



STAICU Daniela



CURRENT POSITION: Lecturer; Member of Management Team of Bachelor Programme, French stream; Member of Management Team of Master Entrepreneurship (MAENT); Mini-track chair ICBE

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

ORCID RESEARCHER ID: <https://orcid.org/0009-0004-1818-7464>

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE: <https://ro.linkedin.com/in/danielastaicu>

EMAIL: daniela.staicu@fabiz.ase.ro

PROFILE

Daniela Staicu is an associate assistant and researcher at the Faculty of Business Administration in Foreign Languages (FABIZ), the University of Economic Studies in Bucharest. Since 2024 she holds a degree for her postdoctoral studies focused on innovative business models in the circular economy and since 2019, she holds a Doctor Degree from the University of Economic Studies in Bucharest. She conducted research on the challenges and opportunities in business development of social businesses in Romania. Since 2016, Daniela Staicu is an associate assistant at the Faculty of Business Administration in Foreign Languages, the English and French sections. In 2018-2019, Daniela was the beneficiary of a Fulbright research grant and was involved in research at Penn State University, the United States of America. Her research interests concerns entrepreneurship, social entrepreneurship, innovative business models, the circular economy.

In addition to the academic activity, Daniela is an entrepreneur and promotes and develops innovative health projects for children, activities for which she and the organisations led received various national and international awards.



EDUCATION

Habilitation

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Post-Doc

2024 - Post-doctoral studies in business administration, Doctoral School of Business Administration, Bucharest Academy of Economic Studies (ASE)
Topic: "Business model innovations to support a circular economy: case studies from Romania",
Mentor Prof. Univ. Dr. Carmen Monica Paunescu (ASE - FABIZ).

PhD (Doctorate)

2019 - PhD in Business Administration, Doctoral School of Business Administration, Bucharest Academy of Economic Studies (ASE)
Topic: "Romania Models of social business in the Romanian textile and clothing sector barriers in business development",
Scientific leader Prof. Univ. Dr. Carmen Monica Paunescu (ASE - FABIZ)

Master

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Bachelor

2007 - Bachelor in Business Administration, Faculty of Business Administration in Foreign Languages, French section, Bucharest Academy of Economic Studies (ASE), Romania

PROFESSIONAL TRAINING

2016 - IEDC Bled School of Management, Bled, Slovenia, course about teaching management "International Management Teachers Academy"
2011 - Train of Trainers Course, The Ministry of Labor Romania
2011 - Project Management course, The Ministry of Labor Romania
2010 - Smeal Business of College, Penn State University, United States of American, course about "Developing Managerial Effectiveness - Executive Program"
2009 - Central and East European Management Development Association, Bled, Slovenia, Program on developing Bachelor and Master programs
2007 - IEDC Bled School of Management, Bled, Slovenia, Course on entrepreneurship "Discovery Management Program Bled"

ACADEMIC EXPERIENCE

2016 – 2025 Associate assistant Academy of Economic Studies, Bucharest, Faculty of Business Administration with teaching in foreign languages
Bachelor programs
Preparation and support of seminars for four disciplines (undergraduate studies):
In English language



- Entrepreneurship and social business development
- Quality and innovation in business
- Business negotiations In French language
- Social entrepreneurship

Master programs

Preparation and delivery in English language of the Sales Management course and seminar for the:

- Master in Entrepreneurship, 2nd year
- Master in Digital Business and Innovation, 1st year

RESEARCH PROFILE

2018 - 2019 Fulbright Student Award granted by the Government of Romania and the Fulbright Commission in Romania, Penn State University, College of Engineering, State College, Pennsylvania, United States of America, research in social welfare technical projects for Kenya, Africa

2016 - Recipient of the CEEMAN scholarship award to participate in the International Management Teachers Academy program, CEEMAN, Bled, Slovenia

Her research interests concerns entrepreneurship, social entrepreneurship, innovative business models, the circular economy.

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Staicu, D., 2024. Circular economy in manufacturing, *Economica*, 76 (2), Iunie 2024, DOI: 10.56043/reveco-2024-0013.
2. Bhandary, R. R., Gallagher, K. S., Jaffe, A. M., Myslikova, Z., Zhang, F., Petrova, M., Barriouvelo, A., Fontaine, G., Fuentes, J. L., Karani, P., Martinez, D., Seitlheko, L., Staicu, D., Ullah, N., & Yimere, A., 2022. Demanding development: The political economy of climate finance and overseas investments from China. *Energy Research & Social Science*, 93, 102816. <https://doi.org/10.1016/j.erss.2022.102816>
3. Popescu M. , Staicu D., 2022, Circular economy and religious heritage conservation: Adaptive reuse challenges, *Revista Economică*, Lucian Blaga University of Sibiu, Faculty of Economic Sciences, vol.74(2), pages 40-48, September. DOI: <https://doi.org/10.56043/reveco-2022-0015>
4. Staicu, D., 2021. Characteristics of textile and clothing sector social entrepreneurs in the transition to the circular economy, In: *Industria Textila*, 2021, 72, 1, 81– 88, <http://doi.org/10.35530/IT.072.01.202031>
5. Staicu, D., & Pop, O., 2018. Mapping the interactions between the stakeholders of the circular economy ecosystem applied to the textile and apparel sector in Romania. *Management & Marketing*, 13(4), 1190–1209. <https://doi.org/10.2478/mmcks-2018-0031>

List of papers published in conference proceedings:



1. STAICU, D., ARGATU, R., & BENGA, A. (2024). Circular Economy as the Pathway to Sustainable Future: A Case Study on ALTRNTV Shop. In Proceedings of the International Conference on Economics and Social Sciences. The International Conference on Economics and Social Sciences. Editura ASE. <https://doi.org/10.24818/icess/2024/051>
2. Staicu, D., 2021. A qualitative study on humanitarian engineering entrepreneurship: technology-based social ventures and humanitarian entrepreneurial mindset, 15th Edition of the International Conference on Business Excellence, Bucharest, Romania, March 18 – 19, 2021, PUBLISHED IN Proceedings of the International Conference on Business Excellence 2021
3. Staicu, D. 2020. The use of traditional and virtual snowball sampling for mapping circular business models, The 14th International Conference on Business Excellence, Bucharest, June 11- 13, 2020, PUBLISHED in Proceedings of the International Conference on Business Excellence, De Gruyter Open, ISBN 978-606- 94391-1-1
4. Staicu, D. 2020. The circular economy public discourse through online media analysis, Strategica International Academic Conference, Bucharest, October 15 – 16, 2020, PUBLISHED IN Proceedings of the International Conference Strategica 2020. Preparing for Tomorrow, Today, pp. 531- 549, https://www.researchgate.net/publication/345730256_Strategica_2020_Preparing_for_Tomorrow_Today
5. Staicu, D., 2019. Contributions of social entrepreneurship to textile waste prevention in Romania, The 13th International Conference on Business Excellence, Bucharest, March 21-22, 2019, PUBLISCHED IN Proceedings of the International Conference on Business Excellence, De Gruyter Open, ISBN 978-606-94391-1-1
6. Staicu, D., 2018. Financial sustainability of social enterprise in Central and Eastern Europe, The 12 International Conference on Business Excellence, Bucharest, 2018, PUBLISHED IN Proceedings of the International Conference on Business Excellence, De Gruyter Open, March 22-23, 2018, 907-917, ISSN(Online): 2558-9652, [https://content.sciendo.com/abstract/journals/picbe/12/1/article\[1\]p907.xml](https://content.sciendo.com/abstract/journals/picbe/12/1/article[1]p907.xml).
7. Păunescu, C., Staicu, D., Pop, O., 2018. The propensity for entrepreneurship among rural populations. A Central and Eastern European country perspective, The 12 International Conference on Business Excellence, Bucharest, March 22-23, 2018, PUBLISHED IN Proceedings of the International Conference on Business Excellence, De Gruyter Open, 728-738, ISSN (Online): 2558- 9652, [https://content.sciendo.com/abstract/journals/picbe/12/1/article\[1\]p728.xml](https://content.sciendo.com/abstract/journals/picbe/12/1/article[1]p728.xml), ISI-Web of Knowledge Proceedings
8. Staicu, D., 2017. Policy framework and legal forms of social enterprise in Central and Eastern Europe, The 11th International Conference on Business Excellence, Bucharest, March 30- 31, 2017, PUBLISHED IN Proceedings of the International Conference on Business Excellence, De Gruyter Open, 875-883, ISSN(Online) 2558-9652, <https://content.sciendo.com/view/journals/picbe/11/1/article-p875.xml>, ISI-Web of Knowledge Proceedings



List of books & book chapters:

1. Popescu, M., Staicu, D., 2023. Valorizing World Cultural Heritage: From the Circular Economy Practices to Funding, Editura Universitara „Carol Davila”, recunoscută pentru domeniul științe economice, București, 186 pg, 93 pg, ISBN 978-606-011-277-8
2. Staicu D., 2021. Identifying Circular Business Models Through Traditional and Snowball Sampling. In: Dima A.M., D'Ascenzo F. (eds) Business Revolution in a Digital Era. Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-030-59972-0_9

Case Studies:

1. *Innovation in the circular economy in the water sector. A case study on WABAG Water Services Romania, The 19th International Conference on Business Excellence, Leading Change in Disruptive Times, 20-22 March 2025, Bucharest, Romania., Bucharest, March 30-31, 2025*

PROJECTS

06.2023 – 02.2024 Research coordinator and co-author of SPOS Study no. 1 *Consolidation of a European economy*

resilient on the horizon of 2040. Romania's integration into European value chains available on:
http://ier.gov.ro/wp-content/uploads/2024/01/Studiu-SPOS-nr.-1_Economia-europaea-in-2040_final.pdf.

Beneficiary: The European Institute in Romania

07.2022 – 02.2023 Research coordinator and co-author of SPOS Study no. 2 *Interconnectivity in the European Union – challenges for the future of transport policies in 2030* available for consultation on:
http://ier.gov.ro/publication/studiul-2_spos-2022_interconnectivityate_final/

Part of the international group of authors of the collective report "Awaiting the 2023 Summit of the Three Seas Initiative, organized in Bucharest. Advancing the common agenda", available on:
<http://ier.gov.ro/actuality/semnal-editorial-in-asteptarea-summitului-din-2023-al-initiativei-celor-trei-mari-organized-la-bucuresti-avansarea-agendei-comune/>

Beneficiary: The European Institute in Romania

12.2020 – 03.2023 Country expert for international research project on *Chinese investment in renewable energy projects through the Belt and Road Initiative* organized by The Climate Policy Lab, Tufts University. The Climate Policy Lab, Tufts University, 419 Boston Ave, Medford, MA 02155, USA.

12.2018 – 12.2023 Erasmus+ Researcher

Project "Village Social Enterprise learning material guidance and networking":

Development of educational content about social entrepreneurship in rural areas, pilot activities, visits to communities; Erasmus +,

Project "Community Learning for Local Change: Mapping the ecosystem of social enterprises in Bucharest, social enterprise development and teaching activities.



OTHER RELEVANT PROFESSIONAL EXPERIENCE

2014 – 2025: ALTRNTV – startup since 2021 and Merci Charity association – NGO since 2012
Entrepreneur, business developer at ALTRNTV and Fundraising and communication, VicePresident at Merci Charity NGO

April – May 2021 – DCG Development Consultancy Group, Bucharest, Romania

Jury member: technical and financial evaluation, evaluation of pitch sessions Evaluation of 68 applications for the Social Start-Up program (POCU/449/4/16/128491).

2008 – 2014 – Junior Achievement Romania, NGO, Bucharest, Romania

Marketing and Communication Manager

Oversee the development, production and publication of newsletters, program brochures, all printed materials. Oversee the development, production, testing and launch of websites and marketing campaigns for JA programs and events; ensure communication of events in English with European organizations; with the Marketing Committee, developing and implementing a PR plan; management and execution of special events.

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

2025 – Board member of Student Entrepreneurial Society (SAS) ASE

2023 – 2025 Board member of the IEDC Bled School of Management alumni association, Romania branch

Since 2019 – Fulbright Alumna – The Fulbright Commission in Romania

2007 – 2010 – Representative of Junior Achievement NGO in the American Chamber Of Commerce in Romania, Education Committee

2003 – 2007: ASE Volunteer for Ideas and Projects (VIP) student association member. Various positions: Public Relations Officer, Public Relations Manager, Program Manager, Vice President.

INDUSTRY AND SOCIETAL ENGAGEMENT

Volunteering

2004 – 2009: Participant and trainer in more than 15 international projects financed by the European Union "Youth in Action Program" in: Belgium, Bulgaria, Italy, Poland, etc.

2003 – 2007: ASE Volunteer for Ideas and Projects (VIP) student association member. Various positions: Public Relations Officer, Public Relations Manager, Program Manager, Vice President.

Awards for humanitarian work in healthcare and sustainability In Healthcare

2025 European Winner of the Mobile Health Technical Assistance Program: A Coaching Program for Established Programs, Mobile Healthcare Association, USA

2024 Award for the contribution to providing mobile dental treatment services for children with disabilities, children with cancer and children from villages, Entrepreneur Club



2019 The Anthony Vavasis Innovation Award in Mobile Healthcare, USA

2019 Award for the creation of the legal framework for offices and mobile medical units "Public Participation Award"

2018 "Civil Society Gala" - 1st Prize "The best volunteer project "Zâna Merciluta""

2018 "Copac Awards Gala" - 1st Prize "NGO Leader"

2015 "Your Choice, your project" award for Atelier Merci awarded by UniCredit Bank & NESsT

Sustainability

2023 ANNUAL ARCHITECTURE AWARD 2023 / Corporate & Retail Design Section.

2022 The OH YES! for The most appreciated concept store dedicated to domestic design

GRANTS AND HONORS

2018 "International Women of Courage Award" Recipient Romania, US Department of State, USA

MEDIA PRESENCE

2024

<https://www.zf.ro/special/conferinta-zf-imm-24-echilibrul-imperfect-pot-profita-micile-22344213>

<https://startarium.ro/articol/altrntv-oaza-de-slow-fashion-cu-misiune-sociala>

<https://economedia.ro/altrntv-shop-un-marketplace-social-care-vinde-produse-sustenabile-de-la-designeri-romani-ajuta-copii-din-mediu-rural-sa-mearga-la-dentist-cum-sa-nu-ingheti-intr-un-mediu-de-afac.html>

<https://www.clubantreprenor.ro/2024/12/18/interviu-cu-daniela-staicu-vicepresedinte-asociatia-merci-charity-boutique-copiii-cu-dizabilitati-au-nevoie-de-preventie-si-tratament-stomatologic/>

<https://business-review.eu/sustainability/daniela-staicu-altrntv-259221>

2023

<https://www.zf.ro/economia-verde/pagina-verde-iso-14001-certificarea-mediu-vor-companiile-s-obtina-21843562>

<https://www.zf.ro/economia-verde/pagina-verde-altrntv-un-magazin-cu-produse-sustenabile-vrea-sa-21788135>

<https://www.smark.ro/articol/63298/noii-antreprenori-daniela-staicu-aducem-intr-un-singur-loc-in-bucuresti>

2022

<https://www.zf.ro/special/pagina-verde-daniela-staicu-si-alina-tiplea-au-deschis-in-bucuresti-21177361>

<https://www.revista-atelierul.ro/2022/11/28/despre-altrntv-cu-alina-tiplea-si-daniela-staicu/>

<https://www.smark.ro/articol/60284/noii-antreprenori-florina-secara-alexandra-pirvan-ne-am-propus-sa-aratam-fata>

2021

Green choice In local retail - Retail.ro, link: <https://www.youtube.com/watch?v=XcS-OXxIUHU>



2019

<https://www.observatorulph.ro/international/106595-o-ploiesteanca-a-fost-invitata-de-donald-trump-la-casa-alba>

2020

<https://www.revistabiz.ro/afacere-sociala-in-lupta-cu-pandemia/>

<https://www.revistabiz.ro/37-de-spitale-au-solicitat-asociatiei-merci-charity-boutique-peste-10-000-de-combinezoane-de-protectie/>

2019

<https://www.revistabiz.ro/o-zana-la-casa-alba/>

2016

<https://startarium.ro/articolo/nimic-nu-e-usor-cand-esti-antreprenor>

INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

12.2020 – 03.2023 – Country expert for international research project on Chinese investment in renewable energy projects through the Belt and Road Initiative organized by The Climate Policy Lab, Tufts University. The Climate Policy Lab, Tufts University, 419 Boston Ave, Medford, MA 02155, USA.

2018 – 2019 – Fulbright Student Award granted by the Government of Romania and the Fulbright Commission in Romania, Penn State University, College of Engineering, State College, Pennsylvania, United States of America, research in social welfare technical projects for Kenya, Africa

2016 – Recipient of the CEEMAN scholarship award to participate in the International Management Teachers Academy program, CEEMAN, Bled, Slovenia

2004 – 2009: Participant and trainer in more than 15 international projects financed by the European Union "Youth in Action Program" in: Belgium, Bulgaria, Italy, Poland, etc.

LANGUAGES

Romanian – Native

English – Advanced

French – Advanced

SKILLS

Entrepreneurial mindset – Since 2021 – co-founder of ALTRNTV, is a space in Bucharest dedicated to clothing, accessories, cosmetics, and home-decor products created by Romanian designers, made from sustainable materials with environmentally and skin-friendly production techniques. Over 140 Romanian designers passionate about sustainability showcase their products in the shop. ALTRNTV also hosts a specialty coffee café, ALT COFFEE, and educates young students to make sustainable choices through guided tours in the shop, constantly encouraging them to read the labels of the products they purchase. By offering alternatives to classic products that pollute more, ALTRNTV promotes the principles



of the circular economy.

www.altrntvshop.com

- Founder of the Art in Bucharest tour (2013 - 2017), Bucharest guided tours inside artists' studios based in Bucharest

Design of solutions for humanitarian problems based in Romania - Since 2014 - "Zâna Merciluță" is an innovative project in medicine with the aim of providing access to prevention and free dental treatments in a mobile dental office, to children from disadvantaged backgrounds, with disabilities and with oncological diseases. The project includes a mobile dental practice that reaches villages and isolated areas, where access to such services is non-existent.

In 10 years, 11,000 rural children benefited from free dental care, 17,000 oral hygiene kits were distributed and 9,000 parents were informed of children's right to dental care through county insurance companies. 496 dentists and dental students who wish to provide pro-bono services are registered in the volunteering program of the EU.Voluntar organization. Recognized internationally and nationally for its impact on oral health, the organization was awarded the "Anthony Vavasis Award for Innovation in Medicine", USA, and was nominated for the "International Women of Courage Award" from Romania.

www.zanamerciluta.ro

Communication skills - Public speaking abilities, clear and concise written communication, expressing ideas in forum, panel, classroom and online presentation, facilitating group discussions, reporting technical information to a non-technical audience, interviewing for information, editing documents in Microsoft Office.

Research and planning skills - Problem identification, development of alternative solutions, resource identification, information gathering, goal setting and evaluation, development of evaluation and feedback strategies.

Human relations and interpersonal skills - Active listening, motivation, cooperation and perception of emotions and situations, appropriateness of behavior to a variety of situations.