



IONIȚĂ Daniela

CURRENT POSITION: Associate Professor; Course Coordinator Marketing

AFFILIATION/DEPARTMENT: Department of Marketing

ORCID RESEARCHER ID: <https://orcid.org/0000-0003-4536-6391>

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE:

EMAIL: daniela.ionita@mk.ase.ro

PROFILE

Daniela Ioniță is an experienced marketing practitioner and academic. She has over 10 years of experience in large corporations, in Customer Operations and Marketing departments, holding both specialist positions (Project Manager, Product Manager) and management positions (Team Leader, Marketing Manager).

She is an Associate Professor at Bucharest University of Economic Studies, Marketing Department. She teaches marketing and marketing related courses while conducting research at the interface between marketing and entrepreneurship. Her work explores strategic orientations and business models used by startups and entrepreneurial firms to (co)create value. She was involved in Knowledge Transfer Partnerships projects to support competitiveness and business development. Currently, her research interests revolve around the digital transformation of marketing activities and the emerging creator economy.



EDUCATION

Habilitation	-
Post-Doc	-
PhD (Doctorate)	2013 - PhD in Marketing, Faculty of Marketing, Bucharest Academy of Economic Studies (ASE), Romania. Doctoral Thesis - Marketing strategies of small and medium sized enterprises from Romania
Master	-
Bachelor	1996 - Bachelor in Economics - Tourism and Services, Faculty of Commerce, Bucharest Academy of Economic Studies (ASE), Romania

PROFESSIONAL TRAINING

2024 - Advanced digital skills training program, ASE
2009 - Training in scientific authorship, ASE
2007 - Business case workshop, BPP Professional Education
2005 - Business Marketing: Understanding, Creating and Delivering Value training- Kotler Marketing Group
2003 - A Complaint is a Gift Program - TMI Training & Consulting
2002 - Targeted Selection Training - DDI
1997 - Achieving Extraordinary Customer Relations - Kaset International
1994 - The process of creation, promotion and training in the field of small and medium-sized enterprises - training TEMPUS JEP 4351, ASE-University of Padova, University of Coimbra

ACADEMIC MANAGEMENT

2024 - Present - Master's degree program - Customer Relationship Management Board, Bucharest University of Economic Studies, Romania

Main responsibilities:

- tutoring and academic support
- stakeholder engagement - collaboration with business partners, SAS Institute partnership
- international accreditation

ACADEMIC EXPERIENCE

2009 - Present - Associate Professor (2022 - Present), Lecturer (2014-2022), Assistant Professor (2009-2014), Bucharest University of Economic Studies, Romania

Courses taught: Marketing, International Marketing, Entrepreneurship in Marketing, Projects in Marketing



RESEARCH PROFILE

My research area is at the nexus between marketing and entrepreneurship therefore I am interested in how entrepreneurs think, feel and act on their business. Moreover, given the uncertainty of the external environment in which entrepreneurs operate, I am concerned about how they approach and implement change at both strategic and tactical levels. As digital creators represent nowadays a new type entrepreneurs, I am interested in how they employ AI tools for value creation and appropriation activities.

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Hong Huo, Daniela Ioniță, Lucian-Florin Onișor, Alin Stancu (2024) Digital Empowerment: How Small B to B Companies Remodel the Value Chain Through Digital Platforms, Journal of Business-to-Business Marketing, Vol. 31, No. 4, pp. 385-403, DOI: 10.1080/1051712X.2024.2354708
2. Daniela Ioniță, Ion Alexandru Olteanu (2023) SME and digital transformation: a dream too far?, Journal of Emerging Trends in Marketing and Management, Vol I, No. 1, pp. 7-16
3. Daniela Ioniță, Andreea Orîndaru, Marian Bratu (2022) CRM Software Adoption by Small Enterprises, Journal of Emerging Trends in Marketing and Management, Vol. 1, No. 1, pp. 189-199
4. Lucian-Florin Onișor, Daniela Ioniță, (2021) HOW ADVERTISING AVOIDANCE AFFECTS VISUAL ATTENTION AND MEMORY OF ADVERTISEMENTS, Journal of Business Economics and Management, Vol. 22, No. 3, pp. 656-674, ISSN 1611-1699; <https://doi.org/10.3846/jbem.2021.14546>, ISI, WOS:000648590300004
5. Alin Stancu, Alina Filip, Mihai Ioan Roșca, Daniela Ioniță, Raluca Căplescu, Andrei Cânda and Laura Daniela Roșca, (2020) VALUE CREATION ATTRIBUTES - CLUSTERING STRATEGIC OPTIONS FOR ROMANIAN SMES, Sustainability, Volume 12, Issue 17, 7007, ISSN 2071-1050; <https://doi.org/10.3390/su12177007>, ISI, WOS:000571043200001
6. Andreea Orîndaru, Mihaela Constantinescu, Daniela Ioniță, Ștefan-Claudiu Căescu, Florina Botezatu, (2020) ASSESSING CORPORATE CLIENTS' EXPECTATIONS ON RELATIONSHIP BUILDING WITH A DIGITAL MARKETING AGENCY - A QUALITATIVE APPROACH, Journal of Emerging Trends in Marketing and Management, VolI, No.1, pp. 319-326, ISSN 2537-5865;
7. Daniela Ioniță, Lucian-Florin Onișor (2016) CROWDSOURCING AND OUTSOURCING: FRIENDS OR FOES? , Journal of Emerging Trends in Marketing and Management, VolI, No.1, pp. 52-61, ISSN 2537-5865; http://www.etimm.ase.ro/RePEc/aes/jetimm/2016/ETIMM_V01_2016_55.pdf
8. Lucian-Florin Onișor, Daniela Ioniță (2016) CROWDSOURCING PLATFORMS: USERS' EXPERIENCE EXPOSED, Journal of Emerging Trends in Marketing and Management, VolI, No.1, pp.9-22, ISSN 2537-5865; http://www.etimm.ase.ro/RePEc/aes/jetimm/2016/ETIMM_V01_2016_46.pdf
9. Daniela Ioniță, Ionel Dumitru, Mihaela Constantinescu, Ștefan Căescu, (2015) ENTREPRENEURIAL



- CLUSTERS IN EUROPEAN UNION. A MACROECONOMIC COMPARATIVE ANALYSIS, *Amfiteatru Economic*, 17(38), pp. 93-106, ISSN 1582-9146; http://www.amfiteatruconomic.ro/temp/Article_2373.pdf, ISI, WOS:000352213800006
10. Daniela Ioniță (2013) AN EXPLORATORY RESEARCH ON CHANGE AND PERFORMANCE IN SMALL AND MEDIUM ENTERPRISES IN ROMANIA *Management & Marketing. Challenges for the Knowledge Society*, Vol. 8, Nr. 1, pp. 147-164, ISSN 2069-8887; [https://www.managementmarketing.ro/home.php?var\[1\]=1&var\[3\]=2013&var\[2\]=306](https://www.managementmarketing.ro/home.php?var[1]=1&var[3]=2013&var[2]=306)
 11. Daniela Ioniță (2012) ENTREPRENEURIAL MARKETING: A NEW APPROACH FOR CHALLENGING TIMES *Management & Marketing. Challenges for the Knowledge Society*, Vol. 7, Nr. 1, pp. 131-150, ISSN 2069-8887; [http://www.managementmarketing.ro/home.php?var\[1\]=1&var\[3\]=2012&var\[2\]=259](http://www.managementmarketing.ro/home.php?var[1]=1&var[3]=2012&var[2]=259)
 12. Daniela Ioniță, (2012) STRATEGIC CHANGE IN SMALL ENTERPRISES: AN OPTION OR AN OBLIGATION? *Revista Economică, Supliment nr. 3, 2012*, pp. 218-227, ISSN 1582-6260;
 13. Carmen Bălan, Daniela Ioniță, (2011) EXPLORATORY RESEARCH ON THE ORGANIZATIONAL LEARNING IN SMALL ENTERPRISES AND IMPLICATIONS FOR THE ECONOMIC HIGHER EDUCATION. *Amfiteatru Economic*, 13(30), pp. 464-481, ISSN 1582-9146; http://www.amfiteatruconomic.ro/temp/Article_1057.pdf, ISI, WOS:000297929000010

List of papers published in conference proceedings:

1. Daniela Ioniță, Sunday Adewale Olaleye, Lucian-Florin Onișor, (2020) USING A DIGITAL PLATFORM TO SUPPORT MARKET RESEARCH FOR SMES, *Proceedings of the 3rd International Conference on Economics and Social Sciences, Innovative models to revive the global economy October 15-16, 2020 Bucharest University of Economic Studies, Romania* ISSN 2704-6524, pp. 30-39, DOI: 10.2478/9788366675162-005
2. Mihaela Constantinescu, Andreea Orindaru, Daniela Ioniță, Ștefan-Claudiu Căescu, (2020), ROMANIAN CONSUMER BEHAVIOUR AND PAYMENT CHOICE IN ONLINE SHOPPING. A MARKETING PERSPECTIVE, *Proceedings of the 3rd International Conference on Economics and Social Sciences, Innovative models to revive the global economy October 15-16, 2020 Bucharest University of Economic Studies, Romania*, ISSN 2704-6524, pp. 40-48, DOI: 10.2478/9788366675162-006
3. Daniela Ioniță, Lucian-Florin Onișor, (2019) WHERE TO PLACE AN ONLINE AD: AN EYE-TRACKING EXPERIMENT, *4th Annual Emerging Trends in Marketing and Management International Conference Bucharest, Romania, September 26th-28th, 2019*, ISSN 2537-5865, pp.12-23, http://www.etimm.ase.ro/RePEc/aes/jetimm/2019/ETIMM_V01_2019_40.pdf
4. Daniela Ioniță, (2013) SUCCESS AND GOALS: AN EXPLORATORY RESEARCH IN SMALL ENTERPRISES, *International Economic Conference of Sibiu 2013 Post Crisis Economy: Challenges and Opportunities*, DOI: 10.1016/S2212-5671(13)00168-8, pp. 503-511, ISI Proceedings, WOS:000396454100062
5. Daniela Ioniță, (2011) SMALL ENTERPRISES AND STRATEGIC ORIENTATIONS DURING ECONOMIC CRISIS, *18th International Economic Conference on Crisis After the Crisis - Inquiries from a National European and Global Perspective, Sibiu 2011 CRISES AFTER THE CRISIS: INQUIRIES FROM A NATIONAL, EUROPEAN AND GLOBAL PERSPECTIVE, VOL III*, pp. 130-139, ISI Proceedings, WOS:000396640100019



List of books & book chapters:

1. Daniela Ioniță (2014) – Strategii de marketing ale IMM-urilor, Editura ASE, București, 228 pg, ISBN 978-606-505-784-5

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

Reviewer for international journals/conferences:

- The European Marketing Academy EMAC
- International Conference Emerging Trends in Marketing and Management
- International Conference on Marketing and Business Development
- Journal of Mathematics

PROJECTS

2019 – 2023 - *Parteneriate pentru competitivitate în vederea transferului de cunoștințe prin dezvoltarea unor modele computaționale inovative pentru creșterea economică și sustenabilitatea sectorului de afaceri din România - DIGITAL PLATFORM PROJECT LEAD*

2018 – 2019 - *Succes și performanță în învățământul universitar din domeniul Marketing MARK+, Acord Grant 75/SGU/NC/I/ din 13.12.2017 - SENIOR TEACHING EXPERT*

2014 – 2015 - *Bursa locurilor de practică – sistem integrat de orientare, consiliere în carieră, mentorat și stagii de practică pentru studenți, ID Proiect: 135255 - INTERNSHIP MENTOR*

OTHER RELEVANT PROFESSIONAL EXPERIENCE

04/2008 – 10/2008 Manager, SOHO&SME Segments – Enterprise Business Unit, Marketing, Vodafone România

Main responsibilities: Developing the marketing strategy for business client segments – microenterprises and SMEs

12/2004 – 04/2008 Senior Product Manager, Acquisition & Retention – Business Market
Vodafone România

Main responsibilities: Elaborating and implementing acquisition and retention strategies for the SME segment, Operationalizing the new marketing segmentation, Designing and implementing the proactive interactions program aligned with the customer lifecycle

05/2004 – 12/2004 Project Manager, Acquisition & Retention – Business Market, MobiFon S.A.

Main responsibilities: Developing telemarketing and telesales channels – with a role in acquiring small and medium business customers

05/2002 – 05/2004 Team Leader – Customer Operations, MobiFon S.A.

Main responsibilities: Building a team of 25 specialists responsible for SME and Corporate customers:



defining work processes and procedures, establishing performance indicators, selecting evaluation methods

10/1997 – 05/2002 Loyalty/Major Accounts Specialist – Customer Operations, MobiFon S.A.

Main responsibilities: Account management, negotiation and re-signing of contracts

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

Centrul de Cercetare CEMARK – member, 2013

Asociația Marketer Club – member, 2015

ELMAR – Electronic Marketing – American Marketing Association – member, 2015

GRANTS AND HONORS

UEFISCDI Prize – PRECISI 2021 Competition HOW ADVERTISING AVOIDANCE AFFECTS VISUAL ATTENTION AND MEMORY OF ADVERTISEMENTS

UEFISCDI Prize – PRECISI 2020 Competition Value Creation Attributes—Clustering Strategic Options for Romanian SMEs

LANGUAGES

English – Advanced

French – Intermediate

SKILLS

Good communication skills acquired in the Customer Operations and Marketing departments

Ability to adapt to a multicultural environment acquired in a multinational company

Negotiation skills developed as a manager of my own customer base and later as people manager

Teamwork skills developed in cross-functional/ between-subsidaries projects in several countries

Leadership – I was responsible (as team leader and manager) for several teams of specialists

Organizational skills – I recruited, planned and organized several teams dedicated to business customers (Customer Operations, Marketing)

Experience in project management – developing new sales channels, loyalty programs, migrating to a new billing system, implementing marketing segmentation, number portability, marketing communication campaigns

Academic research and writing skills