



ORÎNDARU Andreea



CURRENT POSITION: Lecturer

AFFILIATION/DEPARTMENT: Department of Marketing

ORCID RESEARCHER ID: <https://orcid.org/0000-0001-5957-4832>

URL FOR PERSONAL WEBSITE: <https://andreeaorindaru.ro>

LINKEDIN PROFILE: <https://www.linkedin.com/in/andreeaorindaru/>

EMAIL: andreea.orindaru@mk.ase.ro

PROFILE

Andreea Orîndaru is a lecturer in Marketing at the Bucharest University of Economic Studies, dedicated to inspiring and educating future generations. She believes that teaching is her life's mission and approaches it with a deep passion for human-centric marketing (H2H marketing), where she combines her expertise in marketing with her commitment to personal development.

In addition to her academic role, Andreea is a coach and trainer specializing in human growth, empowering individuals to unlock their full potential. She is also the author of *Love Has All the Answers*, a book that reflects her belief in the power of solid values and meaningful connections.

Through her work as an educator and coach, Andreea strives to instill not only marketing knowledge but also essential values of empathy, integrity, and self-awareness, fostering well-rounded professionals equipped to make a positive impact in their personal and professional lives.



EDUCATION

Habilitation

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Post-Doc **2021** – Post-doctoral studies, Faculty of Marketing, The Bucharest University of Economic Studies (ASE). Post-doctoral thesis: 'Studying the Use of Online Social Media for Health Communication – Identifying a Conceptual Model for the Effective Use of Online Social Media as a Health Promotion Tool'

PhD (Doctorate) **2017** – PhD in Marketing, Faculty of Marketing, The Bucharest University of Economic Studies (ASE). Doctoral thesis: 'Strategies of higher education marketing'

Master **2016** – Master Degree in Research and Teacher Education for Business & Economics (EDU-RES), Faculty of International Business and Economics, The Bucharest University of Economic Studies (ASE)
2014 – Master Degree in Management Marketing, Faculty of Marketing, The Bucharest University of Economic Studies (ASE)

Bachelor **2013** – Bachelor Degree in Commerce, Tourism and Services Economics, Faculty of Domestic and International Tourism Economy, Romanian-American University
2011 – Bachelor Degree in Marketing, Faculty of Marketing, The Bucharest University of Economic Studies (ASE)

PROFESSIONAL TRAINING

2016 – Trainer certificate, COR code 242201, Extreme Training SRL

ACADEMIC EXPERIENCE

2023 – Present: Lecturer; 2017 – 2023: Assistant Professor, Faculty of Marketing, The Bucharest University of Economic Studies (ASE)
Courses taught: Marketing, International Marketing

RESEARCH PROFILE

My research focuses on human marketing or H2H marketing. It has evolved from higher education marketing, through sustainability, social media communication for health providers, COVID-19 impact on various industries and consumers' behaviours, to now being focused on integrating solid values like authenticity, transparency, ethics and empathy into the practice (and study) of marketing.

LIST OF PUBLICATIONS



List of articles published in peer reviewed journals:

1. Mihaela CONSTATINESCU, Margareta Stela FLORESCU, Ștefan-Claudiu CĂESCU, Carmen Acatrinei, Andreea ORÎNDARU, Andrei Relu CIUCĂ - Factors influencing the perception of academic researchers on ethics in marketing research and its impact on open science acceptance, *Economic Computation and Economic Cybernetics Studies and Research*, Vol. 57, Issue: 4, Page: 57-74, 2023, ISSN: 0424-267X, WOS:001150158300010
<https://www.webofscience.com/wos/woscc/full-record/WOS:001150158300010>
2. Mihaela CONSTANTINESCU, Andreea ORÎNDARU, Mihai-Cristian ORZAN, Ștefan-Claudiu CĂESCU, Mihai-Ioan ROȘCA, Florina BOTEZATU - Interest in sports - a marketing research approach in discovering predicting factors, *Economic Computation and Economic Cybernetics Studies and Research*, Vol. 56, Issue: 1, Page: 191-208, APR 2022, ISSN: 0424-267X, WOS:000777438800012
<https://www.webofscience.com.am.e-nformation.ro/wos/woscc/full-record/WOS:000777438800012>
3. Andreea ORÎNDARU, Maria-Floriana POPESCU, Alina Petronela ALEXOAEI, Ștefan-Claudiu CĂESCU, Margareta Stela FLORESCU, Anca-Olguta ORZAN - Tourism in a Post-COVID-19 Era: Sustainable Strategies for Industry's Recovery, *Sustainability*, Vol. 13, Issue: 12, Article Number: 6781, JUN 2021, eISSN: 2071-1050, WOS: 000666562200001
<https://www.webofscience.com.am.e-nformation.ro/wos/woscc/full-record/WOS:000666562200001>
4. Andreea ORÎNDARU, Maria-Floriana POPESCU, Ștefan-Claudiu CĂESCU, Florina BOTEZATU, Margareta Stela FLORESCU, Carmen-Cristina RUNCEANU-ALBU - Leveraging COVID-19 Outbreak for Shaping a More Sustainable Consumer Behavior, *Sustainability*, Vol. 13, Issue: 11, Article Number: 5762, JUN 2021, eISSN: 2071-1050, WOS: 000660723100001
<https://www.webofscience.com.am.e-nformation.ro/wos/woscc/full-record/WOS:000660723100001>
5. Andreea ORÎNDARU, Mihaela CONSTANTINESCU, Claudia-Elena ȚUCLEA, Ștefan-Claudiu CĂESCU, Margareta Stela FLORESCU, Ionel DUMITRU - Rurbanization-Making the City Greener: Young Citizen Implication and Future Actions, *Sustainability*, Vol. 12, Issue: 17, Article Number: 7175, SEP 2020, eISSN: 2071-1050, WOS:000569572700001
https://apps-webofknowledge-com.am.e-nformation.ro/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=C44YbGAqQpQ7GY3vq5r&page=1&doc=1
6. Maria-Floriana POPESCU, Bogdan-Cristian CHIRIPUCI, Andreea ORÎNDARU, Marius CONSTANTIN, Albert SCRIECIU - Fostering Sustainable Development through Shifting Toward Rural Areas and Digitalization-The Case of Romanian Universities, *Sustainability*, Vol. 12, Issue: 10, Article Number: 4020, MAY 2020, eISSN: 2071-1050, WOS:000543421400078
https://apps-webofknowledge-com.am.e-nformation.ro/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=C44YbGAqQ



pQ7GY3vq5r&page=1&doc=2

7. Mihaela CONSTANTINESCU, Andreea ORÎNDARU, Andreea PACHIȚANU, Laura ROȘCA, Ștefan-Claudiu CĂESCU, Mihai Cristian ORZAN – Attitude Evaluation on Using the Neuromarketing Approach in Social Media: Matching Company's Purposes and Consumer's Benefits for Sustainable Business Growth, Sustainability, Vol. 11, Issue: 24, Article Number: 7094, DEC 2019, eISSN: 2071-1050, WOS:000506899000197
https://apps.webofknowledge.com.am.e-information.ro/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=C44YbGAqQpQ7GY3vq5r&page=1&doc=3, <https://www.mdpi.com/2071-1050/11/24/7094>
8. Mihaela CONSTANTINESCU, Andreea ORÎNDARU, Ștefan-Claudiu CĂESCU, Andreea PACHIȚANU – Sustainable Development of Urban Green Areas for Quality of Life Improvement-Argument for Increased Citizen Participation, Sustainability, Vol. 11, Issue: 18, Article Number: 4868, SEP 2019, eISSN: 2071-1050, WOS:000489104700054
https://apps.webofknowledge.com.am.e-information.ro/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=C44YbGAqQpQ7GY3vq5r&page=1&doc=4
9. Diana-Elena DRĂGHICI, Andreea ORÎNDARU, Mihaela CONSTANTINESCU, Alina ZELEZNEAC – Revolutionizing marketing research through AI: comprehensive review of the past, present, and future, Journal of Emerging Trends in Marketing and Management, Vol. 1, No. 1, 2023, pp. 39–45, ISSN 2537-5865
https://www.etimm.ase.ro/RePEc/aes/jetimm/2023/ETIMM_V01_2023_73.pdf
10. Daniela IONIȚĂ, Andreea ORÎNDARU, Marian BRATU – CRM software adoption by small enterprises, Journal of Emerging Trends in Marketing and Management, Vol. 1, No. 1, 2022, pp. 189-199, ISSN 2537-5865
https://www.etimm.ase.ro/RePEc/aes/jetimm/2022/ETIMM_V01_2022_75.pdf
11. Andreea ORÎNDARU, Mihaela CONSTANTINESCU, Daniela IONIȚĂ, Ștefan-Claudiu CĂESCU, Florina BOTEZATU – Assessing Corporate Clients' Expectations on Relationship Building with a Digital Marketing Agency – a Qualitative Approach, Journal of Emerging Trends in Marketing and Management, Vol. 1, No. 1, 2020, pp. 319–326, ISSN 2537-5865
<http://www.etimm.ase.ro/?p=409>
12. Mihaela CONSTANTINESCU, Andreea ORÎNDARU, Ștefan-Claudiu CĂESCU – Funding scientific research in Romanian economic universities, Journal of Emerging Trends in Marketing and Management, Vol. 1, No. 1, 2019, pp. 368–378, ISSN 2537-5865
<http://www.etimm.ase.ro/?p=364>
13. Andreea ORÎNDARU, Mihaela CONSTANTINESCU, Ștefan-Claudiu CĂESCU – The attitude of Romanian economic academic researchers towards the Horizon 2020 funding grants, Journal of Emerging Trends in Marketing and Management, Vol. 1, No. 1, 2019, pp. 379–389, ISSN 2537-5865
<http://www.etimm.ase.ro/?p=364>
14. Andreea ORÎNDARU – Developing marketing higher education strategies based on students'



satisfaction evolution in time, 15th EBES (Eurasia Business and Economics Society) Conference, Romanian Economic Journal, Vol. XVIII, Nr. 57, 2015, pp. 167-182, Lisabona, 8 – 10 ianuarie 2015, ISSN 1454-4296

<http://www.rejournal.eu/sites/rejournal.versatech.ro/files/articole/2015-09-23/3298/y2orindaru.pdf>

15. Andreea ORÎNDARU – Building University Brand through Specific Marketing Instruments, Marketing and Business Development Conference, International Journal of Economic Practices and Theories, Vol. 4, Nr. 2, 2014, Bucureşti, 21 – 24 noiembrie 2013, e-ISSN 2247-7225

http://www.ijeppt.org/index.php/ijeppt%20/article/view/Building_University_Brand_through_Specific_Marketing_Instruments

16. Rodica PAMFILIE, Bogdan ONETE, Robert BUMBAC, Andreea ORÎNDARU – Open minded companies for better innovation performance, 12th International Commodity Science Conference „Current Trends in Commodity Science”, Polish Journal of Commodity Science, Vol. 4. Nr. 37, pp. 22-30, Poznan, 16 – 19 septembrie 2013, ISSN 1733-747X

http://www.tpj.uniwersytetradom.pl/images/pelne/04_37_2013.pdf

List of papers published in conference proceedings:

1. Mihaela COSTANTINESCU, Andreea ORÎNDARU, Daniela IONIȚĂ, Ștefan-Claudiu CĂESCU – Romanian Consumer Behaviour and Payment Choice in Online Shopping. A Marketing Perspective, Innovative Models To Revive The Global Economy, Proceedings of 3rd International Conference on Economics and Social Sciences, Bucharest, 15 – 16 octombrie 2020, ISBN: 978-83-958150-7-2 și ISSN: 2704-6524, WOS:000763773400005

<https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000763773400005>

2. Andreea ORÎNDARU – Changing perspectives on students in higher education, 22nd International Economic Conference (IECS 2015), Procedia Economics and Finance, Vol. 27, 2015, pp. 682-691, Sibiu, 15 – 16 mai 2015, ISSN: 2212-5671, WOS:000381115300086

http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=1&cacheurlFromRightClick=no

3. Laurențiu-Dan ANGHEL, Andreea ORÎNDARU – Measuring students' satisfaction as part of the marketing higher education strategies, SGEM Conference on Social Sciences and Arts, 1st-10th September, 2014, Proceedings of SGEM Conference on Psychology and Psychiatry, Sociology and Healthcare, Education, Vol. 3, 2014, pp. 533-539 Section Education and Educational Research, Albena, 1 – 10 septembrie 2014, ISBN 978-619-7105-24-7 și ISSN 2367-5659, WOS:000411723700071
http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=2&cacheurlFromRightClick=no

4. Rodica PAMFILIE, Andreea ORÎNDARU, Robert BUMBAC – Is e-learning a genuine setting changer for the education field?, The 10th International Scientific Conference „e-Learning and software for education”, pp. 371-377, Bucureşti, 24 – 25 aprilie 2014, ISSN 2343-7669, WOS:000357159300059



http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=4&cacheurlFromRightClick=no

5. Cristina Veronica PARTENIE, Andreea ORÎNDARU, Robert BUMBAC – The Bologna Process: Between past reforms and the innovative future, SGEM Conference on Social Sciences and Arts, 1st-10th September, 2014, Proceedings of SGEM Conference on Psychology and Psychiatry, Sociology and Healthcare, Education, Vol. 3, 2014, pp. 871-878 Section Education and Educational Research, Albena, 1 – 10 septembrie 2014, ISBN 978-619-7105-24-7 și ISSN 2367-5659, WOS:000411723700114
http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=3&cacheurlFromRightClick=no

6. Rodica PAMFILIE, Andreea ORÎNDARU, Robert BUMBAC – Marketing and innovation as main instruments for self-centered student education, International Conference on Education and Educational Research EER 2013, Special Issue of Journal Advances in Education Sciences, vol. 1, pp. 197-203, Singapore, 11 – 12 august 2013, ISBN 978-981-07-5946-9, ISSN 2339-5141, WOS:000340487400036
http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=5&cacheurlFromRightClick=no

7. Rodica Pamfilie, Robert Bumbac, Andreea ORÎNDARU – Innovative e-learning benefits for universities and companies, The 9th International Scientific Conference „e-Learning and software for education”, pp. 398-405, București, 25 – 26 aprilie 2013, ISSN 2343-7669, WOS:000328100100064
http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=6

SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

2020 – Present: Part of the scientific Committee of the Emerging Trends in Marketing and Management International Conference <https://etimm.ro>

2024: Part of the Organizing Team of the 53rd Annual Conference of the European Marketing Academy (EMAC), in Bucharest, Romania, between 26th and 31st of May 2024

2019 – Present: Reviewer for the Emerging Trends in Marketing and Management Journal <https://www.etimm.ase.ro>

2020 – 2021: Reviewer for three international journals: Administrative Sciences, Education Sciences, Sustainability

PROJECTS

2019 – 2023: P_40_382 'Partnerships for Competitiveness through Knowledge Transfer by Developing Innovative Computational Models for Economic Growth and Sustainability in Romania's Business Sector', Budget: 3376412.84 Euro, Position: Scientific Researcher 2 in five subsidiary contracts <https://asecomp.ro>



2021 – 2022: POCU/626/6/13/131645 'Sustainable Partnership for Student Internships (Future Stars)',
Budget: 4743381.19 Lei, Position: Internship Expert CS1

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

2023 – Present: Member of the European Marketing Academy (EMAC)

MEDIA PRESENCE

2024 – FunkyVIPCast, <https://www.youtube.com/watch?v=lgB1xCPQxfY>

2022 – Metropola TV, 'Between friends' <https://www.youtube.com/watch?v=FmQQpLQITcl>

2019 – MamaPeToc blog, <https://mamapetoc.ro/interviu-cu-andreea-orindaru-misiunea-mea-aici-este-de-a-creste-oameni-romancafrumoasa/>

LANGUAGES

English – Proficiency

French – Beginner

SKILLS

Public speaking – developed through years of working with people

Empathy & observation skills – my passion for people and the way people function is one of my biggest strengths that I have developed in so many contexts: coaching, training, dancing

Creativity – through graphic design projects I had starting from 2016