OANCEA Marian

CURRENT POSITION: Lecturer; Communication Manager; Member of Management Team of Master in Digital Business and Innovation

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

ORCID RESEARCHER ID: https://orcid.org/0000-0002-0800-8221

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE: https://www.linkedin.com/in/marianoancea7/

EMAIL: marian.oancea@fabiz.ase.ro

PROFILE

Marian Oancea is a Lecturer at the Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, specializing in digital business transformation and leadership in dynamic organizational contexts. He holds a PhD in Political Science from the University of Bucharest, with research focusing on international relations. With almost a decade of multidisciplinary experience, Marian has integrated his expertise in political science, digitalization, and business innovation. His academic work is complemented by professional roles, including heading the Research, Innovation, and IT Department at the "Carol I" Central University Library, and entrepreneurial leadership in IT&C industry. His teaching portfolio includes courses such as Digital Business Models, Fundraising for Business, Leadership, and Digital Transformation. He actively engages with industry and policy-making to address emerging global challenges and technological disruptions.

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
6 Piata Romana, 1st district, Bucharest, 010374 Romania
e-mail: rectorat@ase.ro
www.ase.ro

MARCH 2025

FACULTY OF BUSINESS ADMINISTRATION IN FOREIGN LANGUAGES
2-2a Calea Grivitei St., 1st District of Bucharest
e-mail: departamentunesco@fabiz.ase.ro
www.fabiz.ase.ro

EDUCATION

Habilitation	**-**
Post-Doc	**-**
PhD (Doctorate)	**2019** - PhD in Political Science, University of Bucharest, Romania, Doctoral Thesis - The Relation between Majority and Minorities in Transcarpathian Ukraine. Historical Perspectives and Contemporary Aspects.
Master	**2016** - Master of International Relations, Faculty of Political Science, University of Bucharest, Romania
Bachelor	**2014** - Bachelor in Political Science, Faculty of Political Science, University of Bucharest, Romania

ACADEMIC EXPERIENCE

Lecturer (2024 – Present) - Faculty of Business Administration in Foreign Languages

Courses taught:

- Fundraising for Business
- Digital Business Models
- Leadership (seminar)
- Digital Transformation for Business (seminar)

Adjunct Professor (2021 – 2023) - Bucharest University of Economic Studies

Courses taught:

- Geopolitics
- Introduction to e-Governance
- History of International Relations

RESEARCH PROFILE

My research lies at the intersection of digital transformation, international relations, and socio-economic development. I focus on several key areas such as geopolitics of digital transformation, AI and political processes, innovation or metaverse. Methodologically, I employ panel data regression, bibliometric analysis, and comparative case studies. My findings have been published in high-impact journals and conference proceedings.

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
6 Piata Romana, 1st district, Bucharest, 010374 Romania
e-mail: rectorat@ase.ro
www.ase.ro

MARCH 2025

FACULTY OF BUSINESS ADMINISTRATION IN FOREIGN LANGUAGES
2-2a Calea Grivitei St., 1st District of Bucharest
e-mail: departamentunesco@fabiz.ase.ro
www.fabiz.ase.ro

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. OANCEA, Marian, EU Funds for Digitalization. The Post-COVID Strategies and Outcomes of Romania, Revista de Management Comparat International, Vol. 25 No. 2 / 2024, ISSN: 1582-3458, URL: https://www.rmci.ase.ro/index.html

2. OANCEA, Marian, AI and Deep Fake - Video and Audio Manipulation Techniques Capable of Altering the Political Process, Revista de Științe Politice. Revue des Sciences Politiques, no. 81, pp. 70 – 82, 2024, ISSN: 1584-224X. URL: https://cis01.ucv.ro/revistadestiintepolitice/numarul81_2024.php.

3. STAMULE, Stere, OANCEA, Marian, VRANĂ, Nicolae, The Potential of Introducing Heat Pumps (HP) and thermal energy storage for the Crucea Commune, Constanta, Romania Systems in order to Enable the Decarbonization in Romania, Analele Universităţii Ovidius, Seria: Ştiinţe Economice, VOLUME XXIII ISSUE 2, 2024, ISSN 2393-3127. URL: https://stec.univ-ovidius.ro/html/anale/ENG/ovidius-university-annals-economic-sciences-series-volume-xxiii-issue-2/

4. STAMULE, Tanase; BALASOIU, Narciz, ZLATCU, Iuliana; STAMULE, Stere; OANCEA, Marian, An Analysis of Anticompetitive Behaviour on the Retail Fuel Market Across Different Central and Eastern European Countries, Economic Computation and Economic Cybernetics Studies and Research, 2023, 57 (4), ISSN 1842–3264. URL: https://ecocyb.ase.ro/Articles2023_4.htm

5. OANCEA, Marian, The Ruthenians. A Comparison Regarding The Minority-Majority Relationship In Four Neighbouring Countries: Slovakia, Poland, Romania And Ukraine, Revista Română de Studii EuroAsiatice - p-ISSN: 1841-477X, e-ISSN: 2247-4536, 2023, URL: https://rrsejournal.com/year-xix-2023

6. CARP, Radu, STRAT, Vasile, MATIUTA, Cristina, OANCEA, Marian, The role of socio-economic factors in explaining the rise of populism. Case study: Alliance for the Union of Romanians (AUR), Civil Szemle, Civil Szemle Alapítvány–Due Press, pp. 169-191, 2023, ISSN 1786-334. URL: https://www.civilszemle.hu/wp-content/uploads/2023/12/Csz-2023-ku%CC%88lo%CC%88nsza%CC%81m-5-netre.pdf

7. GABOR, Eugen, OANCEA, Marian, PRIPP Vladimir, Digital Democracy and the Growing Threat of Illiberalism. Opportunities and Limitations as Reflected by the Estonian Case, Revista Perspective Politice – SNSPA, 16 No. 1-2 pp. 66-84., pg 153, 2023, ISSN 2065-8907. URL: http://perspective.politice.ro/index.php/ppol/article/view/224

8. GABOR, Eugen, OANCEA, Marian, PRIPP, Vladimir, Regional Evolution of the ICT Sector in the European Union: Insights and Trends. Revista de Științe Politice. Revue des Sciences Politiques, no. 80, pp. 129 – 146, pg 196, 2023, ISSN: 1584-224X. URL: https://cis01.ucv.ro/revistadestiintepolitice/numarul80_2023.php

9. BALASOIU, Narciz, CHIFU, Iulian, OANCEA Marian, Impact of Direct Taxation on Economic Growth: Empirical Evidence Based on Panel Data Regression Analysis at the Level of Eu Countries, Sustainability, 15, no. 9: 7146, 2023, ISSN: 2071-1050. URL: https://www.mdpi.com/2071-1050/15/9/7146

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
6 Piata Romana, 1st district, Bucharest, 010374 Romania
e-mail: rectorat@ase.ro
www.ase.ro

MARCH 2025

FACULTY OF BUSINESS ADMINISTRATION IN FOREIGN LANGUAGES
2-2a Calea Grivitei St., 1st District of Bucharest
e-mail: departamentunesco@fabiz.ase.ro
www.fabiz.ase.ro

10. HOINARU, Răzvan, OANCEA, Marian, SAFTIUC, Bogdan, BUDA, Daniel, TEODORESCU, Cosmin-Alexandru, Foundations economy and regulation for sustainability: from "rurbanisation" to rural futurism, Revista de Management Comparat International, 24 (4) pp. 380-392, pg 393, 2023, eISSN: 26010968, https://doi.org/10.24818/RMCI.2023.4.680, URL: https://www.rmci.ase.ro/no24vol4/16.pdf

11. CHINIE, Cătălina, OANCEA, Marian, TODEA, Steluța, The adoption of the metaverse concepts in Romania, Management & Marketing - Challenges for the Knowledge Society, 17 (3), 2022, pp. 328-340, Sciendo - DeGruyter, eISSN2069-8887. URL: https://sciendo.com/article/10.2478/mmcks-2022-0018.

12. VARGAS, Vanesa, OANCEA, Marian, SAFTIUC, Bogdan, VRANĂ, Nicolae, TEODORESCU, Cosmin Alexandru, Analysis of the Digital Platforms Developed by the Romanian Authorities During the Covid-19 Pandemic, Proceedings of International Conference on Business Excellence, ICBE 2022, Bucharest, Romania, March 24-26, 2022, Volume 16, Issue 1, Sciendo - DeGruyter pp. 1329-1339, eISSN: 2558-9652, URL: https://doi.org/10.2478/picbe-2022-0121

List of papers published in conference proceedings:

1. VARGAS, Vanesa Madălina, OANCEA, Marian, TEODORESCU, Cosmin Alexandru, SAFTIUC, Bogdan Paul. "Understanding Public Perception of Internet Security in the European Union." Proceedings of the 18th International Conference on Business Excellence 2024, Vol. 18, No. 1, pp. 1477-1485, ISSN 2558-9652. Available at: https://doi.org/10.2478/picbe-2024-0121.

2. ROTARU, George-Cristinel, ANAGNOSTE, Sorin, OANCEA, Vasile-Marian. "How Artificial Intelligence Can Influence Elections: Analyzing the Large Language Models (LLMs) Political Bias." Proceedings of the 18th International Conference on Business Excellence 2024, Vol. 18, No. 1, pp. 1882–1891, ISSN 2558-9652. Available at: https://doi.org/10.2478/picbe-2024-0158.

3. TEODORESCU, Cosmin Alexandru, CIUCU DURNOI, Alexandra-Nicoleta and VARGAS, Vanesa Mădălina. "The Rise of the Mobile Internet: Tracing the Evolution of Portable Devices." Proceedings of the International Conference on Business Excellence, Jul 14, 2023, Vol. 17, No. 1, pp. 1645-1654. Available at: https://doi.org/10.2478/picbe-2023-0147.

4. VARGAS, Vanesa, OANCEA, Marian, SAFTIUC, Bogdan, VRANĂ, Nicolae, TEODORESCU, Cosmin Alexandru. "Analysis of the Digital Platforms Developed by the Romanian Authorities During the Covid-19 Pandemic" Proceedings of International Conference on Business Excellence, ICBE 2022, Bucharest, Romania, March 24-26, 2022, Volume 16, Issue 1, Sciendo - DeGruyter pp. 1329-1339, eISSN: 2558-9652. Available at: https://doi.org/10.2478/picbe-2022-0121.

List of books & book chapters:

1. DAVIDESCU Adriana AnaMaria, MANTA Eduard Mihai, FLORESCU Margareta-Stela, GEAMBASU Cristina Maria, OANCEA Marian, From the Beginning to the Present. Exploring the Undeclared Work Patterns in Research Publications Using the Bibliometric Analysis, Chapter in DIMA Alina Mihaela (Ed.) Fostering

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
6 Piata Romana, 1st district, Bucharest, 010374 Romania
e-mail: rectorat@ase.ro
www.ase.ro

MARCH 2025

FACULTY OF BUSINESS ADMINISTRATION IN FOREIGN LANGUAGES
2-2a Calea Grivitei St., 1st District of Bucharest
e-mail: departamentunesco@fabiz.ase.ro
www.fabiz.ase.ro

Recovery Through Metaverse Business Modelling. Interdisciplinary Perspectives on an Emerging Paradigm Shift, Springer Nature, Switzerland, pp 185–196, from a total of pp. 263, 2023, Online ISBN 978-3-031-28255-3, URL: https://doi.org/10.1007/978-3-031-28255-3_14.

2. VARGAS, Vanesa Madalina, OANCEA, Marian, SAFTIUC, Bogdan-Paul, The Performance of Governmental Digital Platforms in Romania during the COVID-19 Pandemic, Chapter in DIMA, Alina Mihaela, VARGAS, Vanesa (Ed.) Fostering recovery through metaverse business modelling, Sciendo, 2022, pp 571-578 from pp. 940, DOI: 10.24789788367405072-052, eISBN 978-83-67405-07-2, ISSN 2704-6524, URL: https://sciendo.com/chapter/9788367405072/10.2478/9788367405072-052.

3. OANCEA, Marian, Transcarpatia – Radiografia unei regiuni multietnice, Eikon, București, 2021, ISBN: 978-606-49-0468-3.

OTHER RELEVANT PROFESSIONAL EXPERIENCE

2021 - 2023 - Associate Professor at the University of Bucharest

2021 - Present - Head of the Research, Innovation and IT Department of the „Carol I" Central University Library of Bucharest

2017 - Present - Entrepreneur, owning a web design and software development company

2020 - 2021 - Chief of Staff - The Authority for the Digitalization of Romania

2020 - 2021 - Counselor at the Government of Romania

2017 - 2018 - Inspector Specialist - The Project Department of Sector 1 City Hall`s Cultural Center

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

Pro Magna Association - President

INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

2017 - Research Scholarship, Institute of Political Studies, University of Vienna, Austria.

LANGUAGES

English – Advanced
French - Intermediate

SKILLS

Advanced Planning and Organizational Skills: Developed through comprehensive management experience.

Creative Problem-Solving Skills: Finding innovative solutions to resolve complex challenges.

Digital Skills: Good skills in using the Microsoft Office Suite (Word, Excel, PowerPoint), proficient use of

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
6 Piata Romana, 1st district, Bucharest, 010374 Romania
e-mail: rectorat@ase.ro
www.ase.ro

MARCH 2025

FACULTY OF BUSINESS ADMINISTRATION IN FOREIGN LANGUAGES
2-2a Calea Grivitei St., 1st District of Bucharest
e-mail: departamentunesco@fabiz.ase.ro
www.fabiz.ase.ro

social media platforms, Adobe Suite, WordPress website creation, ECDL Advanced Certificate, ECDL Webstarter and video editing.

Strong Public Speaking Skills: Demonstrated ability to engage and communicate effectively with diverse audiences.

Team Spirit: Collaborative and results-driven, with a proven ability to work effectively within inclusive teams. Skilled in both leadership and team-member roles, ensuring efficient project execution and strong team dynamics.

Strong Time Management: Demonstrated ability to prioritize tasks, meet deadlines and efficiently manage multiple responsibilities in fast-paced environments.

Social Adaptability: Highly adaptable in diverse social and professional environments. Gained extensive experience through international exposure, quickly adjusting to new teams, roles and challenges while maintaining strong working relationships and effective communication.

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
6 Piata Romana, 1st district, Bucharest, 010374 Romania
e-mail: rectorat@ase.ro
www.ase.ro

MARCH 2025

FACULTY OF BUSINESS ADMINISTRATION IN FOREIGN LANGUAGES
2-2a Calea Grivitei St., 1st District of Bucharest
e-mail: departamentunesco@fabiz.ase.ro
www.fabiz.ase.ro