



## NEGRUȚIU Cristian Teodor



**CURRENT POSITION:** Lecturer; Programme Director of Master Entrepreneurship (MAENT); Coordinator FABIZ company visits; Member of SAS Management Team

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

**ORCID RESEARCHER ID:** <https://orcid.org/0000-0003-1857-8567>

**URL FOR PERSONAL WEBSITE:** Seed Capital Funding For Startups – Sparking Capital

**LINKEDIN PROFILE:** Cristian Negrutiu | LinkedIn

**EMAIL:**

### PROFILE

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After completing his PhD, Cristian Negruțiu joined FABIZ in 2023 with the aim of bringing practical knowledge and insights into the academic world. His research interests encompass entrepreneurship, supply chain management, human resources, and artificial intelligence.

Cristian is the Founding Partner of Sparking Capital, a venture capital fund dedicated to supporting the scaling and development of innovative start-ups. Cristian also boasts a comprehensive managerial background, having held various executive roles at Board level across different companies since the year 2000.

Cristian is a well known actor in the entrepreneurial and venture capital ecosystem in Romania, through the active involvement in judging, mentoring and advising.



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## EDUCATION

<b>Habilitation</b>	-
<b>Post-Doc</b>	-
<b>PhD (Doctorate)</b>	<b>2022</b> - PhD in Business Administration, Faculty of Business Administration in Foreign Languages, Bucharest Academy of Economic Studies (ASE), Romania. Doctoral Thesis: Entrepreneurial innovation in supply chain tech start-ups
<b>Master</b>	<b>2010</b> - Master of Business Administration (MBA), The University of Sheffield, Dissertation thesis: Review of the Logistics Providers Market in Romania
<b>Bachelor</b>	<b>1999</b> - Faculty of Law, University of Bucharest <b>1997</b> - Faculty of Management, Bucharest University of Economic Studies (ASE)

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## ACADEMIC MANAGEMENT

**February 2023** – Present – Program Manager, Master in Entrepreneurship, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

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## ACADEMIC EXPERIENCE

**February 2023** – Present – Lecturer, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Courses taught:

- Human Resources Management (BBA English stream, FABIZ)
- Business Analysis Environment (Master in Entrepreneurship, FABIZ)
- Supply Chain and Purchasing Management (Master in Entrepreneurship, FABIZ)
- Scientific seminar – Business Plan Writing (Master in Entrepreneurship, FABIZ)
- Operations and Supply Chain Management (Master in Digital Business and Innovation, FABIZ)
- Funding and fundraising for cultural and creative industries (Creative MBA, Bucharest Business School)
- Human Resources Management (ROCA EMBA, Bucharest Business School)

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## RESEARCH PROFILE

My research profile tries to bridge academia and practice in the fields of my competence. Entrepreneurship and venture capital are domains in early infancy in Romania, where practical knowledge needs to be translated into academic research. I am also interested in the ethical and human



aspects of AI implementation and, especially, on the future of AI agents in supply chain.

## LIST OF PUBLICATIONS

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

1. Felea, M., Bucur, M., Negruțiu, C., Nițu, M. and Stoica, D.A., (2021) – ADOPTAREA TEHNOLOGIEI PURTABILE ÎN RÂNDUL STUDENȚILOR ROMÂNI: UN MODEL STRUCTURAL BAZAT PE TAM, *Amfiteatru Economic*, vol. 23, nr. 57, pg. 376–391, ISSN 1582–9146, [https://www.amfiteatruconomic.ro/Home\\_RO.aspx](https://www.amfiteatruconomic.ro/Home_RO.aspx)
2. Albastroiu Nastase, I.; Negrutiu, C.; Felea, M.; Acatrinei, C.; Cepoi, A.; Istrate, A. Toward a Circular Economy in the Toy Industry: The Business Model of a Romanian Company. *Sustainability* 2022, 14, 22. <https://doi.org/10.3390/su14010022>
3. Negrutiu, C.; Vasiliu, C.; Enache, C. (2020) – SUSTAINABLE ENTREPRENEURSHIP IN THE TRANSPORT AND RETAIL SUPPLY CHAIN SECTOR, *Journal of Risk and Financial Management*, vol. 13, nr. 11, pg. 267–281, ISSN 1911–8074, <https://www.mdpi.com/journal/jrfm>
4. Negrutiu, C. (2021) – MAJOR TRENDS AND NEW BUSINESS MODELS IN SUPPLY CHAIN AND ENTREPRENEURSHIP AFTER THE COVID-19 CRISIS., *Studia Universitatis Vasile Goldiș Arad, Seria Științe Economice*, vol. 31, nr. 1, pg. 84–96, ISSN 2285–3065, <https://publicatii.uvvg.ro/index.php/studiaeconomia>
5. Negrutiu, C., Serban (Patrintas), Corina Georgiana, *Leadership and Entrepreneurship in Tech Start-UPS*, *Romanian Economic Journal*, Issue 82 (Year XXIV) December, 2021, DOI: 10.24818/REJ/2021/82/02, ISSN (online) 2286–2056
6. Negrutiu, C. (2022), A comparative view on venture capital funding in US and EU, *Review of International Comparative Management*, Volume 23, Issue 4, October 2022, DOI: 10.24818/RMCI.2022.4.540
7. Negrutiu, C. (2022), Challenges and benefits of Blockchain implementation in supply chain, *Cactus Tourism Journal* Vol. 4, No. 2 2022 New Series, Pages 46–55, ISSN 2247–3297, DOI: 10.24818/CTS/4/2022/2.04
8. Negrutiu, C. (2022), Digital transformation and sustainable entrepreneurship in food supply chain, *Business Excellence and Management*, Volume 12 Special Issue 3 / October 2022, DOI: <https://doi.org/10.24818/beman/2022.S.I.3-04>
9. Negrutiu, C. (2022), Determinants of venture capital investments in tech start-ups, *Romanian Economic Journal*, Year XXV no. 84 December 2022, pp. 31–40, DOI: 10.24818/REJ/2022/84/03

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

1. Cristian Negruțiu, Laurențiu Tăchiciu, Cristinel Vasiliu (2019) – EARLY STAGE FINANCIERS IN ROMANIA, *BASIQ International Conference, BASIQ*, 5/30/2019, Bari, Italia, publicat in *BASIQ INTERNATIONAL*



- CONFERENCE New Trends in Sustainable Business and Consumption 2019 CONFERENCE PROCEEDINGS, pg. 530-536, ISSN 2457-483X, ISBN , conferinta Internationala, <http://conference.ase.ro/>
2. Negrutiu, C., Dinu, V., Vasiliu, C., Bădescu, R. (2020) – SHARING ECONOMY AND ENTREPRENEURSHIP: A CASE STUDY FROM ROMANIA, 6th BASIQ International Conference, BASIQ 2020, 6/4/2020, Messina, Italia, publicat in BASIQ INTERNATIONAL CONFERENCE New Trends in Sustainable Business and Consumption 2020, pg. 291-297, ISSN 2457-483X, ISBN , conferinta Internationala, <https://www.conference.ase.ro/>
  3. Pelău, C., Bădescu, R. and Negruțiu, C. (2020) – A NEUROSCIENTIFIC APPROACH ON THE IMPACT OF INFORMATION OVERLOAD ON CONSUMERS' ATTENTION, 6th BASIQ International Conference, BASIQ 2020, 6/4/2020, Messina, Italia, publicat in BASIQ INTERNATIONAL CONFERENCE New Trends in Sustainable Business and Consumption 2020 CONFERENCE PROCEEDINGS, pg. 723-729, ISSN 2457-483X, ISBN, conferinta Internationala, <https://www.conference.ase.ro/>
  4. Negruțiu C., Onea A., Bădescu R. (2020) – INNOVATION TRENDS IN ROMANIAN LOGISTICS PROVIDERS INDUSTRY, International Conference on Business Excellence, ICBE 2020, 6/11/2020, București, România, publicat in Proceedings of the International Conference on Business Excellence, pg. 198-210, ISSN 2558-9652, ISBN , conferinta Internationala, <http://bizexcellence.ro/icbeconference/>
  5. NEGRUȚIU C., ABOURA E., VASILIU C., TZINER C. (2020) – SUPPLY CHAIN STRATEGY IN THE CONTEXT OF LOGISTICS OUTSOURCING, International Conference on Economics and Social Sciences, ICESS 2020, 10/15/2020, București, România, publicat in Proceedings of the International Conference on Economics and Social Sciences, pg. 46-55, ISSN , ISBN 978-606-34-0347-7, conferinta Internationala, <https://icess.ase.ro/>
  6. ABOURA E, NEGRUȚIU C., SÂRBU R., BUCUR M. (2020) – LOGISTICS OUTSOURCING AND SERVICE PROVIDERS – A CRITICAL REVIEW, International Conference on Economics and Social Sciences, ICESS 2020, 10/15/2020, București, România, publicat in Proceedings of the International Conference on Economics and Social Sciences , pg. 61-69, ISSN , ISBN 978-606-34-0347-7, conferinta Internationala, <https://icess.ase.ro/>
  7. Nițu M., Negruțiu C., A REVIEW OF BLOCKCHAIN AND CRYPTOCURRENCY APPLICATIONS IN ROMANIA, Proceedings of the 15th International Conference on Business Excellence 2021, Digital Economy and New Value Creation, March 18-19, 2021 Bucharest University of Economic Studies, Romania, eISBN 978-83-66675-83-4, ISSN 2558-9652
  8. Istrate-Scărădeanu, A., Negruțiu, C., Vasiliu, C. and Dinu, V., 2021. Supply Chain vs. Green Supply Chain Management. In: R. Pamfilie, V. Dinu, L. Tăchiciu, D. Pleșea, C. Vasiliu eds. 2021. 7th BASIQ International Conference on New Trends in Sustainable Business and Consumption. Foggia, Italy, 3-5 June 2021. Bucharest: ASE, pp. 336-345 DOI: 10.24818/BASIQ/2021/07/043, ISSN 2457-483X ISSN-L 2457-483X
  9. Negruțiu, C., Istrate-Scărădeanu, A., 2021. A Critical Review of Global Logistics Providers in Romania. Proceedings of the 4th International Conference on Economics and Social Sciences (2021), ISSN 2704-6524, Resilience and Economic Intelligence Through Digitalization and Big Data Analytics. Sciendo, pp. 119-127. <https://doi.org/10.2478/9788366675704-013>
  10. Negrutiu C. and Patrintas C. (2022) The new Social Responsibility: from corporate view to



entrepreneurship applications amid the COVID-19 pandemic. Proceedings of the International Conference on Business Excellence, Vol.16 (Issue 1), pp. 266-277. <https://doi.org/10.2478/picbe-2022-0026>

11. Șerban (Pătrîntaş), C.G., Negruțiu C., Tăchiciu, L. – The Entrepreneurial Leader: A Feminine Perspective Case Study, BASIQ 2022 International Conference, Graz, Austria, 25-27 May 2022, 8th BASIQ International Conference on New Trends in Sustainable Business and Consumption, pg.468-475, ISSN 2457 – 483X, <https://www.conference.ase.ro/basiq-2022-2/>

## PROJECTS

**2022 – Present**, CF 158/15.11.2022, *Accountable Governance and Responsible Innovation in Artificial Intelligence*, Post-doctoral researcher, <https://www.responsibleai.ase.ro/>

## OTHER RELEVANT PROFESSIONAL EXPERIENCE

**2018 – Present**, Founding Partner, Sparking Capital, Bucharest, România

**2019 – Present**, Board Member and Adviser in various tech start-ups (e.g. Bright Spaces, KFactory)

**2010 – 2019**, Logistics Country Manager, DSV Solutions, Bucharest, România

## PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

**ROPEA** – Romanian Private Equity Association

**AAF** | Asociația Administratorilor de Fonduri din România

## INDUSTRY AND SOCIETAL ENGAGEMENT

Active member of Romanian start-up ecosystem

Mentor, judge and advisor in (almost...) all the incubators/accelerators active in Romania

Part of the working group, coordinated by ASF, in charge of modernizing / simplifying the legislation related to investment funds in Romania

## MEDIA PRESENCE

1. Antreprenori cu diplomă: master de antreprenoriat la FABIZ – ASE, susținut de InnovX BCR – 3 Oct 2022- Antreprenori cu diplomă: master de antreprenoriat la ASE, susținut de (start-up.ro)
2. Rolul și importanța educației de calitate în dezvoltarea unei afaceri de succes în România – 22 Aug 2023 – Rolul și importanța educației de calitate în dezvoltarea unei afaceri (start-up.ro)
3. Scurtă privire comparativă între ecosistemele antreprenoriale din România și Bulgaria – 16 Jul 2024 – Scurtă privire comparativă între ecosistemele antreprenoriale din (start-up.ro)
4. ZF IT Generation Summit 2023. Cum accelerăm dezvoltarea ecosistemului tech? „Joaca “de-a



evaluarea start-up-urilor s-a terminat și începe discuția reală despre produs și client. Chiar dacă resursele sunt mai puține, investitorii au bani pentru a finanța start-up-uri tech cu potential – 5 Jul 2023 – ZF IT Generation Summit 2023.

5. Ecosistemul local de start-up-uri tech la început de 2023. Cum s-au pregătit patru dintre principalele fonduri de investiții dedicate companiilor tech pentru 2023: Acționăm cu prudență, sub spectrul unei crize economice, dar asta nu înseamnă că nu vor fi oportunități și că nu va fi efervescență în industrie – 5 Jul 2023
6. VIDEO. Eveniment FABIZ / InnovX-BCR. Sfaturi de la fondatorii Horecaorders.com, Bankata și Flaminjoy pentru viitorii antreprenori: Găsiți-vă un cofondator tehnic, e mai greu poate decât să vă găsiți soț/soție; Creați-vă conexiuni de “mici”, veți avea nevoie de ele în viitor; Nu vă îndrăgostiți de propriul produs / serviciu – 3 Oct 2022
7. Sustainability investment: Where profitability meets sustainable goals, with Sparking Capital VC fund – 16 Aug 2021
8. MyidEA: Connecting Innovators with Mentors in Romania’s Tech Industry – 11 Oct 2023
9. What is holding Romania back from growing tech unicorns locally? – 15 Apr 2022 – What is holding Romania back from growing tech unicorns locally? (therecursive.com)
10. Cristian Negrutiu – Sparking Capital, banii care schimba România – YouTube
11. Adaptarea afacerii la provocările pieței – (youtube.com)
12. Cum atragem un investitor pentru afacere? – (youtube.com)

## INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

Seed Funding for International Academic Collaboration of Early Career Researchers under the auspices of HERMES Higher Education Network, Host institution: Ca' Foscari University of Venice, Title of the Project: AI ethical issues in the context of Industry 4.0, October – November 2024

## LANGUAGES

**English** – Advanced

**French** – Intermediate

## SKILLS

Strong mentoring skills

Public speaking

Networking and relationships building

Time management

Team player

Highly adaptable to various people and situations