



## **TEODORESCU (VARGAS) Vanesa Mădălina**



**CURRENT POSITION:** Lecturer; Programme Director of Master in Business Strategy and Leadership; Assistant Editor Management and Marketing Challenges for Knowledge Society; Member of FABIZ School Council; Course Coordinator Leadership; Mini-track chair ICBE

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

**ORCID RESEARCHER ID:** <https://orcid.org/0000-0003-2532-4733>

**URL FOR PERSONAL WEBSITE:**

**LINKEDIN PROFILE:** <https://www.linkedin.com/in/vanesa-madalina-vargas/>

**EMAIL:** [vanesa.vargas@fabiz.ase.ro](mailto:vanesa.vargas@fabiz.ase.ro)

### **PROFILE**

Vanesa Madalina VARGAS is a Lecturer within the Bucharest University of Economic Studies, teaching Entrepreneurship, European Business Environment, and Leadership at the Faculty of Business Administration, in Foreign Languages. Her field of research is focused on E-Commerce, and her doctoral thesis was centered on the use of personal data in E-Business and Consumer Protection.

Vanesa's contributions extend beyond academia; she is deputy managing director for the HERMES network, dedicated to enhancing higher education and double degree agreements across universities. In addition to her academic endeavors, Vanesa is a dedicated researcher at the Institute for Economic Forecasting within the Romanian Academy. She plays a key role in the smooth running of both the International Conference on Business Excellence and the International Conference on Economics and Social Sciences.

Her educational background is diverse, holding degrees from the German section of the Faculty of Business Administration in Foreign Languages (both bachelor's and master's), coupled with a Bachelor of Laws achieved in 2019. Vanesa's commitment to lifelong learning and leadership is further evidenced by her tenure as a Konrad Adenauer Foundation scholar, her certification as a trainer in 2016, and her proactive involvement in government and community service—highlighted by her internship at the Romanian Government's Ministry for Small and Medium Enterprises and her transformative leadership as President of the Rotaract Club Deva



## EDUCATION

<b>Habilitation</b>	-
<b>Post-Doc</b>	-
<b>PhD (Doctorate)</b>	<b>2021</b> - PhD in Business Administration, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies. Doctoral Thesis - Personal Data Usage in E-Business and Consumer Protection
<b>Master</b>	<b>2018</b> - Master in Business Administration, German section, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies
<b>Bachelor</b>	<b>2019</b> - Bachelor in Law, Nicolae Titulescu University. <b>2016</b> - Bachelor in Business Administration, German section, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies

## PROFESSIONAL TRAINING

**2024** - Project Management Professional – PMP® Exam Prep, Edu, Bucharest, Romania.  
**2023** - Introduction to ChatGPT, Datacamp, online.  
**2016** - Training of trainers, Estudia Consult.  
**2015** - Course of Transparency and Integrity by Transparency International, Vilnius, Lithuania.  
**2013** - Certified translator and interpreter, Ministry of Justice, Romania.

## ACADEMIC EXPERIENCE

**2024 - Present:** Lecturer - Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Courses:

- European Business Environment.
- Introduction to Business Administration.
- Prototyping and Product Development.
- Business Negotiation.
- Leadership and performance management.

**2020- 2024:** Assistant Professor. Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Seminars:

- European Business Environment.
- Introduction to Business Administration.
- Economic Projects and Business Games.



- Entrepreneurship culture.
- Human Resources Management.
- Leadership and performance management.
- Scientific Research.

## RESEARCH PROFILE

Vanessa focuses her research on e-business, consumer protection, and personal data usage, exploring themes such as digital transformation, privacy regulations, and ethical data practices. Her work integrates interdisciplinary approaches, including legal analysis, business administration, and leadership studies, with an emphasis on policy implications and innovative educational methods.

## LIST OF PUBLICATIONS

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

1. Caraiani, P., Dima, A. M., Păun, C., Stamule, T., & Vargas, M. V. (2024). Production networks and resilience: How dense production networks shield economies in financial crisis. Plos one, 19(4), e0302012.
2. Ciucu-Durnoi, A. N., Delcea, C., Stănescu, A., Teodorescu, C. A., & Vargas, V. M. (2024). Beyond Industry 4.0: Tracing the Path to Industry 5.0 through Bibliometric Analysis. Sustainability, 16(12), 5251.
3. Ciucu (Durnoi), A.N., Stoychev, K., Delcea, C., Vargas, V.M. and Păuna, C., 2024. Regional SDG Performance in Bulgaria and Romania: Poverty, Education, and Decent Work. Amfiteatru Economic, 26(Special Issue No. 18), pp. 1208-1223. DOI: <https://doi.org/10.24818/EA/2024/S18/1208>.
4. Ciucu (Durnoi), A.N., Teodorescu, C.A., Vargas, V.M. and Ioanas, C., 2023. Analysing EU Countries' Digital Progress Towards Sustainable Development Goals. Amfiteatru Economic, 25(Special Issue 17), pp. 987-1002. WOS: 001101234800004.
5. Busu, M.; Vargas, M.V.; Anagnoste, S. (2023) Navigating the Intricate Relationship between Investments and Global Output: A Leontief Matrix Case Study of Romania. J. Risk Financial Manag. 16, 521. <https://doi.org/10.3390/jrfm16120521>.
6. Delcea C, Domenteanu A, Ioanăș C, Vargas VM, Ciucu-Durnoi AN. (2023) Quantifying Neutrosophic Research: A Bibliometric Study. Axioms. 12(12):1083. <https://doi.org/10.3390/axioms12121083>.
7. Dima, A. M., Busu, M., & Vargas, V. M. (2022). The mediating role of students' ability to adapt to online activities on the relationship between perceived university culture and academic performance. Oeconomia Copernicana, 13(4), 1253-1281. <https://doi.org/10.24136/oc.2022.036> WOS:000907675800009
8. Busu, M., Caraiani, P., Hadad, S., Incze, C. B., Vargas, M.V. (2021) The performance of publicly funded startups in Romania, Economic Systems, Volume 45, Issue 3, 2021, 100908, ISSN 0939-3625, <https://doi.org/10.1016/j.ecosys.2021.100908>. WOS: 000696715600013



9. Cristian-Bogdan Onete, Vanesa Madalina Vargas, Sandra Diana Chita. (2020) Study on the Implications of Personal Data Exposure on the Social Media Platforms, Transformations in Business & Economics, Vilnius University, Vol. 19, Issue 2, pp 243-258, WOS:000535674300014, IF: 1.058 (2018), ISSN: 1648-4460. WOS:000535674300014
10. Cristian Bogdan Onete, Sandra Diana Chița, Vanesa Madalina Vargas, Sonia Budz (2020) – DECISION-MAKING PROCESS REGARDING THE USE OF MOBILE PHONES IN ROMANIA TAKING INTO CONSIDERATION SUSTAINABILITY AND CIRCULAR ECONOMY, Information, vol. 11, nr. 10, pg. 1-19, ISSN 2078-2489, Indexata ISI Thomson, <https://www.mdpi.com/2078-2489/11/10/473>, DOI: 10.3390/info1100473
11. Mihail Busu, Vanesa Madalina Vargas, Alexandru Gherasim. (2020) An Analysis of The Economic Performances Of The Retail Companies in Romania, Management & Marketing. Challenges for the Knowledge Society, Vol. 15, Nr. 1, pp 125-133, ISSN 2069-8887, Indexata ISI Thomson, <https://content.sciendo.com/view/journals/mmcks/15/1/mmcks.15.issue-1.xml>
12. Vanesa Madalina Vargas. (2020) Promoting Policies of the Romanian Gas Companies towards a Sustainable Consumption and the Consumer Protection, Review of International Comparative Management, Volume 21, Issue 2, pp 165-176, Indexata in minim 2 baze de date international, <http://www.rmci.ase.ro/no21vol2/04.pdf>
13. Cristian Bogdan Onete, Sonia Budz, Sandra Diana Chița, Vanesa Mădălina Vargas. (2020) – The influence of sharing economy in the Romanian tourism. Case study about Airbnb. JOURNAL OF CRITICAL REVIEWS, ISSN- 2394-5125 VOL 7, ISSUE 15, 2020.
14. Vanesa Madalina Vargas, Sonia Budz (2019) Opportunities and Challenges in the E-Commerce of the Food Sector, Calitatea acces la succes, vol. 20, nr. S2, pp 645-649, ISSN 1582-2559, Indexata ISI Thomson, [https://www.srac.ro/calitatea/arhiva\\_suplimente.html](https://www.srac.ro/calitatea/arhiva_suplimente.html)
15. Vanesa Mădălina Vargas (2018) Analysis of the E-Commerce Development in the Balkans, Academic Journal of Economic Studies, vol. 4, nr. 3, pp 63-69, ISSN 2393-4913, Indexata in minim 2 baze de date internationale, <https://www.cceol.com/search/article-detail?id=696062>

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

1. Vargas, V. M., Oancea, M., Teodorescu, C. A., & Saftiuc, B. P. (2024). Understanding Public Perception of Internet Security in the European Union. In Proceedings of the International Conference on Business Excellence (Vol. 18, No. 1, pp. 1477-1485). Sciendo.
2. Vargas, V. M., CIUCU, A. N., Teodorescu, C. A., & Delcea, C. (2024). Mapping Circular Economy Performance: EU Member States Analysis and Insights. In Proceedings of the International Conference on Business Excellence (Vol. 18, No. 1, pp. 1398-1412). Sciendo. ESPERA 2022
3. Teodorescu, C., Ciucu Durnoi, A. & Vargas, V. (2023). The Rise of the Mobile Internet: Tracing the Evolution of Portable Devices. ISI Proceedings of the International Conference on Business Excellence, WOS:001033505100038, 17(1) 1645-1654. <https://doi.org/10.2478/picbe-2023-0147>
4. Vargas, V., Niță, S., Marin, A., Joga, F. & Stoica, M. (2022). Greening: politics and economics for social auditing. Sport management as common denominator. Proceedings of the International Conference



- on Business Excellence,16(1) 575-583.  
<https://doi.org/10.2478/picbe-2022-0055> WOS: 000837589800022
5. Vargas,V., Oancea,M., Saftiuc,B., Vrana,N. & Teodorescu,C. (2022). Analysis of the digital platforms developed by the Romanian Authorities during the COVID-19 pandemic. Proceedings of the International Conference on Business Excellence,16(1) 1329-1339. <https://doi.org/10.2478/picbe-2022-0121> WOS: 000837579900034
  6. Vanesa MadalinaVargas, Sonia Budz, Cristian Bogdan Onete. (2021) - The relationship between human resources activities and the general data protection regulation The International Conference on Business Excellence, 18-20 March, 2021, publicat in. Proceedings of the International Conference on Business Excellence, Vol. 15, No. 1, pp. 552-559 <https://sciendo.com/article/10.2478/picbe-2021-0050> WOS: 000747987100022
  7. Emanuela ANTON, Cosmin Alexandru TEODORESCU, Vanesa Madalina VARGAS (2020) - Perspectives and reviews in the use of narrative strategies for communicating fake news in the tourism industry, The 14th International Conference on Business Excellence, ICBE, 11-12.06.2020, București, Romania, publicat in Proceedings of the International Conference on Business Excellence, pp 728-734, ISSN 2558-9652, conferinta Internationala, [https://content.sciendo.com/view/journals/picbe/picbe-overview.xml?tab\\_body=latestIssueToc-78033](https://content.sciendo.com/view/journals/picbe/picbe-overview.xml?tab_body=latestIssueToc-78033) WOS: 000556549000069
  8. Cristian Bogdan ONETE, Sonia BUDZ, Sandra Diana CHIȚA, Vanesa Mădălina VARGAS (2020) - Aspects Relating The Influence Of E-Learning Blogs On Csr In Digital Organizations, 4th International Virtual Conference on Educational Research and Innovation, CIVINEDU, 9/23/2020, Madrid, Spania, publicat in CONFERENCE PROCEEDINGS 4th International Virtual Conference on Educational Research and Innovation CIVINEDU 2020, pg. 565-566, ISSN, ISBN 978-84-09-22966-6, conferinta Internationala, <https://www.civinedu.org/book-of-abstracts/>
  9. Cristian Bogdan ONETE, Sandra Diana CHITA, Vanesa Madalina VARGAS (2020) - The impact of fake news on the real estate market, The 14th International Conference on Business Excellence, ICBE, 11-12.06.2020, Bucuresti, Romania, publicat in Proceedings of the International Conference on Business Excellence, pp 316-323, ISSN 2558-9652, conferinta Internationala, [https://content.sciendo.com/view/journals/picbe/picbe-overview.xml?tab\\_body=latestIssueToc-78033](https://content.sciendo.com/view/journals/picbe/picbe-overview.xml?tab_body=latestIssueToc-78033) WOS: 000556549000030
  10. Bogdan Cristian ONETE, Sonia Budz, Vanesa Mădălina VARGAS and Sandra Diana CHIȚA (2020) - The Relationship Between E-Learning And Sustainability. The Blog As A Future E-Learning Tool, BASIQ 2020, BASIQ, 6/4/2020, Messina, Italia, publicat in BASIQ 2020 Conference Proceedings, pg. 675-682, ISSN , ISBN 2457- 4831, conferinta Internationala, <https://www.conference.ase.ro/basiq-2020/> WOS: 000630165800086
  11. Bogdan Cristian ONETE, Sandra Diana CHIȚA, Doru Alexandru PLEȘEA and Vanesa Mădălina VARGAS (2020) - The Use Of Hashtags To Promote Sustainability, BASIQ 2020 , BASIQ, 6/4/2020, Messina, Italia, publicat in BASIQ 2020 Conference Proceedings, pg. 848-855, ISSN , ISBN 2457- 4831, conferinta Internationala, <https://www.conference.ase.ro/basiq-2020/> WOS: 000630165800109
  12. Bogdan Cristian ONETE, Sonia BUDZ, Vanesa VARGAS, Kejo STAROSTA (2019) - Spirituality, A Factor Of





- Sustainability, 5th BASIQ International Conference , BASIQ, 5/30/2019, Bari, Italia, publicat in BASIQ INTERNATIONAL CONFERENCE New Trends in Sustainable Business and Consumption 2019 CONFERENCE PROCEEDINGS, pp 44-50, ISSN 2457-4831, ISBN , conferinta Internationala, <http://conference.ase.ro/> WOS: 000478861800004
13. Roxana SÂRBU, Vanesa Mădălina VARGAS, Anca PURCĂREA (2019) – ASPECTS REGARDING THE USE OF PERSONAL DATA ON THE INTERNET, 5th BASIQ International Conference , BASIQ, 5/30/2019, Bari, Italia, publicat in BASIQ INTERNATIONAL CONFERENCE New Trends in Sustainable Business and Consumption 2019 CONFERENCE PROCEEDINGS, pp 560-566, ISSN 2457-4831, ISBN , conferinta Internationala, <http://conference.ase.ro/> WOS: 000478861800071
14. Vanesa Madalina VARGAS (2019) – THE NEW ECONOMIC GOOD: YOUR OWN PERSONAL DATA. AN INTEGRATIVE ANALYSIS OF THE DARK WEB, The 13th International Conference on Business Excellence, ICBE, 3/21/2019, Bucuresti, România, publicat in Proceedings of the International Conference on Business Excellence, pp 1216-1226, ISSN 2558-9652, ISBN , conferinta Internationala, <https://content.sciendo.com/view/journals/picbe/13/1/picbe.13.issue-1.xml> WOS: 000501603000107
15. Vanesa Mădălina VARGAS (2018) The Development of Entrepreneurship in Romania at Regional Level: Transylvania Region, STRATEGICA International Conference 2018, STRATEGICA, 10/11/2018, Bucuresti, România, publicat in STRATEGICA International Academic Conference, pp 1365-1382, ISBN 978-606-749-365-8, conferinta internationala, <http://strategica-conference.ro> WOS: 000482078200116
16. Cristian Bogdan ONETE, Viorel VASILE, Vanesa Madalina VARGAS (2018) – ONLINE BUSINESS MODELS AND TYPOLOGIES, BASIQ International Conference 2018, BASIQ, 5/31/2018, Heidelberg, Germania, publicat in BASIQ INTERNATIONAL CONFERENCE New Trends in Sustainable Business and Consumption, pp 579-584, ISSN 2457-4831, ISBN , conferinta Internationala, <http://conference.ase.ro/past-conferences/basiq-2018/> WOS: 000462608500072
17. Vasile Alecsandru STRAT, Ion Daniel ZGURĂ, Vanesa VARGAS, Sorin Anagnoste (2018) – THE EVOLUTION OF THE ENTREPRENEURSHIP IN ROMANIA – A QUANTITATIVE APPROACH AT A REGIONAL LEVEL, BASIQ International Conference 2018, BASIQ , 5/31/2018, Heidelberg, Germania, publicat in BASIQ INTERNATIONAL CONFERENCE PROCEEDINGS, pp 785-792, ISSN 2457-4831, ISBN , conferinta Internationala, <http://conference.ase.ro/past-conferences/basiq-2018/> WOS: 000462608500098

**List of books & book chapters:**

1. Vargas, V.M. (2023) Securitatea datelor personale în era digitală a comerțului electronic. București: Editura ASE, 2023. Colecția Per aspera ad astra ISBN 978-606-34-0485-6.
2. Vargas, M.V., Teodorescu, C.A. (2024). Study regarding the use of mobile phones in Romania. The 9th International Conference – ESPERA 2022, "Economic Scientific Research – Theoretical, Empirical and Practical Approaches" ESPERA. ISBN: 978-3-031-47924-3.
3. Păuna, C.B., Jula, D., Iordan, M., Jula, D.M., Bilevsky, G., Diaconescu, T., Vargas, V., Chilian, N.M., Ciucu, A.N. (2023). Reziliența regională. Perspective teoretice și practice în perioade de criză economică.



Editura Economică, ISBN 978-606-093-043-3.

4. Vargas, V.M., Nita, S.C., Hoinaru, R. (2022). Study Regarding the Impact of ICT Development on Romania's Economic Growth. In: Busu, M. (eds) Digital Economy and New Value Creation. ICBE 2021. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-031-07265-9\\_1](https://doi.org/10.1007/978-3-031-07265-9_1)
5. Alina D.M., Miguel F.L., Marian N., Mihail B., Vanesa V.M. (2021) The Challenges of the Higher Education Sector. The Impact of COVID-19 Crisis on the Educational Process—Case of Romania. In: Dima A.M., Anghel I., Dobrea R.C. (eds) Economic Recovery After COVID-19. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-030-86641-9\\_3](https://doi.org/10.1007/978-3-030-86641-9_3).

## SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

Management & Marketing Journal, Sciendo – Assistant Editor, 2019 – present.

The International Conference on Economics and Social Sciences – Assistant Editor, 2020 – present.

The International Conference on Business Excellence – Chair 2021 – present.

Review activity for Cogent business & management Journal, 2024.

Review activity for Journal of theoretical and applied electronic commerce research, 2023.

Review activity for Sustainability, 2023.

Review activity for Societies, 2022.

## PROJECTS

**September 2023 – Present:** Contract 760047/23.05.2023, cod CF 158/15.11.2022, Accountable Governance and Responsible Innovation in Artificial Intelligence, Post-doc.

**2023:** Proiect Instituțional Studiu cu privire la contextul și efectele aderării României la Spațiul Schengen. Expert.

**2023:** Proiect Instituțional Analiza surselor de incertitudine cu privire la previzionarea evoluției mediului economic național în contextul locurilor socio-economice globale recente. Expert.

**2022:** Creșterea performanței instituționale prin dezvoltarea infrastructurii și ecosistemului de cercetare de excelență transdisciplinară în domeniul socio-economic. Expert.

**2022:** Proiect Instituțional Analiza impactului incertitudinilor actuale asupra mediului economic, ediția 2022. Expert.

**2022:** CNFIS-FDI-2022-0472 Dezvoltarea capacității instituționale pentru cercetarea științifică în Academia de Studii Economice din București prin creșterea vizibilității științifice și a sustenabilității, promovând practicile științei deschise. Expert.

**2021:** Proiect Instituțional Strategia de cercetare a ASE 2021-2030. Member.

**2021-2023:** PN-III-P4-ID-PCE-2020-0557. The transmission of shocks in network economies: mechanisms and their implications for economic policies, Member.



**2020:** *FSS ReStart Economia. Măsurile de combatere a efectului economic și social al COVID 19 în România.* Member.

**2019:** *Proiect Instituțional Diversificarea și modernizarea structurilor de sprijin a afacerilor existente în economia românească.* Member.

## OTHER RELEVANT PROFESSIONAL EXPERIENCE

**2024** – present: Deputy Managing Director, Higher Education and Research in Management of European Universities (HERMES), Strasbourg, France

**2021** – present: Scientific Researcher, Institute for Economic Forecasting, Romanian Academy

## PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

Society Business for Business Excellence Association member: 2019 – Present.

## INDUSTRY AND SOCIETAL ENGAGEMENT

Rotaract Club Deva – Past President

## LANGUAGES

**German** – Intermediate

**English** – Advanced

## SKILLS

**Strong Research Skills:** Conducted extensive research on e-business, personal data usage, and consumer protection, demonstrated through publications in high-impact journals.

**Teaching Excellence:** Designed and delivered courses on entrepreneurship, leadership, and European business environment, engaging over 500 students at Bucharest University of Economic Studies.

**Innovative Mentoring:** Guided students through gamified learning and structured debates, fostering critical thinking and problem-solving skills in academic settings.

**Conference Organization:** Coordinated international academic conferences, enhancing collaboration and knowledge dissemination.

**Effective Communication:** Delivered lectures and presentations in German, English, and Romanian, effectively reaching diverse academic and professional audiences.

**Analytical Thinking:** Applied legal and business analysis to evaluate regulatory challenges and algorithmic decision-making systems, contributing to interdisciplinary research.

**Leadership Abilities:** Demonstrated through roles such as Deputy Managing Director of the HERMES network and Past President of Rotaract Club Deva, leading teams and projects.





**Time Management:** Balanced academic, research, and administrative responsibilities, meeting deadlines for projects, publications, and teaching activities.

**Social Adaptability:** Gained through international experiences, such as scholarships and collaborations with global academic networks, fostering cross-cultural understanding.