



## PELAU Corina



**CURRENT POSITION:** Professor; Mini-track chair ICBE

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

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### PROFILE

CORINA PELAU is Professor Ph.D. and Ph.D. coordinator at the Bucharest University of Economic Studies, UNESCO Department for Business Administration. Her main research field is consumer research, with focus on the relation between consumers and artificial intelligence, neuroscientific approaches of consumer behavior and sustainable consumption. Her research has been published by several indexed journals. Her research work has been rewarded with the Best Paper in an Economic Journal Award by AFER (Association of Economic Faculties in Romania) in 2018, the Opera Omnia Award for Excellence in Scientific Research by the Bucharest University of Economic Studies (2019). She is associate editor of Amfiteatru Economic, the best ranked Romanian business journal (since 2023), member of the Association for Consumer Research (since 2015) and member of the European Marketing Academy (since 2018). Starting with 2021 she is part of the Executive Committee of the European Marketing Academy as National Representative for Romania and co-coordinator of the Climber Community Interest Group at EMAC.



## EDUCATION

**Habilitation** **2017 – November** – Habilitation in Business Administration – The Bucharest University of Economic Studies, Romania – Habilitation thesis: Consumer research in business administration

**Post-Doc** **2010 – 2013** – The Bucharest University of Economic Studies, Romania and University of Reading, Great Britain – Postdoctoral project „Performance and excellence in the postdoctoral research in economics in Romania” – Research field: Environment and quality of life – Research topic: Cognitive and emotional reactions in the buying decision and their impact on the rational or irrational choice of consumers

**PhD (Doctorate)** **2004 – 2008** – Ph.D. in marketing – The Bucharest University of Economic Studies, Romania – Ph.D. thesis: Marketing-controlling on the consumer goods market

**Master** **2004 – 2006** – Master of Arts – Friedrich-Alexander University Erlangen-Nürnberg, Germany – Master program „International Business”

**Bachelor** **2000 – 2004** – Bachelor in business administration – The Bucharest University of Economic Studies, Romania – Faculty of Business Administration, in foreign languages – German section  
**2002 – 2003** – ERP Program – DAAD Scholarship – University of Trier, Germany – Field: Business administration  
**2001 – 2009** – Bachelor in Mathematics – Western University of Timisoara, Romania Faculty of Mathematics and Informatics – Section Mathematics

## PROFESSIONAL TRAINING

**2000 – 2004** – Training for academic teaching – Bucharest University of Economic Studies, Romania

## ACADEMIC MANAGEMENT

**2018 – present** – Member of the Council of the Business Administration Doctoral School I, ASE Bucharest

**2016 – 2020** – Vice-Dean responsible for curricula and teaching activities – Bucharest University of Economic Studies. Romania – Faculty for Business Administration, in foreign languages

**2013 – 2016** – Vice-Dean responsible for research and innovation and the German section – Bucharest University of Economic Studies. Romania – Faculty for Business Administration, in foreign languages

**2012 – 2016** – Member in the Senate of The Bucharest University of Economic Studies, Romania

**2011 – 2015** – Member of the Council of the UNESCO Department for Business Administration

**2007 – 2019** – Member in the Council of the Faculty for Business Administration, in foreign languages (Mandates: 2007-2012; 2012-2016; 2016-2019)



## ACADEMIC EXPERIENCE

**2019 - present** - Professor Ph.D. - Bucharest University of Economic Studies, Romania - UNESCO Department for Business Administration; Courses and seminars for the subjects: customer relationship management, organizational and consumer behaviour, negotiation strategies and conflict management, marketing and Member of the Doctoral School in Business Administration

**2013 - 2019** - Associate professor Ph.D. - Bucharest University of Economic Studies, Romania  
UNESCO Department for Business Administration; Courses and seminars for the subjects: customer relationship management, organizational and consumer behaviour, negotiation strategies and conflict management, marketing and Member of the Doctoral School in Business Administration (since February 2018)

**2011 - 2013** - Lecturer Ph.D. - Bucharest University of Economic Studies. Romania, UNESCO Department for Business Administration; Courses and seminars for the subjects: customer relationship management, organizational and consumer behaviour, negotiation strategies and conflict management, sales techniques, marketing, international marketing

**2009 - 2011** - Assistant Ph.D. - Bucharest University of Economic Studies. Romania - UNESCO Department for Business Administration; Courses and seminars for the subjects: customer relationship management, organizational and consumer behaviour, negotiation strategies and conflict management, sales techniques, marketing, international marketing

**2007 - 2009** - Preparator univ. - Bucharest University of Economic Studies. Romania - UNESCO Department for Business Administration; Courses and seminars for the disciplines: customer relationship management, marketing, international marketing, strategic management, projects and business simulations

**2005 - 2006** - Research assistant (Wissenschaftliche Hilfskraft) - Friedrich-Alexander University, Erlangen-Nürnberg, Germany – Marketing Chair

## RESEARCH PROFILE

Consumer behavior, consumer and AI, sustainable consumption

## LIST OF PUBLICATIONS

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

1. RiI. Pelau, C.; Dabija, D.C.; Stănescu, M. 2024. Can I trust my AI friend? The role of emotions, feelings of friendship and trust for consumers' information-sharing behavior toward AI, *Oeconomia Copernicana*, 15(2), 407-433, 3. <https://doi.org/10.24136/oc.2916>
2. Ri2. Dinu, V.; Pelau, C.; Lile, R.; Boghicevici, C. 2024. Pay or leave? The role of social media fatigue and



willingness to pay to avoid fake news in social networks use, *Journal of Business Economic and Management*, 25(3), 516–530, <https://doi.org/10.3846/jbem.2024.21604>

3. Ri3. Pelau, C.; Ghinea, V.; Hrib. B. 2023. Social Image in the Online Environment – Sustainable Motive for Book Sales During the Pandemic, *Amfiteatrul Economic*, 25 (Special issue 17), 1081-1094, <https://doi.org/10.24818/EA/2023/S17/1081>
4. Ri4. Pelau, C.; Pop, M.I.; Stănescu, M.; Sanda, G. 2023. The Breaking News Effect and Its Impact on the Credibility and Trust in Information Posted on Social Media, *Electronics*, 12(2), article 423, <https://doi.org/10.3390/electronics12020423>
5. Ri5. Pelau, C.; Nistoreanu, P., Lazar, L.; Badescu, R. 2022. Celebrity vs. Product: A Neuroscientific Approach to the Distractors in Food Advertising for Sustainable Marketing, *Sustainability*, 14, 12768, <https://doi.org/10.3390/su141912768>
6. Ri6. Pop, R.A.; Dabija, D.C.; Pelau, C.; Dinu, V. 2022. Usage intentions, attitudes, and behaviors towards energy-efficient applications during the COVID-19 pandemic, *Journal of Business Economics and Management*, 23(3), 668–689, <https://doi.org/10.3846/jbem.2022.16959>
7. Ri7. Cuc, L.; Pelau, C.; Szentesi, S.; Sanda, G. 2022. The Impact of Green Marketing on the Consumers' Intention to Buy Green Products in the Context of the Green Deal, *Amfiteatrul Economic*, 24(60), 330-345.
8. Ri8. Pelau, C.; Dabija D.C.; Ene I. 2021. What makes an AI device human-like? The role of interaction quality, empathy and perceived psychological anthropomorphic characteristics in the acceptance of artificial intelligence in the service industry, *Computers in Human Behavior*, 122, 106855, <https://doi.org/10.1016/j.chb.2021.106855>
9. Ri9. Pelau, C.; Pop, M.-I.; Ene, I.; Lazar, L. 2021. Clusters of Skeptical Consumers Based on Technology and AI Acceptance, *Perception of Social Media Information and Celebrity Trend Setter. Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), pp. 1231-1247, <https://doi.org/10.3390/jtaer16050069>
10. Ri10. Pelau, C.; Ene, I.; Pop, M.I. 2021. The Impact of Artificial Intelligence on Consumers' Identity and Human Skills, *Amfiteatrul Economic*, 23(56), 33-45, <https://doi.org/10.24818/EA/2021/56/33>
11. Ri11. Pelau, C.; Sarbu, R.; Serban, D. 2020. Cultural Influences on Fruit and Vegetable Food-Wasting Behavior in the European Union, *Sustainability*, 12(22), Article 9685.
12. Ri12. Pelau, C.; Acatrinei, C. 2019. The Paradox of Energy Consumption Decrease in the Transition Period towards a Digital Society, *Energies*, 12(8), Article 1428, (ISSN: 1996-1073), Link: <https://doi.org/10.3390/en12081428>; WOS:000467762600021
13. Ri13. Dincă, V.M.; Ingram, R.; Herriot, C.; Pelau, C. 2019. Challenges Regarding the Internationalisation of Universities from Scotland, within the Brexit Landscape, *Amfiteatrul Economic*, 21(50), 194-208 (ISSN- 1582 – 9146) Link: [http://www.amfiteatrueconomic.ro/RevistaDetalii\\_EN.aspx?Cod=1120](http://www.amfiteatrueconomic.ro/RevistaDetalii_EN.aspx?Cod=1120); WOS:000456190000013
14. Ri14. Serban, D.; Pelau, C.; Dinca V.M. 2019. Panel Data Analysis for Measuring the Impact of E-skills on the Ecological Behavior of Individuals, *Economic Computation and Economic Cybernetics Studies and Research*, 53(1), 57-74, (ISSN: 0424-267X), <https://doi.org/10.24818/18423264/53.1.19.04>;



WOS:000461762700004

15. Ri15. Pelau, C.; Pop, N.AI. 2018. Implications for the energy policy derived from the relation between the cultural dimensions of Hofstede's model and the consumption of renewable energies, in Energy Policy, nr. 118, pg. 160-168, (ISSN: 1873-6777), Link: <https://doi.org/10.1016/j.enpol.2018.03.042>; WOS:000435050000016
16. Ri16. Pelau, C.; Chinie A.C. 2018. Econometric Model for Measuring the Impact of the Education Level of the Population on the Recycling Rate in a Circular Economy, in Amfiteatrul Economic, vol. 20, nr. 48/2018, pg. 340-355 40 (ISSN- 1582 – 9146); Link: <http://www.amfiteatrueconomic.ro/RevistaDetaliiEN.aspx?Cod=1069>; WOS:000439567500008
17. Ri17. Voineagu, V; Pelau, C; Serban, D. 2017. Research regarding the Correlations among Factors influencing the Satisfaction of Students in a University, in: Economic Computation and Economic Cybernetics Studies and Research, vol. 51, nr. 2, pg. 55-66 (ISSN: 0424-267X), Link: [http://www.ecocyb.ase.ro/Articles2017\\_2.htm](http://www.ecocyb.ase.ro/Articles2017_2.htm); WOS:000404820100004
18. Ri18. Pop, N.AI.; Pelau, C. 2017. Correlations within the EFQM Business Excellence Model by Applying a Factor Analysis, in: Amfiteatrul Economic, nr. 44/ 2017, pg. 28-40 (ISSN- 1582 – 9146); Link: [http://www.amfiteatrueconomic.ro/RevistaDetalii\\_RO.aspx?Cod=1063](http://www.amfiteatrueconomic.ro/RevistaDetalii_RO.aspx?Cod=1063); WOS:000395746900003
19. Ri19. Popa, A.; Pelau, C. 2016. Differences in the clothing brand perception depending on generation, in: Industria Textila, vol. 4, pg. 260-264 (ISI Web of Knowledge, Impact factor 2016: 0.387; AIS 2016: 0.035) (ISSN: 1222-5347); Link: [http://www.revistaindustriatextila.ro/images/Textila\\_nr\\_4\\_2016.pdf](http://www.revistaindustriatextila.ro/images/Textila_nr_4_2016.pdf); WOS:000382603100008
20. Ri20. Pelau, C.; Bena I. 2010. The Risk Perception for Consumer Segments in E-Commerce and its Implication for the Marketing Strategy, in: Amfiteatrul Economic, nr. 28/ 2010, pg. 359-371 (ISI-Web of Knowledge, factor de impact: 0.320) (ISSN- 1582 – 9146) ; Link: [http://www.amfiteatrueconomic.ro/RevistaDetalii\\_RO.aspx?Cod=40](http://www.amfiteatrueconomic.ro/RevistaDetalii_RO.aspx?Cod=40)
21. Ri21. Pelau, C.; Ene, I. 2020. Interaction Between Consumers and Emerging forms of Artificial Intelligence: A Discriminant Analysis, Studia Universitatis „Vasile Goldis” Arad – Economics Series 30 (2), 1-12.
22. Ri22. Pelau, C.; Chinie, A.C. 2018. Cluster Analysis for the Determination of Innovative and Sustainable Oriented Regions in Europe, Studia Universitatis „Vasile Goldis” Arad – Economics Series, Volume 28, Issue 2, Pages 36-47. (Link)
23. Ri23. Pelau, C.; Chinie, A.C. 2018. Clusters of Tourism Consumers in Romania, Studia Universitatis „Vasile Goldis” Arad – Economics Series, Volume 28, Issue 1, Pages 17–34. (Link)
24. Ri24. Pelau, C. 2015. A Balanced Score-Card Model for Universities, in: Asian Academic Research Journal of Social Science & Humanities, vol. 1, issue 32, February 2015, pg. 28-42 (ISSN 2278-859X) Link: <http://www.asianacademicresearch.org/archive.html>
25. Ri25. Istudor, N.; Pelau, C. 2013. Impulsive buying behavior depending on gender, in: The International Journal of Management Science and Information Technology (IJMSIT)-NAISIT Publishers, Special Issue: Knowledge strategies, decision making and IT in emergent economies, pg. 138-146) (ISSN 1923-0265). Link: <http://www.naisit.org/journal/detail/id/1>



26. Ri26. Pelau, C., Stamule, T. 2013. Analysis of the consumer's reasons and driving factors for buying, in: International Journal of Economic Practices and Theories, vol. 3, nr. 1, pg. 60-66 (ISSN: 2247 – 7225).
27. Ri27. Pelau, C. (2012): The influence of the income on the cognitive and emotional reactions of the consumer, in: Timisoara Journal of Economics.& Business, vol. 5. nr. 2 (16), pg. 221-235 (ISSN: 2286-0991). Link: <http://www.tje.uvt.ro/index.php/tje/issue/view/19/showToc>
28. Ri28. Pelau, C. (2012): Differences in the consumer behavior depending on the type of products, in: Studii si cercetari de calcul economic si cibernetica economica, vol. 46, nr. 3-4, pg. 77-88 (ISSN: 0585-7511). Link: <http://www.revcib.ase.ro/2012a2.htm>
29. Ri29. Pelau, C. (2012): Aspects regarding the analysis of the rationality of the buying decision of the Romanian consumer, in: Theoretical and Applied Economics, Volume XIX (2012), No. 12 (577), pg. 99-110 (ISSN: 1841-8678).
30. Ri30. Pop, N. Al.; Pelau, C. (2012): The influence of the income on the consumer behavior and on the quality of life, in: Revista Romana de Marketing, nr. 4/2012, pg. 11-24 (ISSN: 1842-2454)
31. Ri31. Pelau, C. (2012): Research regarding the Romanian consumer behavior for alcoholic and non-alcoholic beverages, in Journal of Eastern Europe Research in Business and Economics, volume 2012 (ISSN 2169-0367).
32. Ri32. Istudor, N.; Pelau, C. (2011): Clusters of consumer behavior for food and near-food products in Romania, in Revista Management & Marketing, vol. 6, nr. 4, 2011 (ISSN 1842-0206)
33. Ri33. Pelau, C. (2011): Analysis of consumer behavior for different product groups, in Management & Marketing, vol. 6, special issue/ 2011, pg. 101-114 (ISSN 1842-0206).
34. Ri34. Pelau, C.; Zegreanu, P. (2010): Mobile Marketing – The Marketing for the Next Generation, in: Management & Marketing, nr. 2/2010, pg. 101-116.
35. Ri35. Schebesch, K. B.; Pop, N Al; Pelau, C. (2010): A New Paradigm in Contemporary Marketing – Computational Marketing, in: Revista Română de Marketing, vol. 1/ 2010, pg. 36-73 (ISSN: 1842-2454).
36. Ri36. Dinca, V.M.; Sandru, I. M. D.; Pelau, C. (2009): Cresterea competitivitatii IMM-urilor romanesti din sectorul comercial prin dezvoltarea unei baze de cunostinte folosind inovatia de proces, in Calitatea – acces la succes, nr.10/ octombrie (ISSN-1582-2559).
37. Ri37. Pelau, C.; Vladoi, A. D.; Fufezan, M. (2009): Indicators used for the Performance Measurement of Sustainable Development, in: Analele universității din Oradea, seria: Științe economice, editura Universității din Oradea, 2009, ediție specială pentru conferința internațională „Integrarea Europeană – Noi provocări pentru economia României”, ediția 5-a, Oradea (ISSN 1582-5450).
38. Ri38. Pelau, C.; Fufezan, M.; (2008): On-line Shopping in Romania, in: Revista de Management și Inginerie Economică, vol. 7, nr. 6, 2008, ediție specială pentru Conferința internațională „Business Excellence”, Brașov, Octombrie 2008, (ISSN-1583-624X).
39. Ri39. Roșu, M; Pelau, C. (2008): Intercultural Communication in Advertising, in: Revista de Management și Inginerie Economică, vol. 7, nr. 7, 2008, ediție specială pentru Conferința internațională „Business Excellence”, Brașov, Octombrie 2008, (ISSN-1583-624X).
40. Ri40. Pelau, C.; Pop, N. Al.(2008): Controlling Elements in the Distribution Policy of a Company, in: Analele universității din Oradea, seria: Științe economice, editura Universității din Oradea, 2008, ediție



specială pentru conferința internațională „Integrarea Europeană – Noi provocări pentru economia României”, ediția 4-a, Oradea (ISSN 1582-5450).

41. Ri41. Pelau, C. (2008): Power and Satisfaction in the Retailer-Producer Relationship, in: Management & Marketing , nr 1, an III, pg. 95-104 (ISSN-1842-0206).
42. Ri42. Fufezan, M.; Pelau, C.; Schmitt, T. (2007): International Value Creation Management in the Textile and Garment Industry, in: Revista de Management și Inginerie Economică, vol. 6, nr. 6, 2007, ediție specială pentru Conferința internațională „Business Excellence”, Brașov, Octombrie 2007, pg. 271-276, (ISSN-1583-624X).
43. Ri43. Pelau, C.; Pop, N. Al. (2007): Target Costing – Customer oriented price determination, in: Revista de Management și Inginerie Economică, vol. 6, nr. 6, ediție specială pentru Conferința internațională „Business Excellence”, Brașov, pg. 125-130, (ISSN-1583-624X).
44. Ri44. Fufezan, M.; Pelau, C. (2007): Relația dintre manager și controller într-o întreprindere, în Calitate – acces la succes, ediție specială pentru simpozionul național „Calitate – Management – Integrare Europeană”, București, pg. 320-327, (ISSN-1582-2559).
45. Ri45. Pelau, C.; Fufezan, M. (2007): Controlling Elements in the Communication Policy of a Company, in: Analele universității din Oradea, seria: Științe economice, editura Universității din Oradea, Tom XVI, 2007, ediție specială pentru conferința internațională „Integrarea Europeană – Noi provocări pentru economia României”, ediția 3-a, Oradea, pg. 1073-1077, (ISSN 1582-5450).
46. Ri46. Pop, N. Al.; Pelau, C. (2007): Knowing the motivation of buying, in: Analele universității din Oradea, seria: Științe economice, editura Universității din Oradea, Tom XVI, 2007, ediție specială pentru conferința internațională „Integrarea Europeană – Noi provocări pentru economia României”, ediția 3-a, Oradea, pg. 1063-1066, (ISSN 1582-5450).
47. Ri47. Pelau, C.; Fufezan, M. (2007): Sisteme informaționale ce stau la baza controllingului, în Calitate – acces la succes, ediție specială pentru simpozionul național „Calitate – Management – Integrare Europeană”, București, pg. 83-90, (ISSN-1582-2559).
48. Ri48. Pelau, C. (2007): Structuri organizatorice la nivel de întreprindere pentru implementarea Marketing-Controlling-ului, în: Management & Marketing, nr. 1, an II, pg. 133-142, (ISSN-1842-0206).
49. Ri49. Pop, N. Al.; Pelau, C. (2006): Dimensions of Relationship Marketing in the Romanian Bank Sector. Case Study: BRD Express, în: Management & Marketing, nr. 4, an I, pg. 23-32, (ISSN-1842-0206).
50. Ri50. Pop, N. Al.; Pelau, C. (2005): Elemente de Controlling în Marketing, in: Revista de Management și Inginerie Economică, Vol. 4, Nr. 3, 2005, (ISSN-1583-624X).

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

1. Vi1. Pelau, C.; Pop, S.; Ciofu, I. 2024. Scenario-Based Approach to AI's Agency to Perform Human-Specific Tasks, Proceedings of the International Conference on Business Excellence, 2311-2318, <https://doi.org/10.2478/picbe-2024-0195>
2. Vi2. Caraiani, C.; Pelau, C.; Gati, M. (2024). Expectations Towards Charging Infrastructure as Buying Motive for Electrical Cars, Proceedings of the International Conference on Business Excellence, 2231-



2239, <https://doi.org/10.2478/picbe-2024-0186>

3. Vi3. Pelau, C.; Kondort, G.; Cioc, R., Dragomir, H. 2024. The role of user experience in the acceptance of AI roles in different industries, Proceeding of the 10th International Conference on New Trends in Sustainable Business and Consumption (BASIQ).
4. Vi4. Caraiani, C.; Pelau, C.; Ciofu, I. (2024). Do electric cars enhance social image? Generations' perception on the social image provided by electric cars, Proceeding of the 10th International Conference on New Trends in Sustainable Business and Consumption (BASIQ).
5. Vi5. Pelau, C.; Volkmann, C.; Barbul, M.; Bojescu, I. 2023. The role of attachment in improving consumer-AI interactions, Proceedings of the International Conference on Business Excellence 17, 1075–1084, <https://doi.org/10.2478/picbe-2023-0097>
6. Vi6. Kondort, G.; Pelau, C.; Gati, M.; Ciofu, I. The role of fashion influencers in shaping consumers' buying decisions and trends, Proceedings of the International Conference on Business Excellence 17, <https://doi.org/10.2478/picbe-2023-0092>
7. Vi7. Pop, S.; Pelau, C.; Ciofu, I.; Kondort, G. 2023. Factors predicting consumer-AI interactions, Proceedings of the 8th International Conference on New Trends in Sustainable Business and Consumption (BASIQ), 592-597
8. Vi8. Pelau, C.; Barbul, M.; Bojescu, I. (2022). A conceptual comparative approach on personal AI assistants and external service robots, Proceedings of the International Conference on Business Excellence 16 (1), 1466-1474.
9. Vi9. Niculescu, M.; Pelau, C.; Pop, S. (2022). Social appreciation of the interaction with an anthropomorphic robot, Proceedings of the International Conference on Business Excellence 16 (1), 1475-1482.
10. Vi10. Barbul, M.; Pelau, C.; Pop, S. (2022). Genders' Fascinations and Fears Towards the Use of Cognitive Computing, Proceedings of the 8th International Conference on New Trends in Sustainable Business and Consumption (BASIQ).
11. Vi11. Pelau, C.; Anica-Popa, L.; Bojescu, I.; Niculescu, M. (2022). Are Men More Affected by AI Anthropomorphism? Comparative Research on the Perception of AI Human-like Characteristics Between Genders, Proceedings of the 8th International Conference on New Trends in Sustainable Business and Consumption (BASIQ).
12. Vi12. Pelau, C.; Niculescu, M.; Bojescu, I. (2021). Gender Specific Preferences towards Anthropomorphic AI Devices and Robots, Proceedings of the 7th International Conference on New Trends in Sustainable Business and Consumption (BASIQ), 784-792.
13. Vi13. Stanescu, M.; Pelau, C.; Barbul, M. (2021). Data protection as predictor for the acquisition of AI devices, Proceedings of the 7th International Conference on New Trends in Sustainable Business and Consumption (BASIQ), 730-737.
14. Vi14. Pelau, C.; Barbul, M. (2021). Consumers' perception on the use of cognitive computing, Proceedings of the 15th International Conference of Business Excellence (ICBE), 15(1).
15. Vi15. Pelau, C.; Badescu, R.; Negruțiu, C. 2020. A neuroscientific approach on the impact of information overload on consumers'attention, Proceedings of the 6th International Conference on New Trends in



Sustainable Business and Consumption (BASIQ), pg. 723-729.

16. Vi16. Pelau, C.; Pop, M.I. 2020. Consumers' Perception on Fake News, Proceedings of the 6th International Conference on New Trends in Sustainable Business and Consumption (BASIQ), pg.1035-1041.

17. Vi17. Pelau, C.; Niculescu, M.; Stanescu, M. 2020. Consumers' perception on the advantages and disadvantages of cookies and browsing history, Proceedings of the 14th International Conference of Business Excellence (ICBE), 829-837, <https://doi.org/10.2478/picbe-2020-0079>

18. Vi18. Opris, A.; Pelau, C.; Lazar, L. 2020. The role of celebrities for the image of endorsed products, Proceedings of the 14th International Conference of Business Excellence (ICBE), 838-846, <https://doi.org/10.2478/picbe-2020-0080>

19. Vi19. Pelau, C.; Cantaragiu, R. 2019. Differences and similarities in the food wasting behavior of consumers depending on age, Proceedings of the 5th International Conference on New Trends in Sustainable Business and Consumption (BASIQ), Bari, Italy, pg. 632-639

20. Vi20. Pop, M.I.; Pelau, C.; Stanescu, M. 2019. Reliability of Social Media Platforms and Online News as Source of Information for Consumers, Proceedings of the 5th International Conference on New Trends in Sustainable Business and Consumption (BASIQ), Bari, Italy, pg. 711-717

21. Vi21. Pelau, C.; Stanescu, M.; Serban, D. 2019. Big-Data and Consumer Profiles – The hidden traps of data collection on social media networks, Proceedings of the 13th International Conference of Business Excellence (ICBE), 1070-1078, <https://doi.org/10.2478/picbe-2019-0093>

22. Vi22. Nistoreanu, P.; Pelau, C.; Lazar, L. 2019. Product versus Celebrity – An eye-tracking experiment for the determination of the attention-catcher in advertising, Proceedings of the 13th International Conference of Business Excellence (ICBE), 1079-1086, <https://doi.org/10.2478/picbe-2019-0094>

23. Vi23. Badescu, R.; Pelau, C. (2019). Consumers' Perception on the Ethics of Neuromarketing. Proceedings of the 2nd International Conference on Economics and Social Sciences Collaborative Research for Excellence in Economic and Social Sciences (ICESS).

24. Vi24. Pelau, C.; Radulescu, L. 2019. Coffee Consumption Patterns in a Hurried Society, Proceedings of the 2nd International Conference on Economics and Social Sciences (ICESS).

25. Vi25. Pelau, C.; Ene, I. 2018. Consumers' perception on human-like artificial intelligence devices, Fourth BASIQ International Conference on New Trends in Sustainable Business and Consumption (BASIQ), Heidelberg, Germany, 2018, pg. 197-203.

26. Vi26. Tantau, A.; Pelau, C.; Pop, M. 2018. Fake news in the energy industry. Fourth BASIQ International Conference on New Trends in Sustainable Business and Consumption (BASIQ), Heidelberg, Germany, 2018, pg. 204-210.

27. Vi27. Pelau, C.; Serban, D.; Chinie A.C. 2018. The influence of personality types on the impulsive buying behavior of a consumer, Proceedings of 13th International Conference on Business Excellence, Bucharest, Romania, 2018, pg. 751-759.

28. Vi28. Pelau C, Nistoreanu B, Ene I, 2018. Differences in the Perception on Artificial Intelligence depending on Age, Proceedings of the 1st International Conference on Economics and Social Sciences (ICESS), 466-472



29. Vi29. Serban; D., Pelau; C., Lazar; L., 2018. The Impact of Celebrity Endorsement in Advertising, Proceedings of the 1st International Conference on Economics and Social Sciences (ICESS), 460-465.
30. Vi30. Pelau, C.; Chinie A.C. 2017. Environmental Key Performance Indicators of CSR Activities in the Energy Industry, Proceedings of the 11th International Conference on Business Excellence, pg. 74-80.
31. Vi31. Serban, D.; Pelau, C.; Chinie, A.C. 2017. Calculation of the Differences of Attitude and Behavior of two Generations with the Euclidian-Metric, Proceedings of the 11th International Conference on Business Excellence, pg. 241-247.
32. Vi32. Pelau, C.; Olar, D. (2016): Satisfaction Profiles of Students in a University, in: Soliman, K. (Editor), Proceedings of the 28th IBIMA Conference, November 2016, Seville Spain, pg. 731-740 (ISBN: 978-0-9860419-8-3) (ISI Web of Knowledge).
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39. Vi39. Pop, N.Al.; Pelau, C.; Bena, I.; Rosca, V. (2012): Reputation Creation Through Facebook, in Proceedings of the 4th European Conference on Intellectual Capital, Helsinki, Finland, pg. 20-26 (ISBN: 978-1-908272-32-4).
40. Vi40. Pelau, C. (2011): Buying behavior motives for alcoholic and non-alcoholic beverages depending on gender, la International Conference IBIMA, Milan, Italy, 14-15 November 2011
41. Vi41. Istudor, N.; Pelau, C. (2011): Consumer behavior typologies in Romania for food and near-food products, in: Bratianu, C.; Bratucu, G.; Lixandroiu, D.; Pop, N. Al.; Vaduva, S.: Business Excellence –



Proceedings of the 6th International Conference on Business Excellence, 14-15 October 2011, Brasov, Romania, pg. 261-265 (ISBN: 978-973-598-939-2).

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48. Vi48. Pop, N. Al.; Tanțău A.; Pelau, C. (2010): Education and New Collaborative Methods. Case Study: MBA "Entreprenuership and Innovation Management", in: Rusu, C. (ed.): Quality Management in Higher Education, Proceedings of the 6th International Seminar on the Quality Management in Higher Education, Tulcea, Romania, 2010, pg. 659-662 (ISBN 978-973-662-566-4).

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September 24 – 25 2010, Corvinus University of Budapest, Marketing and Media Institute, 2010, pp.374-380, (ISBN 978-963-503-419-2)

53. Vi53. Pelau, C.; Pop, N. Al.; Ghinea, V. (2009): Customer Relationship Management as Key Element for Intelligent Manufacturing, in: Annals of DAAAM for 2009 & Proceedings, at the 20th International DAAAM Symposium „Intelligent Manufacturing & Automation: Focus on Theory, Practice & Education”, Viena, Austria, Noiembrie 2009 (ISBN-978-3-901509-70-4).
54. Vi54. Fufezan, M.; Pelau, C.; Dinca, V. (2009): The Management of Innovations Applied for Intelligent Garments, in: Annals of DAAAM for 2009 & Proceedings, at the 20th International DAAAM Symposium „Intelligent Manufacturing & Automation: Focus on Theory, Practice & Education”, Viena, Austria, Noiembrie 2009 (ISBN-978-3-901509-70-4).
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56. Vi56. Pelau, C.; Fufezan, M. (2009): Management of Technological Changes as Success Factor for the Sustainable Development in the Garment Industry, in: Rusu, C. (ed.): Management of Technological Changes, Proceedings of the 6th International Conference on Management of Technological Changes, Alexandroupolis, Greece, 2009, pg. 141-144 (ISBN-978-960-89832-8-1)
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58. Vi58. Pop, N. Al.; Pelau, C.; Ghinea, V.; Bena, I.; Sandru, D. (2008): Integrated Controlling – A New Perspective of Managing a Company, in: Annals of DAAAM for 2008 & Proceedings, at the 19th International Symposium „Intelligent Manufacturing & Automation: Focus on Next Generation of Intelligent Systems and Solutions”, Trnava, Slovavia, Octombrie 2008 (ISBN-978-3-901509).
59. Vi59. Pelau, C.; Constantinescu, M.; Filip, A.; Pop, N. Al. (2008): Relationship Marketing in the Field of Sport, la Conferinta Internatională „Marketing public și marketing non-profit”, Szeged (ISBN-978-963-482-873-0).
60. Vi60. Pop, N. Al.; Pelau, C. (2006): Relationship Marketing – Dimensions and Perspectives in the Company Activity, la Conferința Internațională „Business Excellence” (ICBE), Brașov, România, pg. 364-369 (ISI Web of Knowledge) (ISBN-(10)-973-594-847-8)

**List of books & book chapters:**

1. Ca1. Pelau C. (2019) Konsumentenverhalten – Ausgewählte Themen und Fallstudien, Editura ASE, Bucuresti, (ISBN-978-606-34-0299-9)
2. Ca2. Pelau C. (2019), Kundenbindungsmanagement - Kundenorientierte Instrumente im Unternehmen, Editura UAV (ISBN-978-973-752-815-5)
3. Ca3. Tanțău, A. D.; Anghelescu, E. E.; Pelau, C. M. (Coord.) (2004): Management – Praxisorientierte



Fallstudien, Editura ASE, Bucureşti (ISBN-973-594-515-0).

4. Ca4. Pop, N. Al. (coord); Dabija, D.C.; Dumitru, I.; Pelau, C.; Petrescu, E.C. (2011): Marketing international – Teorie si practica, Editura Uranus, Biblioteca de Marketing, Bucuresti (ISBN: 978-973-7765-91-8)
5. Ca5. Pelau, C. (2009): Marketing-Controlling – Măsurarea performanței in Marketing, Editura Economică, Bucuresti (ISBN: 978-973-709-429-2)
6. Cb1. Pelau, C.; Dabija, D.C.; Serban, D. (2023). The Physical Presence and Relationship Distance for Efficient Consumer-AI-business Interactions and Marketing, in: Wang, C.L. (2023) The Palgrave Handbook of Interactive Marketing, Palgrave-Macmillan, <https://doi.org/10.1007/978-3-031-14961-0>
7. Cb2. Pelau, C.; Ene, I.; Badescu, R. (2021). Die Einstellung der Konsumenten gegenüber der Nutzung von neuen Technologien und künstlicher Intelligenz, in: Bodemann, M.; Fellner, W.; Just. V. 2021. Zukunftsfähigkeit durch Innovation, Digitalisierung und Technologien - Geschäftsmodelle und Unternehmenspraxis im Wandel, Springer-Gabler, 63-74, [https://doi.org/10.1007/978-3-662-62148-6\\_4](https://doi.org/10.1007/978-3-662-62148-6_4)
8. Cb3. Pelau, C.; Pop, M.I.; Pop, A. (2019): Comparative Analysis Regarding the Online Interest of Consumers Towards Green Retrofitting in: Tantau, A. (2019): Retrofitting for Optimal Energy Performance, IGI Global, 73-95.
9. Cb4. Pelau, C; Rosca, V., 2017. Controlling Instruments for the Sustainability of a Business – Research regarding the Application of Marketing Controlling Instruments in Business, in: Leon, R (2017): Managerial Strategies for Business Sustainability in Turbulent times, IGI Global, pg. 277-291.
10. Cb5. Pelau, C. (2013): Elemente raționale și emoționale în comportamentul de consum, Editura ASE, Bucureşti (ISBN: 978-606-505-625-1)
11. Cb6. Istudor, N.; Pelau, C. (2013): Changes in the Romanian consumer behavior, în: Thomas, A.R.; Pop, N.Al.; Bratianu, C.; (2013): The Changing Business Landscape of Romania: Lessons for and from Transition Economies, Springer, USA. (ISBN-978-1-4614-6864-6)

#### SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

**2023 – present** – Associate editor for Amfiteatru Economic (indexed in Web of Science)

**2016 – present** – Co-coordinator of the mini-track " Driving Marketing Performance through Artificial Intelligence, Virtual Realities and other New Technologies", International Conference on Business Excellence

**2008 – 2012** – Coordinator of the organizing committee and scientific secretary of the International Conference on Business Excellence (Web of Science)

**February 2008 – February 2009** – Scientific secretary of the Management & Marketing Journal; Reviewer for several international journals indexed in Web of Science such as Amfiteatru Economic, Behaviour & Information Technology, British Food Journal, Computers in Human Behavior, Computers in Human Behavior: Artificial Humans, Conferința EMAC, Environmental Impact Assessment Review, European Journal of International Management, Frontiers in Nutrition, Frontiers in Psychology, Human-



Computer Interaction, Information Technology & People, International Journal of Consumer Studies, International Journal of Crowd Science, International Journal of Human-Computer Interaction, Journal of Broadcasting & Electronic Media, Journal of Marketing Communications, Kybernetes, Nature Human Behavior, Scientific Reports, Technological Forecasting & Social Change (in 2024)

## PROJECTS

Director of:

Proiect MEN-UMPFE, AG223/SGU/NC/II/2019 – „Creșterea performanței sistemului educațional universitar prin reducerea abandonului academic (ROSE-FABIZ)”, Academia de Studii Economice din București; perioada octombrie 2019–februarie 2022

Proiect de cercetare postdoctoral 120/2010 – „Reacții cognitive și emotionale în decizia de cumpărare și impactul lor asupra alegerii raționale sau iraționale a consumatorilor”, în cadrul proiectului „Performanță și excelență în cercetarea postdoctorală în domeniul științelor economice din România” (Academia de Studii Economice, București), POSDRU/89/1.5/S/59184; perioada noiembrie 2010 – februarie 2013

Member of:

**Proiect PN-III-PI-1.1-TE-2021-0795** – „Reziliență în Retail: Impactul tehnologic generat de COVID-19 asupra consumatorilor și companiilor de retail” – Director: Prof. univ. dr. Dan-Cristian Dabija (Babes-Bolyai University Cluj-Napoca), Mai 2022 – Iunie 2024 – Membru

**Proiect CNFIS-FDI-2018-0294** – „Îmbunătățirea calității activităților didactice prin armonizarea curriculei cu bunele practici internaționale, în contextul deontologiei și eticii academice”, perioada Iulie 2018 – Decembrie 2018 – Expert implementare

**Proiect CNCSIS** – „Expectații raționale limitate și tehnici inteligente în marketingul relațional: cuantificarea eficienței piețelor financiare din România, ca funcție de valoarea durabilă a clientilor”; **2007 – 2009, Proiect CNCSIS** nr. 1202, Director: Prof. univ. dr. Nicolae Al. Pop (Acadmeia de Studii Economice, București) – Membru.

**Proiect INOVEX** – „Creșterea informațiilor de calitate în cadrul proceselor cooperative din IMM-uri prin sisteme expert în ingineria și managementul inovației”, în cadrul programului CEEX, Modul 1, nr. 140/02.10.2006, Coordonator Univ. Tehnică Cluj-Napoca; de la: 03.10.2006 – 2006-2009, director: Prof. univ. dr. Marieta Olaru (Acadmeia de Studii Economice, București) – Membru.

**Proiect CLUSTINOVA** – „Sisteme și mecanisme colaborative specifice clusterelor economice și rețelelor de firme în economia globală bazată pe cunoaștere”, în cadrul programului PNCDI 2 – „Parteneriate în domeniile prioritare”, 2008-2011, director: Prof. univ. dr. Adrian Tantau (Acadmeia de Studii Economice, București) – Membru.

## OTHER RELEVANT PROFESSIONAL EXPERIENCE



**2024 – present** – Registrul de experți ai Comisiei Naționale de Atestare a Titlurilor, Diplomelor și Certificatelor Universitare (CNATDCU)

**2014 – present** – Expert evaluator for ARACIS (Romanian Agency for Quality Assurance in Universities) – Commission Economic Sciences I – Field Business Administration

## PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

**2021 – present** – Member of the Executive Committee of the European Marketing Academy (EMAC) as National Representative for Romania

**2021 – present** – Co-coordinator of EMAC's Climber Community

**2022 – present** – Member of the American Marketing Association (AMA)

**2018 – present** – Member of the European Marketing Academy (EMAC)

**2015 – present** – Member of the Association for Consumer Research (ACR)

**2009 – 2012** – Founding member of the Society for Business Excellence

## INDUSTRY AND SOCIETAL ENGAGEMENT

**2005 – Internship** – GfK, Nürnberg, Germany – Retail and Technology Department

**2003 – Internship** – JTI, Trier, Germany – ERP Project – SAP implementation

**2002 – Internship** – Moda S.A., Arad, Romania – Several departments

## GRANTS AND HONORS

**2019** – Opera Omnia Award by the Bucharest University of Economic Studies awarded for excellent scientific activity and the publication of articles in Web of Science journals with SRI > 1.00

**2018** – Best Paper in an Economic Journal Award by AFER (Association of Economic Faculties in Romania) for the paper "Implications for the energy policy derived from the relation between the cultural dimensions of Hofstede's model and the consumption of renewable energies" (authors: Corina Pelau, Nicolae Al. Pop), in Energy Policy 118 (2018)

**2012** – I Prize for economic literature in marketing awarded by AFER (Association of Economic Faculties in Romania), for the book "Marketing international – Teorie și practică" (International Marketing – theory and praxis) (Authors: Nicolae Al. Pop, Dan-Cristian Dabija, Ionel Dumitru, Corina Monica Pelău, Eva Cristina Petrescu)

**2008** – AFER Prize (Association of Economic Faculties in Romania) for „Academic Start”

**2008** – „FESTO – Young Researchers Award”, at DAAAM International Conference, Trnava, Slovakia

**2004** – I Prize at the Student's Scientific Papers Competition at the Bucharest University of Economic Studies, Romania, with the paper „Customer analysis – success factor for a company – case study: Steilmann Romania”

**1997, 1998, 1999** – III Prize at the Mathematics National Contest (Olimpiada Națională de Matematică)

**1996** – II Prize at the Mathematics National Contest (Olimpiada Națională de Matematică)



**1997, 1998, 1999, 2000** – III Prize at the “Traian Lalescu” mathematics competition

**1996** – I Prize at the “Traian Lalescu” mathematics competition

**1995** – II Prize at the “Traian Lalescu” mathematics competition

**1999** – I Prize at the “Gheorghe Titeica” mathematics competition (with the team)

## MEDIA PRESENCE

<https://www.smark.ro/articol/22917/conferinta-esomar-best-of-romania-2012>

<https://clujtoday.ro/inteligenta-artificiala-si-increderea-consumatorilor-cum-influenta-za-empatia-partajarea-datelor-personale/>

<https://www.iseg.ulisboa.pt/wp-content/uploads/ERS-Presenters-Bio-1.pdf>

<https://www.aradon.ro/aradon-stirile-judetului-arad/secretul-carierei-de-succes-267864/>

<https://digital.bibliotecaarad.ro/files/original/5a5b288e07feedf933486cd7f6f5765cb0f66776.pdf>

## INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

**April 2018** – Philipps University of Marburg, Germany – Erasmus+ Teaching Mobility

## LANGUAGES

**Romanian** – Native speaker

**German** – Experienced user (Sprachdiplom- KMK- Zweite Stufe)

**English** – Experienced user (“English certificate”– awarded by the Ministry of National Education, Romania)

**French** – Basic user

**Hungarian** – Basic user

## SKILLS

**Ability to work and communicate with team members** (Participation as member in several research projects and teams)

**Ability to work in a multicultural work environment** (Study and research periods abroad in Germany, Great Britain and USA)

**Ability to work and communicate with students** (A big number of coordinated master- and bachelor thesis; participation at several student’s activities)