



## **NISTOREANU Bogdan – Gabriel**



**CURRENT POSITION:** Associate Professor; Member of Quality Evaluation and Assurance Committee; TOPSIM Coordinator; Course Coordinator Business Simulations; Member of FABIZ School Council

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

**ORCID RESEARCHER ID:** <https://orcid.org/0000-0003-0079-9150>

**URL FOR PERSONAL WEBSITE:**

**LINKEDIN PROFILE:** <https://www.linkedin.com/in/bogdan-nistoreanu-6b1645253/>

**EMAIL:** [bogdan.nistoreanu@fabiz.ase.ro](mailto:bogdan.nistoreanu@fabiz.ase.ro)

### **PROFILE**

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Bogdan Gabriel Nistoreanu is a respected academic and public sector expert at FABIZ, Bucharest University of Economic Studies, recognized for his dedication to innovation, education, and agri-food related topics. With a deep understanding of business dynamics and international markets, Bogdan plays a role in shaping forward-thinking strategies that resonate both in the classroom and in the real world.

As a professor, he combines academic excellence with hands-on experience, engaging students in meaningful conversations around global business trends, sustainable practices, and entrepreneurial thinking. His commitment to experiential learning encourages future leaders to think critically, act ethically, and lead with purpose.

Throughout his career, Bogdan has championed the integration of education and gamification, participating in research and professional development initiatives that bridge theory with practice. His teaching emphasizes real-world applicability, encouraging critical thinking and responsible leadership in a global context.

Driven by a passion for progress and a local mindset, Bogdan continues to contribute to the growth of both academic and business communities—nurturing talent, fostering collaboration, and inspiring innovation.



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## EDUCATION

<b>Habilitation</b>	-
<b>Post-Doc</b>	-
<b>PhD (Doctorate)</b>	<b>2012</b> – PhD in Management, Faculty of Management, Bucharest Academy of Economic Studies (ASE), Romania. Doctoral Thesis – Change Management in Higher Education Institutions
<b>Master</b>	<b>2007</b> – Master in Marketing, Faculty of International Economic Relations, Bucharest Academy of Economic Studies (ASE), Romania
<b>Bachelor</b>	<b>2005</b> – Bachelor's Degree in Business Administration (in Foreign Languages), Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies (ASE), Romania

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## ACADEMIC EXPERIENCE

**2012 – Present – Associate Professor (2020 – Present), Lecturer (2016 – 2020), Assistant Professor (2013 – 2016),** Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Courses taught:

- Business Strategies (BBA English stream, FABIZ)
- Digital Transformation (Master in Business Administration, FABIZ)
- Strategic Management (Master in Digital Business and Innovation, FABIZ)
- Growth Strategies (Master in Entrepreneurship, FABIZ)
- Strategic Management (Master in the Management of Marketing Activities, Marketing ASE Bucharest)

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## RESEARCH PROFILE

My research focuses on strategic management, tourism economics, and sustainable development, with a particular interest in how businesses and institutions adapt to evolving consumer expectations and global challenges. I explore the integration of strategic thinking into the transformation of tourism and hospitality sectors, including the rise of smart destinations, ecotourism models, and gastronomic tourism. My work also investigates how traditional values and technological innovation contribute to competitive advantage and regional development, especially in Central and Eastern Europe. Additionally, I study organizational change in higher education and the role of strategic leadership in aligning academic institutions with future societal needs.



## LIST OF PUBLICATIONS

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

1. Moise, G., Popescu, A., Bratu, I., Răducuță, I., Nistoreanu, B.G. and Stanciu, M. (2023), "Can we talk about smart tourist villages in Mărginimea Sibiului, Romania?", *Sustainability*, 15(13), 10345. <https://doi.org/10.3390/su151310345>
2. Stanciu, M., Popescu, A., Sava, C., Moise, G., Nistoreanu, B.G., Rodzik, J. and Bratu, I. (2022), "Youth's perception toward ecotourism as a possible model for sustainable use of local tourism resources", *Frontiers in Environmental Science*, 10, 936960. <https://doi.org/10.3389/fenvs.2022.936960>
3. Stanciu, M., Popescu, A., Antonie, I., Sava, C. and Nistoreanu, B.G. (2022), "Good practices on reducing food waste throughout the food supply chain", *Amfiteatru Economic*, 24(59), pp. 248–265. <https://doi.org/10.24818/EA/2022/59/248>
4. Aluculesei, A.-C., Nistoreanu, P., Avram, D. and Nistoreanu, B.G. (2021), "Past and future trends in medical spas: A co-word analysis", *Sustainability*, 13(21), 12227. <https://doi.org/10.3390/su132112227>
5. Coros, M.M., Racolța-Paina, N.D., Pop, A.M., Bologa, C. and Nistoreanu, B.G. (2021), "The perception of Romanian students and graduates of tourism and hospitality programs regarding the labor market and their future employment", *Transformations in Business & Economics*, 20(2), pp. 382–400. Link
6. Vătămănescu, E.-M., Alexandru, V.-A., Dincă, V.M. and Nistoreanu, B.G. (2018), "A social systems approach to self-assessed health and its determinants in the digital era", *Systems Research and Behavioral Science*, 35(6), pp. 675–688. <https://doi.org/10.1002/sres.2549>
7. Nistoreanu, B.G., Nicodim, L. and Diaconescu, D.M. (2018), "Gastronomic tourism—Stages and evolution", *Proceedings of the International Conference on Business Excellence*, 12(1), pp. 729–737. <https://doi.org/10.2478/picbe-2018-0065>
8. Vătămănescu, E.-M., Nistoreanu, B.G. and Mitan, A. (2017), "Competition and consumer behavior in the context of the digital economy", *Amfiteatru Economic*, 19(45), pp. 373–387. <https://www.ceeol.com/search/article-detail?id=519973>
9. Nistoreanu, B.G. and Gheorghe, G. (2014), "The perception of the academics and students regarding the entrepreneurial education in economic education", *Amfiteatru Economic*, 16(36), pp. 1192–1204. [https://www.amfiteatruconomic.ro/temp/Article\\_1354.pdf](https://www.amfiteatruconomic.ro/temp/Article_1354.pdf)
10. Gheorghe, G., Nistoreanu, B.G. and Filip, A. (2013), "Traditional products—Vectors of sustainable development on the regional and national markets", *Amfiteatru Economic*, 15(7), pp. 335–350. [https://www.amfiteatruconomic.ro/temp/Article\\_1171.pdf](https://www.amfiteatruconomic.ro/temp/Article_1171.pdf)
11. Nistoreanu, B.G., Hornoiu, R.I. and Nistoreanu, P. (2010), "The adjustment of perspective among students regarding protection of educational services' consumer", *Amfiteatru Economic*, 12(28), pp. 443–455. [https://www.amfiteatruconomic.ro/temp/Article\\_963.pdf](https://www.amfiteatruconomic.ro/temp/Article_963.pdf)
12. Bratianu, C. and Nistoreanu, B.G. (2008), "Change and ethics in the higher education", *Amfiteatru Economic*, 10(24), pp. 72–78. [https://www.amfiteatruconomic.ro/temp/Article\\_592.pdf](https://www.amfiteatruconomic.ro/temp/Article_592.pdf)

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



1. Ene, I., Pop, M.-I. and Nistoreanu, B.G. (2019), "Qualitative and quantitative analysis of consumers' perception regarding anthropomorphic AI designs", Proceedings of the International Conference on Business Excellence, Vol. 13 No. 1, pp. 729–737. <https://doi.org/10.2478/picbe-2019-0064>
2. Pelau, C. and Nistoreanu, B. (2018), "Differences in the perception on artificial intelligence depending on age", Proceedings of the International Conference on Economics and Social Sciences, Vol. 1, pp. 123–130. Link
3. Vătămănescu, E.-M., Alexandru, V.-A. and Nistoreanu, B.G. (2017), "Leveraging business relationships as SMEs internationalization drivers", BASIQ International Conference: New Trends in Sustainable Business and Consumption, pp. 345–352. Link
4. Nistoreanu, B. and Stoian, R.G. (2017), "Business tourism: A means of dynamising the life of local communities", Proceedings of the 11th International Conference on Business Excellence, Vol. 11 No. 1, pp. 563–573. <https://doi.org/10.1515/picbe-2017-0060>

#### **List of books & book chapters:**

1. Nistoreanu, P., Nicodim, L. and Nistoreanu, B.G. (2020), "Typical aspects of the traditional food behavior within the Romanian rural environment", in Nistoreanu, P., Coros, M.M., Pădurean, A.-M., Bulin, D., Aluculesei, A.-C. and Nicodim, L. (Eds.), New Trends and Opportunities for Central and Eastern European Tourism, IGI Global, Hershey, PA, pp. 273–280. <https://doi.org/10.4018/978-1-7998-2531-9.ch014>
2. Nistoreanu, B.G. (2019), Management strategic: Noțiuni, teorii, ipoteze, Colecția Administrarea Afacerilor, Editura ASE, București, ISBN: 978-606-34-0309-5, 121 pages.
3. Nistoreanu, B.G. (2016), Managementul strategic: Teorie, studii de caz și bune practici, Editura Noua, București, ISBN: 978-606-596-140-1, 99 pages.
4. Nistoreanu, B.G. (2016), Managementul schimbării în instituțiile de învățământ superior, Editura Noua, București, ISBN: 978-606-596-139-5, 226 pages.

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

Reviewer for international journals:

- Sustainability (<https://www.mdpi.com/journal/sustainability>)
- Journal of Management and Marketing (<http://www.managementmarketing.ro/>)

#### **OTHER RELEVANT PROFESSIONAL EXPERIENCE**

**2006 – 2013** – Senior Advisor, Agency for Payments and Intervention in Agriculture (APIA), Bucharest, Romania – [www.apia.org.ro](http://www.apia.org.ro)



**Main responsibilities:**

- Coordinating external audit support and ensuring compliance with EU-funded agricultural subsidy programs
- Organizing national training sessions and providing internal team coordination
- Conducting field measurements for land-based subsidies and verifying on-site data
- Managing data processing activities and contributing to software testing for internal systems
- Handling translation tasks and public communication on institutional projects

**2005 – 2006** – Junior Consultant, Romair Consulting LTD, Bucharest, Romania – [www.romair.ro](http://www.romair.ro)

**Main responsibilities:**

- Supporting the preparation of feasibility studies and development projects
- Conducting market research and data analysis for infrastructure and environmental planning
- Translating technical and administrative project documents
- Contributing to public communication and project-related stakeholder relations

**2005** – Office worker, Triunghi Travel Agency, Bucharest, Romania – <http://trunghi.ro>

**Main responsibilities:**

- Assisting with hotel reservations, tourist route design, and client itinerary planning
- Supporting the creation and marketing of tourism products and services
- Gaining practical exposure to core functions of a tourism business (ticketing, packaging, customer interaction)

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## PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

**IGWT** (International Society of Commodity Science and Technology) – 2010

**SBE** (Society for Business Excellence) – 2019

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## LANGUAGES

**English** – Advanced

**French** – Upper Intermediate

**German** – Beginner

**Italian** – Beginner

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## SKILLS

**Public Speaking:** Experienced in delivering lectures, moderating academic events, and presenting research at national and international conferences.

**Mentorship & Student Engagement:** Actively involved in student development through academic advising, supervision of theses, and continuous mentorship in both undergraduate and postgraduate programs.



**Policy and Administrative Expertise:** Gained from working within the Agency for Payments in Agriculture, contributing to institutional coordination and public-sector program implementation.

**Academic Leadership:** Demonstrated through active involvement in curriculum development, quality assurance, and interdisciplinary initiatives within the Faculty of Business Administration in Foreign Languages.

**Team Collaboration:** Effectively collaborates across academic departments and administrative units to implement faculty-wide strategies and student-centered projects.

**Cross-Cultural Communication:** Refined through teaching and working in multilingual programs and engaging with international students and academic partners.

**Strategic Thinking:** Applied in both research and institutional planning, with a focus on aligning academic goals with regional development and sustainability agendas.

**Organizational Planning:** Strengthened through project coordination roles within academia and the public sector, ensuring timely delivery of academic programs and policy initiatives.

**Analytical Skills:** Developed through research in tourism economics, consumer behavior, and strategic management, with strong focus on data interpretation and policy implications.

**Adaptability:** Proven ability to operate in diverse professional settings — from higher education to public administration — with flexibility and purpose.