



DAN (PREJMEREAN) Mihaela – Cornelia

CURRENT POSITION: Professor; Course Coordinator Customer Relationship Management; Mini-track chair ICBE

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

ORCID RESEARCHER ID: <https://orcid.org/0000-0001-7907-742X>

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE: <https://www.linkedin.com/in/mihaela-cornelia-dan-702a931a9/>

EMAIL:

PROFILE

Prof. Dan combines academic and research experience with that of an entrepreneur, trainer, and consultant. Research interests are grouped around marketing, customer relations, and entrepreneurship. Over time, with the country's development, an interest in European business has been added.

She constantly advises bachelor's and master's theses and occasionally serves on the doctoral coordination teams.

She also has extensive experience as a project manager/project director in research projects, projects for start-up funding, or institutional development (development of the university incubator).



EDUCATION

Habilitation -

Post-Doc -

PhD (Doctorate) **2010–2012**, Post-Doc, Field: Regional development, Project title: Increasing competitiveness in the field of regional development through cluster-type partnerships between universities and the business environment
Bucharest University of Economic Studies, Bucharest, Romania

Master **2000 – 2002**, Master degree in Marketing and Business Communication, Faculty of Marketing, Academy of Economic Studies, Bucharest, Romania
2015 – 2017, Master Degree, EDURES – Communication in English for Research and Teaching, Bucharest University of Economic Studies, Bucharest, Romania

Bachelor **1996 – 2000**, Licentiate Economist, Enterprise Economy, Faculty of Economic Studies in Foreign Languages, Academy of Economic Studies, Bucharest, Romania

PROFESSIONAL TRAINING

2009 – 2010 Continuous Education Certificate, Specialization: University Management, Academy of Economic Studies of Bucharest, Romania

2024 Training in Artificial Intelligence, module CONCEPTS FOR ARTIFICIAL INTELLIGENCE: Data and Network Intelligence – Exploring AI and Social Networks, Bucharest University of Economic Studies, Bucharest, Romania

ACADEMIC MANAGEMENT

2016 – 2018 Director, Entrepreneurial Society for Students (the business incubator of the Bucharest University of Economic Studies) – Coordination of business incubator activities, organization of events for young entrepreneurs, and students interested in entrepreneurship, providing consultancy for starting and developing businesses;

2022 – 2024 Academic Manager, Master of Entrepreneurship, Bucharest University of Economic Studies – Responsible for the academic content of the program, communication with the students and professors, different administrative tasks

ACADEMIC EXPERIENCE

Since 2017 University Professor

2009 – 2017 Associate Professor



2007 – 2009 Lecturer

2002 – 2007 University Assistant

2000 – 2002 Teaching Assistant

Subjects taught in present:

- European Business Environment (BBA German stream, FABIZ)
- Customer Relationship Management (BBA English stream, FABIZ)
- Understanding Consumer Needs (Master in Entrepreneurship, FABIZ)
- Marketing (BBA German stream, FABIZ)

Subject taught in the past (2000 – 2025):

- Business Communication in New Media (Master of Business Administration – German stream, FABIZ)
- International Marketing (BBA German stream, FABIZ)
- Economic Project and Game Theory (BBA English stream, FABIZ)
- Market Research (former German-Romanian MBA, Bucharest University of Economic Studies)
- Scientific Writing (former Master of Business Administration and Entrepreneurship – English stream, FABIZ)

RESEARCH PROFILE

Currently, the research interest is entrepreneurship and the impact of AI on business in general, and on customers in particular.

Between 2023–2026, she is a member of a research project and the topic of interest is the changing nature of work under the influence of AI.

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Ticau, I.R., Dan, M.C., Hadad, S., Nistoreanu, P. (2023): Sustainable Development in Peri-Urban Regions: A Triangulation Analysis, Sustainability, vol. 15, nr. 9, 2023, pg. 1 – 20, WOS:001095106800001
2. Bratianu, C., Dan, M.C. (2014): Intergenerational learning in universities. Case Study: Bucharest University of Economic Studies, Marketing & Management. Challenges for the Knowledge Society, Volume 8, Special Issue, pag. 95–102, Decembrie 2013
3. Dan, M.C. (2013): Why Should University and Business Cooperate? A Discussion of Advantages and Disadvantages, International Journal of Economic Theories and Practices, vol. 3 (1), http://www.ijept.org/index.php/ijept/article/view/Why_Should_University_and_Business_Cooperate%3F_A_Discussion_of_Advantages_and_Disadvantages/pdf
4. Dan, M.C.(2012): The Third Mission of Universities in the Development Strategy of Vienna City, Informatica Economica, vol. 16, nr. 4, 2012, pg. 49 – 56



5. Dan, M.C. (2012): The necessity of clusters for modern management, *The Review of International Comparative Management / Revista de Management Comparat International*, vol. 13, nr. 5, 2012, pg. 778 – 792
6. Dan, M.C. (2012): Spatial and Systemic Perspective on Innovation, *European Journal of Interdisciplinary Studies*, Vol.4, Issue 2, 2012, pag. 66–76, <http://www.ejist.ro/files/pdf/364.pdf>
7. Dan, M.C. (2012): Innovative clusters: a solution for the economic development of Romania, *Economie Teoretică și Aplicată*, vol. XIX (2012), nr. 9 (574), 2012, pg. 5 – 16
8. Dima, A.M., Vasilache, S., Dan, M., (2011) The Relationship between University Research and the Marketability of Universities, *Amfiteatru Economic*, vol 30, pag.464-473, file:///C:/Users/Admin/Downloads/Article_1062.pdf
9. Lefter, V., Dan, M., Vasilache, S.,(2010) Statistical analysis of the evolution of values in human resources perspective, *Economic computation and economic cybernetics studies and research*, Vol.3, pp. 5-22, ISSN 0424-267X <http://www.ecocyb.ase.ro/cont32010/ABSTRACTS,%203,2010.pdf>
10. Dan, M.C., Vasilache, S.: Recent Trends in Lifestyle Research: A Literature Review Perspective, *Management&Marketing.Challenges for the Knowledge Society*, (2010), Vol.5, No.4, pp.111-120, <http://www.managementmarketing.ro/pdf/articole/205.pdf>
11. Prejmerean, M., Vasilache, S., Changes in family structure in transition Romania. A lifestyle approach, *Review of Research and Social Intervention (Revista de Cercetare si Interventie Sociala)* , 27/2009, pp. 66-81, ISSN 1583-3410, http://www.rcis.ro/images/documente/rcis27_04.pdf
12. Prejmerean, C., Vasilache, S., Study regarding customer perception of healthcare service quality in Romanian clinics, based on their profile, *Amfiteatru economic*, 26/2009, pp. 298-302, ISSN 1582-9146 (ISI), file:///C:/Users/Admin/Downloads/Article_869.pdf
13. Prejmerean, MC., Vasilache, S. (2009) The European integration of Germans, between pride and trust. *Studia Europaea*, 1/ 2009. ISSN: 1224-8746, http://www.euro.ubbcluj.ro/studia/issues/steur2009_1.pdf
14. Prejmerean, MC, Vasilache, S. Generational identity: values and behaviours of young Romanians, *Europolis*, 5/2009, pp. 524-536, ISSN 1582-4969 <http://europolis.politicalanalysis.ro/archive/issue-5-2009/>
15. Lefter, V., Prejmerean, M.C., Vasilache, S., Three way analysis of the relationship between lifestyle types and discrimination on ESS data, *Economic Computation and Economic Cybernetics Studies and Research*, 42 (3-4), 2008, ISSN: 0424 – 267 X. <http://www.ecocyb.ase.ro/abstracts,%203,4,2008.pdf>
16. Prejmerean, M.C., Vasilache, S. A LSCM Approach to the Romanian Pharmaceuticals Market, *Amfiteatru Economic*, 24/2008, pp. 166-170, ISSN 1582-. 9146 file:///C:/Users/Admin/Downloads/Article_30.pdf
17. Prejmerean, M., Vasilache, S., Information-Getting Patterns of Young European Graduates, *Revista Română de Marketing*, 3 (2), pp. 58-95, 2008, http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=116
18. Lefter, V., Prejmerean, M.C., Vasilache, S. The Dimensions of organizational learning in Romanian



- companies. A human capital perspective, Theoretical and Applied Economics, 2008, ISSN 1841-8678
<http://www.store.ectap.ro/articole/339.pdf>
19. Vasilache, S., Prejmerean, M., Estimation of Romanian Hospitals Efficiency in Relation to Hospital Market Competition, Management & Marketing, 3 (3), 2008, ISSN: 1842-0206
<http://www.managementmarketing.ro/pdf/articole/112.pdf>
20. Prejmerean, M., Vasilache, S., Personal values as determinants of Romanians' Euro-attitudes, Calitatea – Acces la succes, special issue, September 2008, ISSN: 1582-2559
21. Prejmerean, M., Vasilache, S., A Three-Way Analysis of the Academic Capital of a Romanian University, Journal of Applied Quantitative Methods, 3 (2), pp. 129-138, 2008, ISSN: 1842-4562
http://www.jaqm.ro/issues/volume-3,issue-2/2_prejmerean_vasilache.php
22. Vasilache, S. Prejmerean, M. The competitive outcomes of organizational intelligence in the Romanian hospitals market, Lex et Scientia, XV, 3/2008, ISSN: 1583-039X
23. Prejmerean, M., Vasilache, S., A three-way analysis of the organizational learning0 characteristics of a Romanian university, Studia Oeconomica, 1/2008, ISSN: 2065 – 9644
http://studiaoconomica.ubbcluj.ro/Abstract/volume531/abstract_02.pdf
24. Bratianu, C., Prejmerean, M., Vasilache, S., Satisfaction level simulation of a univeristary hospital patients using a neural network, Studii și cercetări de calcul economic și cibernetică economică, 42 (4), pp. 95-102, 2008, ISSN: 0585-7511 <http://www.revciib.ase.ro/REZUMATE,%204,2008,ROM.pdf>
25. Prejmerean M.C., Vasilache, S., Pharmaceutical Marketing in the Sanitary-Veterinary Sector ,Management și Marketing, anul II, nr.2(6)/2007, pp.71-76
<http://www.managementmarketing.ro/pdf/articole/63.pdf>
26. Prejmerean M.C., Dima A.M., Customer Relationship Management în Management și Marketing, anul I, nr.4/2006, ISSN: 1842-0206. <http://www.managementmarketing.ro/pdf/articole/33.pdf>
27. Prejmerean M.C., Specializarea marketingului în domeniul sanitar-veterinar în Management și Marketing, anul I, nr.2/2006, pag. 109-122, ISSN: 1842-0206.
<http://www.managementmarketing.ro/pdf/articole/17.pdf>
28. Prejmerean, M.C., Universities in the free-market economy. Solutions for their marketing în Management și inginerie economică, vol. 6/nr.4, 2006, Editura Toderesco, Cluj-Napoca, ISSN 1583-624X, <http://www.rmee.org/20engleza.htm>
29. Prejmerean, M., Vasilache, S. Standards and Markets for University-Originated Organizational Intelligence, 2007, 3 University of Munich Working Paper Series, indexată în IDEAS/REPEC

List of papers published in conference proceedings:

1. Trocinescu, B., Dan, M.C. (2024): The Romania-Brazil Trade Relationship under the Threat of the Coronavirus Pandemic and the War in Ukraine, Proceedings of the 18th International Conference on Business Excellence, Volume 18, Issue 1, pp.635-642
2. Dan, M.C., Goia, S.I. (2020): Challenges for entrepreneurs amidst the COVID-19 crisis, New Trends in Sustainable Business and Consumption, BASIQ International Conference, pag.602-610



3. Dan, M.C, Pena, E. and Bacsis, A.M. (2020): Efficient institution in the context of environmental policies, Proceedings of the International Conference on Business Excellence, vol.14, no.1, pp.531-547. <https://doi.org/10.2478/picbe-2020-0050>
4. Dan, M.C. (2019): Sustainable Entrepreneurship in the Romanian Sports Industry, Proceedings of the International Conference on Business Excellence, Vol.13, Issue 1, pag. 647-654
5. Dan, M.C., Goia, S.I. (2018): Entrepreneurship and Regional Development. A bibliometric analysis, Proceedings of the International Conference on Business Excellence, Vol.12, Issue 1, pag. 276-287
6. Dan, M.C., Popescu, A.I. (2018): Entrepreneurship Education in Romanian Universities: Developing Student Entrepreneurial Behaviour, Proceedings of EDULEARN18: 10th International Conference on Education and New Learning Technologies, pag. 10130-10138
7. Dan, M.C., Popescu, C. (2017): Entrepreneurship in the rural areas of Romania. The impact of the 2007-2013 EU funding programs, Proceedings of the International Conference on Business Excellence, Vol.11, Issue 1, pag. 1129-1136
7. Dan, M.C. (2011): Competitiveness, regional development and clusters in the Romania context, Proceedings of the 6th International Conference on Business Excellence, Brasov, Romania, pp.165-168
8. Dan, M.C. (2010): Who needs who? A Conceptual Approach about the Cooperation University - Business Environment, Proceedings of the 5th International Conference on Business Excellence, pp.134-137
9. Dan, M.C., Vasilache, S., Dima A.M. (2009): Customer Satisfaction Assessment using Neural Networks Modelling, ANNALS OF DAAAM FOR 2009 & PROCEEDINGS OF THE 20TH INTERNATIONAL DAAAM SYMPOSIUM, Vienna, Austria, Volume 20, pp. 1579-1580
10. Vasilache, S., Dan, M.C. (2009): ROMANIAN PATIENTS' CUSTOMER PERCEPTION OF HEALTHCARE QUALITY, ANNALS OF DAAAM FOR 2009 & PROCEEDINGS OF THE 20TH INTERNATIONAL DAAAM SYMPOSIUM, Vienna, Austria, Volume 20, pp. 1907-1908
11. Dima, A.M., Vasilache, S., Prejmorean, M. (2009): Companies predisposition to horizontal agreements modeled by neural networks, IACSIT-SC 2009: INTERNATIONAL ASSOCIATION OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY - SPRING CONFERENCE, Singapore, pp. 414-418
12. Prejmorean, M., Mitrut, C., Vasilache, S., Serban, D. (2009): KNOWLEDGE TECHNOLOGIES DRIVEN CHANGES IN YOUNG PEOPLE'S LIFESTYLES, MANAGEMENT OF TECHNOLOGICAL CHANGES, 6th International Conference on the Management of Technological Changes, Alexandroupolis, Greece, VOL 2, pp. 773-776
13. Dima, A.M., Prejmorean, M., Vasilache, S. (2009): The Helix of Knowledge Management - Innovation - Competition on the Global Market, European Conference on Intellectual Capital, PROCEEDINGS OF THE EUROPEAN CONFERENCE ON INTELLECTUAL CAPITAL, Harleem, Netherlands, pp. 152-161
14. Prejmorean, M., Vasilache, S. (2008): THE USE OF MARKOV MODELS FOR IMPROVING CUSTOMER RELATIONSHIP MANAGEMENT IN ROMANIAN BANKS, ANNALS OF DAAAM FOR 2008 & PROCEEDINGS OF THE 19TH INTERNATIONAL DAAAM SYMPOSIUM, 19th International Symposium of the Danube-Adria-Association-for-Automation-and-Manufacturing, Trnava, Slovakia, pp. 1139-1140
15. Dima, A.M., Prejmorean, M. (2006): CHALLENGES AND OPPORTUNITIES OF MONETARY INTEGRATION - THE EXPERIENCE OF CEE COUNTRIES: LESSONS FOR ROMANIA, Proceedings of the International Conference



on Business Excellence, Brasov, Romania, pp. 122–128

16. Prejmerean, M., Dima, A.M. (2006): CUSTOMER RELATIONSHIP MANAGEMENT – A CHALLENGE TO SUCCESS FOR ROMANIAN COMPANIES, Proceedings of the International Conference on Business Excellence, Brasov, Romania, pp. 382–387

List of books & book chapters:

1. Dan, M.C., Negruțiu C. (2022) : Antreprenoriatul : trecut, prezent și viitor în Simion, I., Păltineanu, C., Stoian, M., Smart Finance – De la start-upuri inovative la Unicorni, editura Club România, pag. 94–98
2. Dan, M.C., Goia (Agoston), S.I., Roșca, V.I. (2022). Reducing the Socio-economic Impact of COVID-19 Crisis Through Public Measures and Support Schemes. In: Fotea, S.L., Fotea, I.Ș., Văduva, S. (eds) Navigating Through the Crisis – A special Issue on the Covid 19 Crises. GSMAC 2020. Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-030-82755-7_11
3. Dan, M.C., Agoston, S.I.G., Hadad, S. (2022). COVID-19 Crisis Among Romanian Entrepreneurs—Challenges and Support Measures. În: 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_18
4. Dan, M.C., (2013): Cooperarea universitate–mediul de afaceri in Uniunea Europeana. Modalitati de crestere a competitivitatii in dezvoltarea regionala prin parteneriate de tip cluster intre universitate si mediul de afaceri, Editura ASE București, ISBN 978-606-505-666-4
5. Vasilache, S., Prejmerean, M., (2012): Genetic analogies of knowledge generation, in Baumeister, H.-P., Kramer, M., Seiter, S. (eds.), Knowledge economy. A multilayer challenge for European regions, Metropolis Verlag, Weimar, Germania
6. Prejmerean, M., Vasilache, S., (2012) Relational strategies for enhancing regional competitiveness, in Baumeister, H.-P., Kramer, M., Seiter, S. (eds.), Knowledge economy. A multilayer challenge for European regions, Metropolis Verlag, Weimar, Germania
7. Dan, M.C., Vasilache, S., Dima, A.M. (2010): Culturally-Bound Innovation in Romanian Teaching and Research Hospitals in Eardley, A., Uden, L. (2011): Innovative Knowledge Management: Concepts for Organizational Creativity and Collaborative Design, Pennsylvania: IGI Global, <http://www.igi-global.com/chapter/culturally-bound-innovation-romanian-teaching/47231>,
8. Dan, M., Vasilache, S. (eds.)(2010): Dinamica stilurilor de viață în epoca modernă, Curtea Veche, București, 2010, ISBN 9789731983486
9. Prejmerean Mihaela–Cornelia, (2009) Customer Relationship Management, Editura ASE București, ISBN: 978-606-505-210-9
10. Brătianu, C. (coord.), Vasilache, S., Mândruleanu, A., Dumitru, I., Prejmerean, M., Amza, V.D., (2009): Capitalul intelectual organizațional, Editura ASE, București, ISBN: 978-606-505-192-8
11. Prejmerean, M., Vasilache, S., (2008) What's worth a university. Changes in the lifestyles and status of post-2000 European graduates, Grin Verlag, München, Germania, ISBN 9783638065559



12. Vasilache, S., Prejmerean, M., (2008): The genetic model of innovation, in Marja Naaranoja (ed.) Knowledge management in organisation, University of Vaasa, Finland
13. Prejmerean, M., Vasilache, S., (2007) Towards a Common Educational Policy. Facts and Assumptions, in European Union at the Crossroads: the Need for Constitutional and Economic Changes, Justyna Maliszewska-Nienartowicz (ed.), Phu Salus, Poland, ISBN: 9788372853431 8372853436
14. Prejmerean, M., Vasilache, S. (2008): Perceptions of organizational overlearning in universities, in Marja Naaranoja (ed.) Knowledge management in organisation, University of Vaasa, Finland, ISBN 978-952-476-232-8
15. Brătianu, C., Prejmerean, M., Vasilache, S., Jianu, I., (2007): Competitiveness Through University IC on European Education Market, in Pieter Bielik (ed.), The Path of Internationalization and Integration in the Europe of Regions, Slovak University of Agriculture Press, Nitra, Slovenia
16. Bogdan, A., Prejmerean, M., Vasilache, S., (2007): Research Activity as an Indicator of Market Competitiveness. The Case of Postadhesion Romanian Business Education, in Pieter Bielik (ed.), The Path of Internationalization and Integration in the Europe of Regions, Slovak University of Agriculture Press, Nitra, Slovenia
17. Filip, A., Pop, N.A.I, Prejmerean, M.C. (2007): Caracteristicile învățământului superior de marketing din Uniunea Europeană in Catoiu, I, Balan, C., (2007): Armonizarea învățământului superior de marketing din România cu sistemele existente în Europa din perspectiva integrării în Uniunea Europeană, ISBN 978-973-594-897-9
18. Vasilache, S., Prejmerean, M., (2007): Romanian Universities' Reform from the Viewpoint of a Common Educational Policy, in: Dobrescu, P., Tăranu, A., Bărgăoanu, A. (eds.) Globalization and policies of development, Comunicare.ro, București

SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

2018 – Present International Conference of Business Excellence (ICBE) – Chair, editor and reviewer

2006 – 2007, 2014 – 2015 International Conference of Business Excellence (ICBE) – Organizer

PROJECTS

International projects – project manager

1. *Succesful Intergenerational Learning through Education, Validation and Research – SILVER, proiect de cercetare finanta de Comisia Europeana, nr. 517557-LLP-1-2011-1-NL-GRUNDTVIG-GMP, perioada de derulare: ianuarie 2011-decembrie 2013, modul de obținere prin competitie, director de proiect international : Universitate Inholland, Olanda, director de proiect ASE: conf.univ.dr. Mihaela-Cornelia Dan in perioada martie-decembrie 2013, calitatea în cadrul echipei: director de proiect*

National projects – project manager



1. „Dezvoltarea spiritului antreprenorial în rândul tinerilor întreprinzători, susținerea angajării durabile și a antreprenoriatului social în cadrul regiunii Sud-Est –SE –Social-Biz ID 105333” (POCU 82/3/7/105333) (www.socialbiz.ase.ro), Bucharest University of Economic Studies, value 3200000 EUR, project for funding start-ups in the Region South East of Romania, 2017–2018
2. “Dezvoltarea culturii antreprenoriale în rândul studenților ASE București prin implementarea unui program strategic la nivelul Societății Antreprenoriale Studențești (ProBIZ), CNFIS-FDI2018-0234, Domeniul 4: Înființarea și susținerea activităților societăților antreprenoriale studențești (SAS) din cadrul universităților” (www.antreprenor.ase.ro) Bucharest University of Economic Studies
3. „Dezvoltarea structurii suport pentru inițiativele antreprenoriale studențești în cadrul Academiei de Studii Economice din București (GoBiz)”, CNFIS –FDI-2017-0394, Bucharest University of Economic Studies
4. Cresterea competitivitatii in procesul dezvoltarii regionale prin initierea de parteneriate de tip cluster intre universitate si mediul de afaceri, proiect de cercetare postdoctorala finantat prin POSDRU 89/1.5/S/59184, perioada de derulare: noiembrie 2010–februarie 2013, modul de obținere prin competitie, director de proiect: conf.univ.dr. Mihaela-Cornelia Dan
5. FAST. Modelarea structurilor familiale în dinamica stilurilor de viață. Aplicație pe moda animalelor de companie, perioada de derulare: 2008 – 2011, autoritatea contractanta/beneficiar: CNCSIS, tip proiect PNCDI II IDEI, cod 1774/ IDEI II, modul de obținere prin competitie, director de proiect: lect.univ.dr. Mihaela-Cornelia Prejmorean,

National projects – team member

1. “Accountable Governance and Responsible Innovation in Artificial Intelligence”, grant number 760047/23.05.2023, financed through the National Plan of Recovery and Resilience PNRR-III-C9-2022-18. Director de proiect: prof.univ.dr. Christian Fiessler, perioada 2023–2026
1. Fii TARE! – Tineri Antreprenori Responsabili, proiect de cercetare finantat prin POSDRU, CPP 176 ROMANIA START-UP, ID proiect 150673, perioada de derulare: martie – decembrie 2015, modul de obținere prin competitie, director de proiect: lect.univ.dr. Florin Anghel
2. Creșterea performanțelor de calitate în cadrul proceselor cooperative din IMM-uri prin sisteme expert în ingineria și managementul inovației, proiect de cercetare CEREX, program CEEX, director de proiect: prof.dr. ing. Stelian Brad, Universitatea Tehnică din Cluj-Napoca, tip proiect CEEX M I COMP, cod proiect 2140-CEEX-MI
3. Modele și indicatori ai calității cercetării științifice în universități, în contextul societății bazate pe cunoaștere, proiect de cercetare CEREX, program CEEX, Modul 1, perioada de derulare: 2006–2008, modul de obținere prin competiție, director de proiect: prof. dr. ing. Elena Helerea, responsabil ASE: prof.dr. Marieta Olaru, tip proiect CEEX M I COMP, cod proiect 829-CEEX-MI
4. Strategii pentru dezvoltarea inteligenței organizaționale – ORINT, perioada de derulare : 2007 – 2009, autoritatea contractanta/beneficiar: CNCSIS, grant nr. 399 CNCSIS 2007, cod proiect 399_CNCSIS_A/MAI, director de proiect: prof.univ.dr. Constantin Brătianu
5. Strategii pentru dezvoltarea inteligenței organizaționale – ORINT, perioada de derulare : 2007 – 2009,



autoritatea contractanta/beneficiar: CNCSIS, grant nr. 399 CNCSIS 2007, cod proiect 399_CNCSIS_A/ 6
G director de proiect: prof.univ.dr. Constantin Brătianu

6. Cercetare privind fundamentarea strategiei de armonizare a învățământului superior de marketing din România cu sistemele existente în Europa, din perspectiva integrării în Uniunea Europeană, număr contract: 793, perioada de derulare : 2004, autoritatea contractantă/beneficiar: CNCSIS, modul de obținere prin competiție, cod proiect 793_CNCSIS_A/ A.A., director de proiect : prof.univ.dr. Iacob Catoiu

7. Cercetare privind fundamentarea strategiei de armonizare a învățământului superior de marketing din România cu sistemele existente în Europa, din perspectiva integrării în Uniunea Europeană, număr contract: 793, perioada de derulare : 2005, autoritatea contractantă/beneficiar: CNCSIS, modul de obținere prin competiție, cod proiect 793_CNCSIS_A/ A.A., director de proiect : prof.univ.dr. Iacob Catoiu

8. Cercetare privind fundamentarea strategiei de armonizare a învățământului superior de marketing din România cu sistemele existente în Europa, din perspectiva integrării în Uniunea Europeană, număr contract: 793, perioada de derulare : 2006, autoritatea contractantă/beneficiar: CNCSIS, modul de obținere prin competiție, cod proiect 793_CNCSIS_A/ A.A., director de proiect : prof.univ.dr. Iacob Catoiu

9. Cercetări privind dinamica integratorilor neliniari în generarea capitalului intelectual și dezvoltarea inteligenței organizaționale, perioada de derulare : 2008-2009, autoritatea contractanta/beneficiar: CNCSIS, tip proiect PNCDI II IDEI, cod proiect 1812_IDEI II, director de proiect: prof.univ.dr. Constantin Brătianu,

10. Cerințe ale mediului de afaceri față de învățământul superior de inginerie economică și de economie din România în contextul integrării europene și rolul tinerilor cercetători în satisfacerea acestora, număr contract: AT160, perioada de derulare: 2006, valoare 7500RON, autoritatea contractantă/beneficiar: CNCSIS, modul de obținere prin competiție, director de proiect : SL ing. Cristian Mustață – Universitatea Politehnica București

11. Studiu privind stabilirea condițiilor minime necesare la implementarea sistemului de management integrat : calitate – securitatea muncii – mediu, contract de finanțare nr.522/2000 și actul additional nr.1/27.02.2001, perioada de derulare 2000 – 2002, autoritatea contractantă/beneficiar: Programul Orizont 2000 (valoare contract 2000 RON), modul de obținere prin competiție, director de proiect: prof.univ.dr. Marieta Olaru

OTHER RELEVANT PROFESSIONAL EXPERIENCE

Since 2010 Managing Partner and Associate in a private company, service sector, main activities: sports timing services and sports event management, main responsibilities: event management, design of the annual activity plan, customer relationship management

INDUSTRY AND SOCIETAL ENGAGEMENT

2022 - Present: Member of the Jury of the Annual National Competition "Early Innovators"—a "competition organized by Steinbeis Zentrum Romania with the support of ERSTE BCR Bank; the business



plan competition is addressed to high school students from Romania

INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

2008 – 2009 Scholarship of the Robert Bosch Foundation, Member of the Goerderler-Kolleg. The program was aimed at public officials who came to Germany to work in corresponding public institutions. The experience included four internships: the Ministry of Education (Bonn), the Federal Institute for Vocational Education and Training – iMOVE (Bonn), the Chamber of Commerce and Industry of Germany – DIHK (Berlin), and Ludwig Maximilian University of Munich.

2012 Scholarship, Postdoctoral Project, Vienna University of Economics and Business, Research Institute for Spatial and Real Estate Economics, Research grant for completing some working papers within the project: Increasing competitiveness in the field of regional development through cluster-type partnerships between universities and the business environment

LANGUAGES

German – Proficiency

English – Proficiency

SKILLS

People person: the ability to work with people and motivate them to complete tasks

Communication: a skill acquired through interaction with students and teams in coordinated projects

Analysis: the ability to analyze data and information acquired through the projects undertaken

Creative Thinking: demonstrated through the coordination of bachelor's and dissertation works

Customer Orientation: acquired in the activity as an entrepreneur

Planning Skills: the ability to design activities within various projects

Project management: acquired in research and start-up funding projects, ability to work with large budgets from public funds