



MOTOFEI Cătălina



CURRENT POSITION: Lecturer

AFFILIATION/DEPARTMENT: Department of Financial and Economic Analysis and Valuation

ORCID RESEARCHER ID:

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE:

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PROFILE

Cătălina Motofei is a Lecturer at the Bucharest University of Economic Studies, where she graduated in Accounting and Management Information Systems and later earned her PhD in Economics. She specializes in financial analysis and business performance measurement, with over 20 years of experience in accounting and controlling across various industries. Her teaching and research focus on economic and financial analysis, with active contributions to scientific publications.



EDUCATION

Habilitation -

Post-Doc -

PhD (Doctorate) **2012** – PhD in Accounting, Faculty of Accounting and Management Information Systems, Bucharest Academy of Economic Studies (ASE), Romania. Doctoral Thesis – Analysis of Economic-Financial Performances in Enterprises from Tobacco Industry

Master **2022** – Master in International Business and Economics, Programme: English Language Education and Research Communication for Business and Economics – Faculty of International Business and Economics, Bucharest University of Economic Studies (ASE)

Bachelor **1995** – Bachelor in Accounting and Management Information Systems, Faculty of Finance, Banks and Accounting, Bucharest Academy of Economic Studies (ASE), Romania

PROFESSIONAL TRAINING

PROGRAMUL DE FORMARE A COMPETENȚELOR DIGITALE AVANSATE, Universitatea sustenabilă prin digitalizare. Investiții în infrastructura de cercetare și educație (ASE 4.0), ASE București, 2024

Program de formare psihopedagogică – Nivel I 2023-2024, ASE București, Departamentul pentru Pregătirea Personalului Didactic

ACADEMIC EXPERIENCE

2021 – Present – Lecturer (2017 – 2021), Assistant Professor, Faculty of Accounting and Management Information Systems, Bucharest University of Economic Studies, Romania

Courses seminars taught:

- Advanced Financial and Economic Analysis (Master CAIG, CIG)
- Financial and Economic Analysis (Licenta-engleza, CIG)
- Business Performance Measurement (Licenta english , FABIZ)
- Introducere in Analiza economico Financiara (Licenta, CIG)
- Analiza economic-financiara fundamnetala (Licenta CIG)
- Analiza economico-financiara (Licenta EAM)
- Financial and Economic Analysis Licenta-engleza, Business and Tourism)



RESEARCH PROFILE

My research focuses on financial analysis and ESG reporting, investigating their transformative impact on corporate strategy, operations and financial practices. I study innovations at the corporate level in Romania and abroad, and how these developments are reshaping business models, optimising decision-making and fueling growth. My objective is to address emerging trends in financial analysis and ESG reporting, while addressing the challenges of our rapidly evolving global landscape.

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Mihai PĂUNICĂ, Alexandru MANOLE, Cătălina MOTOFEI, Gabriela Lidia TĂNASE (2020), CAUSALITY ANALYSIS BETWEEN ECONOMIC DEVELOPMENT AND GREENHOUSE GASES EMISSIONS- AN EUROPEAN UNION PERSPECTIVE, Economic Computation & Economic Cybernetics Studies & Research, Nr. 4, Vol. 54, an 2020, pp 187-202, 16 pg, Indexare: ISI Thomson Reuters Services (Science Citation Index Expanded, Social Sciences Citation Index®, Social Scisearch®, Journal Citation Reports/Social Sciences Edition), Factor impact -, ISSN 0424-267 X, DOI: 10.24818/18423264/54.4.20.12 (link articol: [http://ecocyb.ase.ro/nr2020_4/12.%20Paunica%20Mihai,%20Alexandru%20Manole,%204,2020%20\(T\).pdf](http://ecocyb.ase.ro/nr2020_4/12.%20Paunica%20Mihai,%20Alexandru%20Manole,%204,2020%20(T).pdf))
2. Mihai PĂUNICĂ, Alexandru MANOLE, Cătălina MOTOFEI, Gabriela Lidia TĂNASE (2020), LIFE EXPECTANCY FROM THE PERSPECTIVE OF GLOBAL AND INDIVIDUAL WEALTH AND EXPENDITURES: A GRANGER CAUSALITY STUDY OF SOME EU COUNTRIES, Romanian Journal of Economic Forecasting (RJEF), Issue 4, Volume 23, 2020, pg 170-184, 15 pg, Indexare: Social Sciences Citation Index, Social Scisearch, Journal Citation Reports/ Social Sciences Edition, EconLit, Scopus, Impact Factor (2018): 0.756, 5-Year Impact Factor (2019): 0.673, ISSN 1582-6163, DOI - (link articol: http://www.rjef.ro/rjef/rjef4_20/rjef4_2020p170-184.pdf)
3. Andrei MOISIN, George MANDA, Dan Giorgian BRATU, Dragos SERBAN, Catalin Gabriel SMARANDACHE, Catalina MOTOFEI, Ciprian TANASESCU (2021), EFFICIENCY OF MODIFIED RADICAL MASTECTOMY IN THE THERAPEUTIC CONDUCT OF BREAST CANCER, Romanian Biotechnological Letters, Issue: 1, Vol. 26, pg 2331-2339, 9 pg, Indexare: ISI Thomson Reuters Services, Factor impact: 0.765 (2019), ISSN: 1224-5984, DOI: 10.25083/rbl/26.1/2331.2339 (link articol: <https://www.e-repository.org/rbl/vol.26/iss.1/20.pdf>)
4. Cătălina MOTOFEI (2020), ANALYSIS OF THE CORRELATION BETWEEN TAXATION INDICATORS AND ECONOMIC GROWTH AT THE MACROECONOMIC LEVEL IN EUROPEAN UNION AND ROMANIA, Theoretical and Applied Economics, No. 4(625), Winter, Volume XXVII, 2020, pg 43-54, 12 pg, Indexare: EBSCO Publishing, DOAJ, RePEc, EconLit, ICAAP, Factor de impact -, ISSN 1841-8678 (print), ISSN 1844-0029 (online), DOI - (link articol: <http://store.ectap.ro/articole/1492.pdf>)
5. Cătălina MOTOFEI, Gabriela Lidia TĂNASE (2019), COMERȚUL EXTERIOR ȘI CREȘTEREA ECONOMICĂ ÎN ROMÂNIA ȘI UNIUNEA EUROPEANĂ – ABORDAREA CAUZALITĂȚII GRANGER/ FOREIGN TRADE AND ECONOMIC GROWTH IN ROMANIA AND THE EUROPEAN UNION – A GRANGER CAUSALITY APPROACH,



Revista de evaluare (The valuation journal), Volumul 14, nr. 2, 2019, pg 110-136 (pp 111-137 ENG), 27 pg, Indexare: EBSCO Publishing, Ulrich's Periodicals Directory și RePEc, Factor de impact -, ISSN: 2668-9693, DOI – (link articol: <https://reval.iroval.ro/revista/27/16>)

6. Mihai PĂUNICĂ, Alexandru MANOLE, Cătălina MOTOFEI, Gabriela Lidia TĂNASE (2019), THE IMPACT OF REMITTANCES ON GDP AND HOUSEHOLD CONSUMPTION. AN EUROPEAN UNION COUNTRY ANALYSIS, Economic Computation & Economic Cybernetics Studies & Research, Numarul 5, volumul 53, an 2019, pp 97-114, 18 pg, ISI Thomson Reuters Services (Science Citation Index Expanded, Social Sciences Citation Index®, Social SciSearch®, Journal Citation Reports/Social Sciences Edition), Factor impact -, ISSN 0424-267 X, DOI : 10.24818/18423264/53.4.19.06 (link articol: http://www.ecocyb.ase.ro/nr2019_4/6.%20%20Paunica%20Mihai,%20Al%20Manole.pdf)

7. Cătălina MOTOFEI (2019), IMPACTUL DEZVOLTĂRII IMOBILIARE ASUPRA CREȘTERII ECONOMICE A ROMÂNIEI, Revista de evaluare (The valuation journal), Numărul 1, Volumul 14, 2019, pg 60-78, 19 pg, Indexare: EBSCO Publishing, Ulrich's Periodicals Directory și RePEc, Factor de impact -, ISSN: 2668-9693, DOI – (link articol: <https://reval.iroval.ro/revista/26/11>)

8. Oana C. ȘEREMET, Octavian T. OLARU, Mihaela ILIE, Claudia M. GUȚU, Mihai G. NIȚULESCU, Camelia DIACONU, Catalina MOTOFEI, Denisa MARGINĂ, Simona NEGREȘ, Cristina E. ZBÂRCEA, Emil ȘTEFĂNESCU (2018), DETERMINATION OF PYRROLIZIDINE ALKALOIDS IN DIETARY SOURCES USING A SPECTROPHOTOMETRIC METHOD, Journal of Mind and Medical Sciences, Issue: 2, Vol. 5, 2018, pg 294-299, 6 pg, Indexare: ISI Thomson Reuters Services, EBSCO, DOAJ, Factor impact -, ISSN 2392 - 7674, DOI: 10.22543/7674.52.P294299 (link articol: <https://scholar.valpo.edu/cgi/viewcontent.cgi?article=1148&context=jmms>)

9. Cătălina MOTOFEI (2017), VECTORS OF ECONOMIC GROWTH IN THE EASTERN AREA OF THE EU, Theoretical and Applied Economics, No. 1(610), Spring, Volume XXIV (2017), pg 215-226, 12 pg, Indexare: EBSCO Publishing, DOAJ, RePEc, EconLit, ICAAP, Factor de impact -, ISSN 1841-8678 (print), ISSN 1844-0029 (online), DOI – (link articol: <http://store.ectap.ro/articole/1257.pdf>)

10. Cătălina MOTOFEI (2017), FOREIGN TRADE EVOLUTIONS IN THE EUROPEAN UNION, International Journal of Academic Research in Accounting, Finance and Management Sciences, No.2, April 2017, Vol. 7, pg 156-163, 8 pg, Indexare: Ideas RePEc, Econpapers, EBSCO, E-ISSN: 2225-8329, P-ISSN: 2308-0337, DOI: 10.6007/IJARAFMS/v7-i2/2926 (link articol: https://hrmars.com/papers_submitted/2926/Article_16_Foreign_trade_evolutions_in_the_European_Union.pdf)

11. Catalina MOTOFEI (2017), SECTORIAL EVOLUTIONS IN FORMER COMMUNIST ECONOMIES, CURRENT EU MEMBERS, Audit Financiar, Nr. 2(146), Vol. XV, 2017, pg 266-275, 10 pg, Indexare: EBSCO Publishing, ProQuest, DOAJ, RePEc, ISSN: 1583-5812; ISSN on-line: 1844-8801, DOI: 10.20869/AUDITF/2017/146/266 (link articol: http://revista.cafr.ro/temp/Article_9538.pdf)

List of papers published in conference proceedings:

1. Mihai PĂUNICĂ, Alexandru MANOLE, Cătălina MOTOFEI, Gabriela Lidia TĂNASE (2020), Proceedings of



the 3rd International Conference on Economics and Social Sciences, ANALYSIS OF GRANGER CAUSALITY BETWEEN MIGRATION AND GROSS DOMESTIC PRODUCT IN ROMANIA, 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, Bucharest, Romania, editura Sciendo (a De Gruyter company), an 2020, pp. 949-957, număr pagini publicație -, nr pagini autori 9 pg, ISSN 2704-6524, DOI: 10.2478/9788366675162-095, (link articol:

<https://content.sciendo.com/downloadpdf/book/9788395815072/10.2478/9788395815072-095.pdf>,
link manifestare științifică <https://icess.ase.ro/call-for-papers/>)

2. Mihai PĂUNICĂ, Alexandru MANOLE, Cătălina MOTOFEI, Gabriela Lidia TĂNASE (2019), Proceedings of the 13th International Conference on Business Excellence 2019, AN OVERVIEW ON THE CORRELATION BETWEEN THE ECONOMIC STATUS OF A COUNTRY AND THE POPULATION'S HEALTH INDICATORS, 13th International Conference on Business Excellence ICBE 2019 – Sustainable Business Models and Innovation in the Knowledge Economy, 21-22 March 2019, Bucharest, Romania, an 2019, editura Sciendo (a De Gruyter company), anul apariției volumului conferinței 2019, Vol. 13, No. 1, pp. 1058-1069, număr pagini publicație -, nr pagini autori 12 pg., ISSN 2558-9652, DOI: 10.2478/picbe-2019-0092 (link articol

<https://content.sciendo.com/view/journals/picbe/13/1/article-p1058.xml?rskey=P4xBYJ&result=74&intcmp=trendmd>, link manifestare științifică
<http://www.bizexcellence.ro/icbe/>, inclus în Web of Science - Conference Proceedings Citation Index).

3. Mihai PĂUNICĂ, Alexandru MANOLE, Cătălina MOTOFEI (2017), A STUDY ON THE INFLUENCE OF FINAL CONSUMPTION EXPENDITURE OF HOUSEHOLDS AND FOREIGN TRADE ON THE GROSS DOMESTIC PRODUCT - CASE OF ROMANIA AND FIVE EUROPEAN UNION COUNTRIES WITH HIGHEST GDP, 30th International Business-Information-Management-Association Conference, nov 08-09, 2017, Madrid, Spain, an 2017, anul apariției volumului conferinței 2017, pg 2884-2891, 8 pg, ISBN:978-0-9860419-9-0, DOI – (link articol:

https://apps.webofknowledge.com/full_record.do?product=UA&search_mode=GeneralSearch&qid=52&SID=F3grKN1dmzmz9wjKRfq&page=1&doc=10)

4. Mihai PĂUNICĂ, Alexandru MANOLE, Cătălina MOTOFEI, Gabriela Lidia TĂNASE (2018), THE GLOBALIZATION IN THE ACTUAL CONTEXT OF THE EUROPEAN UNION ECONOMY, 12th International Conference on Business Excellence ICBE 2018 -Innovation and Sustainability in a Turbulent Economic Environment, 22-23 March 2018, Bucharest, Romania, an 2018, editura Sciendo (a De Gruyter company), anul apariției volumului conferinței 2018, pp. 739-750, număr pagini publicație 1.101, nr pagini autori 12 pg., ISSN 2558-9652 (link articol

<https://content.sciendo.com/view/journals/picbe/12/1/article-p739.xml>, link manifestare științifică
<http://www.bizexcellence.ro/icbe/conferences/icbe/>, inclus în Web of Science - Conference Proceedings Citation Index).

List of books & book chapters:



- I. Chapter-Petcu M.A. & al (coordonatori), Analiza economico Financiara, Editura Economica, Bucuresti, 2023.

OTHER RELEVANT PROFESSIONAL EXPERIENCE

2016-2018 -Economist, ISMB and affiliate- responsibilities of acquisitions, reporting, accounting

2012-2015 -Economic Manager Altex-responsibilities in Internal Controls, Controlling

2000-2011-Financial Manager Philip Morris Romania-responsibilities in Internal Control, Treasury, Accounting

1995-2000 - Audit Senior Deloitte&Touche- responsibilities in audit engagements

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

Societatea Româna de Analiză Economico-Financiara (SRAEF)-member (2017)

LANGUAGES

English – Advanced

French – Intermediate

SKILLS

Strong Time Management – Skilled in managing multiple concurrent audit engagements at Deloitte, meeting strict deadlines without compromising quality. Balanced operational demands at Altex, such as expanding shopchain and optimising workflows.

Analytical Thinking – Skilled in applying critical analysis to identify financial discrepancies and process inefficiencies based on experience at Deloitte and Philip Morris. Addressed challenges in the Romanian education administration system, ensuring compliance with government regulations.

Creative Thinking – leading the launch of new initiatives at Altex, such as customer loyalty programs and enhanced digital platforms.

Planning Skills – Developed and executed comprehensive audit plans for high-profile clients. Created strategic roadmaps for department restructuring, aligning with both short-term objectives and long-term goals at Philip Morris

Customer Orientation – Established strong client relationships at Deloitte by proactively identifying client needs and offering tailored audit solutions for international and Romanian clients. At Philip Morris, I ensured alignment with corporate standards while addressing regional business complexities and maintaining positive client relations.

Team Spirit – I have led diverse teams of auditors at Deloitte. I have ensured collaboration and cohesion across varying seniority levels to meet tight deadlines at Philip Morris.



Social Adaptability -Obtained a comprehensive understanding of cultural dynamics while working in multinational environments such as Deloitte and Philip Morris.;-Adapted to the entrepreneurial culture at Altex, balancing innovation with operational constraints in a rapidly evolving business environment.