



## STAMULE Stere

**CURRENT POSITION:** Lecturer; President of the Student Entrepreneurial Society (SAS)

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

**ORCID RESEARCHER ID:** <https://orcid.org/0000-0002-6005-3425>

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**EMAIL:**

### PROFILE

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Stere Stamule is an Alumnus of Fabiz-ASE (in German language) and has PhD in Marketing. A dedicated university lecturer known for his strong team spirit, unwavering seriousness, and punctuality.

As an University lecturer at the Faculty of Business Administration in foreign languages, Bucharest University of Economic Studies, he is teaching the course and seminar Quality and Innovation in Business (in German), Economic Projects and Business Games (in German and English) and Relationship Marketing in the Energy field (in English). His current interests include the role of entrepreneurship in stimulating economic growth in developed and developing countries and relationship marketing in the energy field, energy communities, renewable energies.

Throughout his professional career, he has accumulated over 15 years of experience in project management in organizing events, courses, seminars and workshops in the field of education on topics related to economic policies, social and health policies, administrative policies, educational policies, and European policies.

Committed to fostering a goal-oriented learning environment, he approaches challenges with perseverance and inspire students through his gratitude and passion for education. With a keen interest in building a powerful entrepreneurial ecosystem around the university, he actively support innovation, collaboration, and the development of future leaders.



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## EDUCATION

<b>Habilitation</b>	-
<b>Post-Doc</b>	<b>2023 – present</b>
<b>PhD (Doctorate)</b>	<b>2018</b> – PhD in Marketing, Faculty of Marketing, Bucharest Academy of Economic Studies (ASE), Romania. Doctoral Thesis – The Romanian Consumer Ethnocentrism In Order To Support A Sustainable Consumption
<b>Master</b>	<b>2010</b> – Master in Business Administration, Faculty of Business Administration in Foreign Languages, Bucharest Academy of Economic Studies (ASE), Romania.
<b>Bachelor</b>	<b>2008</b> – Bachelor in Business Administration, Faculty of Business Administration in Foreign Languages, Bucharest Academy of Economic Studies (ASE), Romania.

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## PROFESSIONAL TRAINING

**2023**, Project Management Training, PMI, Bucharest

**2007**, Certificate EMPRETEC – Entrepreneurial Training Workshop, The United Nations Conference on Trade and Development (UNCTAD), Bucharest, Romania

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## ACADEMIC MANAGEMENT

**2022 – present**, Deputy-Manager Master in Entrepreneurship, Faculty of Business Administration in Foreign Languages, Bucharest Academy of Economic Studies (ASE), Romania.

- promoting the program among the students within and outside of the faculty
- connecting with the business environment
- attracting top guest professors from abroad and business experts
- organizing studytrips in Romania and outside the country

**2022 – 2024**, Project-Manager International Entrepreneurship School in Predeal, Brasov; Faculty of Business Administration in Foreign Languages, Bucharest Academy of Economic Studies (ASE), Romania.

- collaborating with private accelerators, with business environment mentors, with VCs, attracting students from outside of the city

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## ACADEMIC EXPERIENCE

**2020 – Present – University Lecturer (2024 – Present), Assistant Professor (2021–2024), Associate Professor (2021–2020)**

Courses taught:

- Business quality and innovation (BBA English stream, FABIZ–ASE)



- Business Game (Master in Entrepreneurship and Business Administration in German, FABIZ-ASE)
- Entrepreneurship (INDE MBA, Bucharest Business School-ASE)
- Relationship Marketing in Energy field (MBA, Bucharest Business School-ASE)

## RESEARCH PROFILE

My research focuses on consumer ethnocentrism, entrepreneurship, and local business development. The research explores the dynamics of entrepreneurial ecosystems, with a particular focus on fostering innovation and sustainable growth within local markets. Another part of my interests is dedicated to relationship marketing in the energy sector, emphasizing the role of trust and engagement in renewable energy adoption.

## LIST OF PUBLICATIONS

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

1. Tantau, A.; Goia, S.I.; Dincă, V.M.; Păunescu, C.; Stamule, S.; Stamule, T.; Bogdan, A. Exploring the Generation Z Attitude towards Energy Efficiency Improvement and Decarbonization through Heat Pumps: An Empirical Study in Romania. *Sustainability* 2024, 16, 1250.  
<https://doi.org/10.3390/su16031250>
2. Nica, E., Szpilko, D., Stamule, S., and Marica, M. E. (2024). "Next-Generation Workforce Management Solutions: Utilizing Generative AI to Transform Human Resource Operations, Talent Acquisition, and Employee Experience in the Digital Age," *Psychosociological Issues in Human Resource Management* 12(1): 50–77. doi:10.22381/pihrm12120243.
3. Stamule, T, Balasoïu, N., Zlatcu, I, Stamule, S. and Oancea, M.: "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*, Issue 4/2023; Vol.57; DOI: 10.24818/18423264/57.4.23.09
4. Păunescu Carmen & Dincă Violeta-Mihaela & Bogdan Anca & Goia Agoston Simona I. & Stamule Stere & Stamule Tănase & Tanțău Adrian, 2023. "Managing energy performance through heat pumps. Success drivers and barriers in residential sector," *Management & Marketing, Sciendo*, vol. 18(3), pages 214–233, September.
5. Stamule, Stere, and Marian Oancea. "The Potential of Introducing Heat Pumps (HP) and Thermal Energy Storage for the Tulcea Municipality, Romania Systems in Order to Enable the Decarbonization in Romania." *Ovidius University Annals, Economic Sciences Series* 23.2 (2023): 354–363.
6. Stamule, Stere, Marian Oancea, and Nicolae Vrana. "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." *Ovidius University Annals, Economic Sciences Series* 23.2 (2023): 343–353



7. Chaanine, L., Stamule, S., Gura, K., Ciurlău, C. F., Tudosă, P. (2023). "Bridging Human Creativity and Machine Learning in Advanced Industrial Production and Design," Economics, Management, and Financial Markets 18(3): 56–73. doi:10.22381/emfm18320234
8. Dima, A.M., Maassen, M.A., Janoskova, K., Stamule, S., Muresan, M.L. – Models of Dependencies in Innovation in the European Union, Transformations in Business & Economics, indexat Web of Science, factor de impact 1,621, AIS 0,070, Vol. 19, No 2B (50B), pp.42–59, 2020, WOS:000630908100002, <http://www.transformations.knf.vu.lt/50b/article/mode>.
9. Stamule, S. (2021). Consumer ethnocentrism: A concept to support the increase the economic resilience of a market. Revista de Management Comparat Internațional, 22(1), 29–46.
10. Stere Stamule, Trends in ethnocentrism of Romanian consumers and their attitudes towards the marketplace, Management & Marketing. Challenges for the Knowledge Society | Volume 13: Issue 2, 2018, pp. 996–1013, <https://doi.org/10.2478/mmcks-2018-0019>
11. Stamule Stere – Nudging – a New Way in Promoting Sustainable Development to Succeed in Provoking Behavioral Change, the Ovidius University Annals. Economic Sciences Series. 2018; XVIII(1):254–259, <https://doaj.org/article/312d1db1d3564566ad4f87893281ca83>
12. Stamule Stere and Bora Trajani, Review of the theoretical and empirical literature of consumer ethnocentrism, Social Sciences and Education Research Review, 2015, vol. 2, issue 1, 41–54 [https://econpapers.repec.org/article/edtjsserr/v\\_3a2\\_3ay\\_3a2015\\_3ai\\_3a1\\_3ap\\_3a41-54.htm](https://econpapers.repec.org/article/edtjsserr/v_3a2_3ay_3a2015_3ai_3a1_3ap_3a41-54.htm)
13. Stamule, Stere. "An analysis about the relations between the human values and the consumer behaviour", Creativity in social sciences. Actele Conferinței Internaționale de Științe Umaniste și Sociale „Creativitate. Imaginar. Limbaj”, p. 69, 2015, ISBN: 978-606-11-4798-4, <http://www.diacronia.ro/ro/indexing/details/V1837>
14. Ploșteanu, M., Stamule, S., Tatu, C. I. – Consumer education using social marketing, International Journal of Economic Practices and Theories, Vol. 4, No. 2, 2014, 343–348, [http://mos.ase.ro/index.php/ijept/article/view/Consumer\\_Education\\_Using\\_Social\\_Marketing](http://mos.ase.ro/index.php/ijept/article/view/Consumer_Education_Using_Social_Marketing)

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

1. Mihail Busu and Stere Stamule, An ANP approach to estimate the market shares of the car industry companies in Romania, Proceedings of the 14th International Conference on Business Excellence 2020, indexată WOS, pp. 953–962, ISSN 2558–9652, DOI: 10.2478/picbe-2020-0090.
2. Stere Stamule and Steluța Todea, Millennials between consumer ethnocentrism and attitudes towards local campaigns, Proceedings of the of the 11th International Conference on Business Excellence, indexată WOS, | Volume 11/2017: Issue 1, pp. 720–729, 2017, ISSN 2558–9652, <https://doi.org/10.1515/picbe-2017-0076>,

**List of books & book chapters:**

1. Murafa, C, Busu C, Stamule S. Chapter "Romania: Energy Consumer Protection and Contracts for



Difference in Romania after the Russian Invasion of Ukraine" in Book "Energy Security Challenges: Solutions from South-East Europe", edited by Neykov, S and Zlatanova, Z., 2024, European Liberal Forum X Liberal Institute for Political Analyses, pp. 1-140

## SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

Reviewer for international journals:

- Journal of Management and Marketing (<https://www2.cloud.editorialmanager.com/mmcks/>)

## PROJECTS

**September 2023 – present**, Postdoctoral Researcher "CauseFinder: Causality in the Era of Big Data and AI and its applications to innovation management" within Investiția 8 „Dezvoltarea unui program pentru atragerea resurselor umane înalt specializate din străinătate în activități de cercetare, dezvoltare și inovare” PNRR-III-C9-2022 – I8, ASE, Bucharest, Romania;

**February – August, 2023**, Economics Expert, "The potential for starting and developing a business for integrated technology based on heat pumps, thermal energy storage and smart control systems in order to enable the decarbonization in Romania", EEA and Norway Grants 2014-2021, Fund for Bilateral Relations, ASE, Bucharest, Romania

**8.04-19.04.2022**, "UBTECH 2020 – Innovative Entrepreneurship Program for Successful Businesses POCU/829/6/13/142211", Marketing trainer, Bucharest University;

**06.2014 – 08.2015**, **Certificate** – Excellence in scientific, interdisciplinary, doctoral and postdoctoral research, in the Economic, Social and Medical fields – Excelis, Doctoral researcher with a scholarship in economic sciences; BUCHAREST ACADEMY OF ECONOMIC STUDIES (ASE) – Postdoctoral School – Piața Romană, No. 6, Sector 1, Bucharest, Romania, <https://www.ase.ro/> In partnership with the University of Bucharest – Faculty of Sociology and Social Work and the "Carol Davila" University of Medicine and Pharmacy Bucharest – Higher education institutions (Romania)

## OTHER RELEVANT PROFESSIONAL EXPERIENCE

**March 2020 – present**, Institute for Economic Forecasting Analysis of the Behavior of Economic Agents, Bucharest, Romania, Scientific Researcher, Documentation on the topic of the research project, data entry, database preparation, writing chapters of the research project.

**April – August 2020**, National Employment Agency Employment and vocational training of job seekers, Bucharest, Romania, Advisor to the President's Cabinet, Project Management, Document Analysis, Development of procedures for receiving digital documents, Development of reporting procedures, etc.

**April 15, 2015 – December 31, 2021**, Konrad Adenauer Foundation Romania, Bucharest, Education and Policy Consulting, Program Coordinator/Scientific Assistant, Organization of conferences and seminars

**Jan 2013 – June 2014**, Parliamentary advisor, Bucharest, Romania, Budget analysis, political marketing,



project management

**June – December 2011**, Internship – Asistent Brand Manager, Procter & Gamble Romania, Bucharest, Data analysis and interpretation, team coordination, marketing campaign launch

**July – August 2009**, Internship at Porsche Leasing Vienna, Vienna, Austria, Quality control, complaint management, customer relationship management

## INDUSTRY AND SOCIETAL ENGAGEMENT

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**2013–2015**, Youth Empowering activities, Volunteer, Vicepresident – Youth of European Nationalities;

**2010 –2017** Project manager for several projects with participants from many of the European countries, between 20 and 200 people handling budgets between EUR 10,000 – 100,000

## INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

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**August 2017**, Global Minority Rights Summer School – Interrogating Populism from the perspective of Vulnerable Minorities, Tom Lantos Institute, Budapest, Hungary

**May 2016**, Youth of European Nationalities delegate to the United Nations, New York

**Nov 2014 – March 2015**, Research internship at the Free University of Berlin, Germany, Access to very rich international databases, participation in doctoral seminars with students from Germany, research coordination by FU professor

**2013 – 2015**, Vicepresident of The Youth of European Nationalities, Berlin and Flensburg, Germany

**Oct 2008 – June 2009**, JOZEF Certificate – Management in Central and Eastern Europe, Vienna University of Economic Studies, Austria, European Integration, Strategies and Management in Central and Eastern Europe, Intercultural Management, International Human Resources Management, Governance and Strategy for NGOs

**Oct 2007 – March 2008**, Erasmus – Fachhochschule Gelsenkirchen, Germany, Presentation Techniques, International Trade, Cultural Institutions Management, Event Marketing

**June – August 2007**, Work and Travel, New York, United States

**08–15 December 2006**, „Simulation of The European Parliament for Youth”, first session in S-E Europe, Ohrid, Republic of North Macedonia

**July 2006, Certificate** – Management in changing Europe, Summer University Warsaw, Warsaw School of Economics, Poland, Knowledge Economy, Quality Management, Introduction to Network Economics, Project Management

## LANGUAGES

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**English** – Advanced

**German** – Advanced

**Italian** – Beginner





## SKILLS

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**Presentation and communication techniques:** courses at Fachhochschule Gelsenkirchen, at Vienna University of Economics course, courses with Mrs. Adriana Săftoiu and Mrs. Viorica Vatamanu

**Planning Skills:** Gained through organizing hundred of events

**Social Adaptability:** Developed during studies abroad, volunteer work in national NGO and international organizations, professional work in international companies

**Team Spirit and Customer Orientation:** As a project coordinator I have coordinated with many stakeholders in implementing successfully the projects.

**Effective Feedback Delivery:** Gained through coordination of Bachelor thesis and through mentoring trainees during my professional and volunteer activities

**Analytical Thinking:** Developed through the scientific work and consultancy activities