity to the strategic competitiveness requirements of the evaluation models for intellectual capital of universities". She was member in two other research programs (Strategies for the development of organizational intelligence, The strategy of the Academy of Economic Studies for 2007-2013).

She teaches at both undergraduate and graduate levels (Entrepreneurship and respectively,



Organizational and Consumer Behavior, Supply Chain Management). Her research interests include: intellectual capital, entrepreneurship in Romania, entrepreneurship in Central and Eastern Europe.

## EDUCATION

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<b>Habilitation</b>	-
<b>Post-Doc</b>	-
<b>PhD (Doctorate)</b>	<b>2009</b> - PhD in Management, The Evaluation of Intellectual Capital of Universities, Scientific Coordinator - Professor Constantin Bratianu, Bucharest University of Economic Studies (ASE), Romania
<b>Master</b>	<b>2006</b> - Master Diploma, Master program Models of Business Excellence, Bucharest University of Economic Studies, Faculty of Management, Romania
<b>Bachelor</b>	<b>2004</b> - Bachelor in Business Administration, Faculty of Economic Studies in Foreign Languages, Bucharest University of Economic Studies, Romania <b>2004</b> - Bachelor in Social and Business Administration, Universite d'Orleans, France

## PROFESSIONAL TRAINING

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**2004** - Pedagogical module, Bucharest University of Economic Studies

## ACADEMIC MANAGEMENT

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**2023-present** Coordinator for the Bachelor Program, FABIZ english stream

**2024-present** Scientific secretary for the Creative MBA program, Bucharest Business School

## ACADEMIC EXPERIENCE

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**017-present** Associate Professor, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies

Courses:

- Entrepreneurship (BBA English stream, FABIZ)
- Global Value Chain (BBA English stream, FABIZ)
- Organizational and Consumer Behavior (MEBA Master Program, FABIZ)
- Supply Chain and Purchasing Management (Master in Entrepreneurship, FABIZ)
- Entrepreneurship, innovation and new business models in cultural and creative industries (Creative MBA, FABIZ)

**2011-2017** Lecturer, Faculty of Business Administration in Foreign Languages, Bucharest University of



## Economic Studies

Courses/ seminars for the subjects:

- Entrepreneurship (BBA English stream, FABIZ)
- Change Management (BBA English stream, FABIZ)
- Organizational and Consumer Behavior (MEBA Master Program, FABIZ)
- Internship coordination for BBA students

**2006–2011** Teaching Assistant, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies

Seminars:

- Entrepreneurship (BBA English stream, FABIZ)
- Business Management (BBA English stream, FABIZ)
- Introduction to Business (BBA English stream, FABIZ)

**2004–2006** Teaching Assistant, Faculty of Management, Bucharest University of Economic Studies

Seminars:

- Introduction to Business (BBA English stream, FABIZ)
- Quality Management (BBA Faculty of Management)
- Office Automation (BBA Faculty of Management)

## RESEARCH PROFILE

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My research interests include: intellectual capital, entrepreneurship in Romania, entrepreneurship in Central and Eastern Europe.

## LIST OF PUBLICATIONS

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

1. DUMITRU Ionut, DUMITRU Ionela, 2024, ACCESS OF FIRMS TO BANK LOANS IN THE EUROPEAN UNION . ARE CENTRAL AND E ASTERN EUROPEAN COUNTRIES DIFFERENT ?, Romanian Journal of Economic Forecasting ISSN 1582-6163 , vol 27, nr 1, pg 50-65
2. Dumitru, I. and Dumitru, I., 2018. Fiscal Policy of the EU: Implications for Romania. In Doing Business in Europe (pp. 149-169). Springer, Cham, ISBN978-3-319-72238-2, [https://link.springer.com/chapter/10.1007/978-3-319-72239-9\\_7](https://link.springer.com/chapter/10.1007/978-3-319-72239-9_7)
3. Ionela Dumitru, Ionut Dumitru, " Entrepreneurship determinants in Central and Eastern Europe. The case of Romania", Economic computation and Economic Cybernetics studies and Research, 2017;
4. Ionut Dumitru, Ionela Dumitru, "Romania on the way of Euro adoption", Theoretical and Applied Economics. Supplement, pp 431-443, International Finance and Banking Conference, FIBA 2013, Xlth Edition, indexat EBSCO, REPEC, Econlit, DOAJ, 2013



5. Constantin Brătianu, Ionela Jianu, Simona Vasilache, 2011, Integrators for Intellectual Capital, International Journal of Learning and Intellectual Capital, Vol. 8, No. 1, 2011, ISSN (Online): 1479-4861, ISSN (Print): 1479-4853
6. Glaser-Segura D., Mudge S., Bratianu C., Jianu I., 2010, Development of Business Professional Identity: An Exploratory Study of Romanian University Students, "Education and Training" (ELSEVIER), Vol. 52, Nr. 2/3, ISSN 0040-0912
7. Dumitru, Ionut & Dumitru, Ionela, 2010. "Business Cycle Correlation of the New Member States with Eurozone - The Case of Romania," Journal for Economic Forecasting, Institute for Economic Forecasting, vol. 0(4), pages 16-31, ISSN 1582-6163.
8. Dumitru, Ionut & Jianu, Ionela, 2009. "The Balassa-Samuelson effect in Romania - The role of regulated prices," European Journal of Operational Research, Elsevier, vol. 194(3), pages 873-887, ISSN: 0377-2217
9. Dumitru, Ionut & Dumitru, Ionela, 2009. "An Assessment of the Current Account Sustainability in Romania - An Inter-temporal Perspective," Journal for Economic Forecasting, Institute for Economic Forecasting, vol. 6(2), pages 23-41, ISSN 1582-6163.
10. Glaser-Segura D., Mudge S., Bratianu C., Jianu I., Valcea S. Quality Improvement of Business Education in Romanian Universities. The Student as Customer and Client. Higher Education in Europe. vol 32, No2/3 din 2007, pp.121-133, ISSN 0379-7724
11. Jianu I., Bratianu C., Dinamica semantica a conceptului de capital intelectual, Revista Management si Marketing, Anul 2, Nr. 1/2007, PP 15-26, ISSN 1842-0206
12. Bratianu C., Jianu I., Viziunea si misiunea universitatii. Studiu de caz - Academia de Studii Economice din Bucuresti, Revista Management si Marketing, Anul 2, nr. 2/2007, ISSN 1842-0206
13. Bratianu C., Vasilache S., Jianu I.. In search of Intelligent Organizations, Management & Marketing, Anul 1, nr.4, 2006. pp. 71-82, ISSN 1842-0206

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

1. Dumitru Ionela, Dumitru Ionut, Drivers of Entrepreneurial Intentions in Romania, International Conference of Business Excellence, 2018, Bucharest, Romania
2. Jianu (Dumitru) I., Dumitru I., The Development of an IC Evaluation Model for Romanian Universities. Proceedings of the 4th International Conference on Business Excellence, Oct. 2009, Brasov, pp. 186-189, ISBN 978-973-1747-10-1
3. Jianu (Dumitru) I., Aspects regarding the Scientific Production of a University. The proceedings of the 3rd International conference on Knowledge Management, Projects, Systems and Technologies, Oct 2008, Bucuresti, ISBN 978-606-505-124-9
4. Bratianu C., Jianu I., Vasilache S. Integrators for Organizational Intellectual Capital, Intellectual Capital Congress, INHOLLAND University, Haarlem, Olanda, 3-4 Mai 2007
5. Jianu I., New Trends in University Management - A European Perspective. Conferinta Internationala Globalization and the Policies of Development, Mai 2007, pp. 247-253, ISBN 987-973-711-125-8



6. Bratianu C., Jianu I. (2006). Challenges faced by the Romanian Companies in Implementing Knowledge Management. Proceedings of the First International Conference on Business Excellence (ISI Proceedings), Brasov, Oct 2006, ISBN 973-595-847-8

**List of books & book chapters:**

1. Dumitru I., Evaluarea capitalului intelectual al universitatilor, Editura Mustang, ISBN 978-606-652-106-2, 2016
2. Brătianu C., Mândruleanu A., Vasilache S., Dumitru I. Business Management. București: Editura Universitara, 2011, pp.151-224, ISBN: 978-606-591-097-3
3. Brătianu C., Vasilache S., Mândruleanu A., Jianu I., Prejmerean M., Amza V.D. Capitalul intelectual organizational. București: Editura ASE, 2009, pp. 137-167. ISBN: 978-606-505-192-8
4. Brătianu C., Vasilache S., Jianu I. Business Management. București: Editura ASE, 2006, ISBN: 973-594-867-2

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

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Reviewer for Management and Marketing Journal, Sciendo ,2019-2023

Reviewer for Journal of Entrepreneurship in Emerging Economies, 2020

Reviewer for International Conference on Business Excellence

**PROJECTS**

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**2007-2008**, Director of the research program " Comparative research concerning the adapting capacity to the strategic competitiveness requirements of the evaluation models for intellectual capital of universities", Cod 146 TD, Budget: 23.000 Lei

**2006**, The strategy of the Academy of Economic Studies for 2007-2013, Member, Budget:75.000 Lei, member of the research team

**2006**, UNI-C Strategies, systems, methods for knowledge management in universities, Budget: 387.000 lei, member of the research team

**2006**, Research project Creșterea performanțelor de calitate în cadrul proceselor comparative din IMM-uri prin sisteme expert în ingineria și managementul inovației, Budget: 200.000 lei, member of the research team

**2008-2009**, Strategies for the development of organizational intelligence, Member, 399\_CNCSIS\_A / MAI

**2008-2**, Budget: 100.000 Lei, member of the research team

**PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS**

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Founder member of Society for Business Excellence, 2009-present



## INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

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**2003** - DAAD Scholarship, Fachhochschule Aachen and RWTH Aachen, 1 month

## LANGUAGES

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**English** - Advanced

**French** - Intermediate

**German** - Beginner

## SKILLS

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**Teaching and mentoring** - over 20 years of academic activity, working with 15+ teaching assistants

**Planning and organizing** - coordinating for 3 years the Bachelor program in English, FABIZ and for 5 months being the Scientific secretary of the MBA Creative program from Bucharest Business School