



PETCU Monica Aureliana

CURRENT POSITION: Professor

AFFILIATION/DEPARTMENT: Department of Financial and Economic Analysis and Valuation

ORCID RESEARCHER ID: <https://orcid.org/0000-0003-0725-5770>

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE:

EMAIL:

PROFILE

Monica Petcu expertise spans economic and financial analysis, business management, diagnosis and strategy, and valuation. Professor Petcu's research interests focus on performance, sustainable development, ethics, competitiveness, entropy, informality and innovation in business management. Her scholarly contributions are evidenced by publications in national and international journals, as well as presentations at conferences. She has participated in research projects as both a coordinator and a team member. In addition to her academic endeavors, Professor Petcu combines her teaching and research with practical experience as a consultant, auditor, and expert accountant. She is a member of Romanian Society of Economic and Financial Analysis, the Chamber of Financial Auditors in Romania, and CECCAR – the Body of Expert and Licensed Accountants of Romania.



EDUCATION

Habilitation	2017 - Habilitation title: "The paradigmatic context in business strategies", Bucharest University of Economic Studies
Post-Doc	-
PhD (Doctorate)	2004 - PhD in Accounting - Economic and financial analysis, Bucharest University of Economic Studies
Master	2023 - English Language Education and Research Communication for Business and Economics, Bucharest University of Economic Studies, Romania 1995 - Financial and monetary strategies and policies, Faculty of Finance, Banks, Insurance and Stock Exchanges, Bucharest University of Economic Studies, Romania
Bachelor	1994 - Faculty of Finance, Banks and Accounting, Bucharest University of Economic Studies, Romania

PROFESSIONAL TRAINING

2007-present - annual courses organized by the Body of Expert and Licensed Accountants of Romania (CECCAR)

2000-present - annual courses organized by the Chamber of Financial Auditors of Romania (CAFR)

2018 - Workshop on Contemporaneous Research Methods, Bucharest University of Economic Studies, Romania

2013 - Réflexions sur le principes majeurs du Français sur Objectif Universitaire et du Français sur Objectif Spécifique dans l'enseignement des disciplines de spécialité des filières francophones en économie, Bucharest University of Economic Studies, Romania - L'Université d'Artois, France

2002 - International Enterprise Development Programme, Romania Government

1997 - Research internship, Doctoral School of Finance and Banking - European Center of Excellence, Bucharest University of Economic Studies, Romania- Ecole d'Economie de Toulouse (TSE), France

ACADEMIC MANAGEMENT

2023 - present - member in the University's Senat

2020-2023 - Head of Department of Financial and Economic Analysis and Valuation, Faculty of Accounting and Management Information Systems, Bucharest University of Economic Studies, Romania

ACADEMIC EXPERIENCE

1995-present: Professor (2015-present), Associate Professor (2005-2015), Lecturer (2002-2005),



Assistant Professor (1995–2002)

Courses taught:

- Economic and financial analysis (FABIZ, Business and Tourism, Management);
- Advanced economic and financial analysis of the enterprise (CIG);
- Introduction to economic and financial analysis (CIG);
- Fundamental economic and financial analysis (CIG);
- Business performance measurement (FABIZ);
- Business administration (CIG);
- Business valuation (Fabiz, CIG);
- Real estate financing (CIG);
- Firm diagnosis and strategy (CIG).

RESEARCH PROFILE

Main area of research focus: performance, sustainable development, ethics, competitiveness, entropy, informality and innovation in business management

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Petcu, M. A., Sobolevschi-David, M. I., & Cureau, S. C. (2024). Integrating digital technologies in sustainability accounting and reporting: Perceptions of professional cloud computing users. *Electronics*, 13(14), 2684.
2. Petcu, M. A., Sobolevschi-David, M. I., Cureau, S. C., & Moise, D. F. (2024). Integrating Artificial Intelligence in the Sustainable Development of Agriculture: Applications and Challenges in the Resource-Based Theory Approach. *Electronics*, 13(23), 4580.
3. Petcu, M. A., & Cișmașu, I. D. (2023). Exploring economic effects of work out of company office based on bibliometric analysis. *Journal of Business Economics and Management*, 24(4), 676–695.
4. Petcu, M. A., Dinu, E. M., Cișmașu, I. D., & Popescu-Predulescu, R. A. (2023). The analysis of the impact of energy and environmental policies of the European Union on the economic performance of companies. Case study in the transport sector. *Amfiteatru Economic*, 25(63), 362–379.
5. Petcu, M. A., Ionescu-Feleaga, L., Ionescu, B. Ș., & Moise, D. F. (2023). A decade for the mathematics: bibliometric analysis of mathematical modeling in economics, ecology, and environment. *Mathematics*, 11(2), 365.
6. Petcu, M. A., Sobolevschi-David, M. I., Crețu, R. F., Cureau, S. C., Hristea, A. M., Oancea-Negescu, M. D., & Tutui, D. (2023). Telework: a social and emotional perspective of the impact on employees' wellbeing in the COVID-19 pandemic. *International Journal of Environmental Research and Public Health*, 20(3), 1811.



7. Davidescu, A. A., Petcu, M. A., Curea, S. C., & Manta, E. M. (2023). The relationship between informality and sustainable development goals through text analysis. *Applied Economics Letters*, 30(14), 1946-1954.
8. Petcu, M., & Roman, M. (2023). Youth Religiosity: A Bibliometric Coverage and Quantitative Assessment of Internal and External Dimensions. *Journal of Social and Economic Statistics*, 12(1), 1-24.
9. Davidescu, A. A., Petcu, M. A., Curea, S. C., & Manta, E. M. (2022). Two faces of the same coin: Exploring the multilateral perspective of informality in relation to Sustainable Development Goals based on bibliometric analysis. *Economic Analysis and Policy*, 73, 683-705.6.
10. Petcu, M. A., Sobolevschi-David, M. I., Anica-Popa, A., & Popescu, A. M. (2022). EXPLORING THE IMPACT OF TELEWORK ON THE ROMANIAN EMPLOYEE WELL-BEING-A DYNAMIC PERSPECTIVE. *Economic Computation & Economic Cybernetics Studies & Research*, 56(3).
11. Miron, D., Petcu, M. A., David-Sobolevschi, M. I., & Cojocariu, R. C. (2021). A multidimensional approach of the relationship between teleworking and employees well-being-Romania during the pandemic generated by the SARS-COV-2 virus. *Amfiteatru Economic*, 23(58), 586-600.
12. Petcu, M. A., Sobolevschi-David, M. I., Anica-Popa, A., Curea, S. C., Motofei, C., & Popescu, A. M. (2021). Multidimensional assessment of job satisfaction in telework conditions. Case study: Romania in the covid-19 pandemic. *Sustainability*, 13(16), 8965.
13. Petcu, M. A., Sobolevschi-David, M. I., & Curea, S. C. (2021). Configuration of an integrated quality-social responsibility-performance management system in the hospitality industry. Case studies: Balneary tourism Romania. *Sustainability*, 13(13), 7303.
14. Petcu M.A., Sobolevschi-David M.I., The Hospitality Industry - Anamnesis, Diagnosis and Directions in Pandemic Context, *Audit Financiar*, 18 (158)/2020, .411-422.
15. Petcu M.A., Cișmașu I.D., Tourism: a contribution to the sustainable economic growth, *Quality - Acces to Success*, March 2019, Vol. 20, S2, 460-466.
16. Petcu M.A., Curea S.C., Micro-macroeconomic correlation in assessing company performance - the impact of energy field, *Quality - Acces to Success*, March 2019, Vol 20, S2, 467-473.
17. Petcu M.A, David-Sobolevschi M.I., Cișmașu I.D. A national ecological performance analysis - case study: Romania, *Quality - Acces to Success*, March 2018, Vol. 19, S1, 379-385.
18. Petcu M.A., Sobolevschi-David M.I., Cișmașu I.D., Dimensions and Indicators of Quality Management Assessment in the Context of Sustainable Development, *Annals of the University of Petroșani, Economics*, 18(1), 2018, 179-186.
19. Petcu M.A., Sobolevschi-David M.I., Cișmașu I.D., The coordinates of the company's strategic behavior in environmental protection issue, *Quality - Access success*, 2017, Vol. 18, S2, 311-317.
20. Vasile E., Sobolevschi-David M.I., Petcu M.A., Bunget O.C., Matrix approach for estimating the effectiveness of ecological behavior, *Journal of Public Administration, Finance and Law (JOPAFI)*, 2016, Vol.8(8), 96-107.
21. Sobolevschi-David M.I., Vasile R., Petcu M.A., Costin Ciora, Economic and financial performances within the scope of accounting and fiscal standards applicable to real estate transactions, *Theoretical and Applied Economics*, 2015, Vol. XXII, 91-98.



22. Petcu M.A., Sobolevschi-David M.I., Simionescu V., Integration of the economic and financial analysis in the audit of land and buildings, Theoretical and Applied Economics, 2015, Vol. XXII, 09-116.
23. Petcu M.A., Sobolevschi-David Maria Iulia, Lapuste M., The Impacts of the regulatory framework on the evaluation of information necessary to the assessment of financial position and cost-effectiveness. Compared analysis: OMFP 3055/2009-OMFP 1802/2014, Theoretical and Applied Economics, 2015, Vol. XXII, 79-90.
24. Petcu M., Sobolevschi-David M.I., Bunget O.C., Inconsistency of legal provisions: failure in introducing the clawback tax on the romanian medicines market, Transylvanian Review of Administrative Sciences, No. 43 E/October 2014, 198-215.
25. Petcu M., Dinu E., The Integration of the Ethical Dimension into Business Education, Amfiteatru Economic, 2014, Vol. 16(37), 917-931.
26. Bunget O.C., David Sobolevschi I.M., Petcu M.A., Dreve R., Unele aspecte privind planificarea si riscurile în misiunile de asigurare, Audit Financiar, 2014, Vol. 109-1, 3-10.
27. Petcu M., Dinu E., Integrarea dimensiunii etice în educația pentru afaceri, Revista Amfiteatru Economic, vol.16, nr. 37/2014, 753-765.
28. Miron, D., Petcu, M. A., & Sobolevschi, I. D. (2013). Declarativity and efficiency in providing services of general economic interest. Empirical study regarding the relation between heating costs and budget constraints. Amfiteatru Economic, 15(34), 342.
29. Sobolevschi-David M.I., Petcu M.A., Bunget O., Lapuste M., Accounting practices and treatments regarding the real estate assets. Reference points for the decisional process, Theoretical and Applied Economics, vol.XX, Supliment, decembrie 2013, 97-107
30. Petcu, M., Miron, D., & David-Sobolevschi, I. (2012). DETERMINISM IN ASSESSING THE CONSUMER'S ECOLOGICAL BEHAVIOUR. Amfiteatru Economic, 14(31), 129.
31. Miron, D., Petcu, M., & Sobolevschi, I. M. (2011). Corporate social responsibility and the sustainable competitive advantage. Amfiteatru Economic Journal, 13(29), 162-179.
32. Miron D., Petcu M.A., Sobolevschi-David M.I., Applicative Approach to Risk Management, Revista de Management Comparat International, nr 5, vol 12, 2011, 883-892
33. Petcu M.A., Abordarea analizelor diagnostic în domeniul competitivității regiunilor de dezvoltare, Romanian Statistical Review – nr.12/2010 supliment, 101-105.
34. Petcu M.A., Factori determinanți și indicatori de evaluare a competitivității regionale, Romanian Statistical Review – nr.12/2010 supliment, 134-138.
35. Bunget O., Sobolevschi-David M.I., Petcu M.A., Professional reasoning in expressing the auditor's opinion, 9, MPRA, 2009.
36. Miron D., Petcu M.A., Sobolevschi-David M.I., Characteriologic Context of Service Assessmen, Revista de Management Comparat International, nr 4, vol 10, 2009, 611-621.
37. Petcu M.A., Sobolevschi-David M.I., Matrix approach of strategic positioning in the hospitality industry, Theoretical and Applied Economics, Supliment, 2009.
38. Sobolevschi-David M.I., Petcu M.A., The relevance of consolidating financial statements within the groups of companies decision-making process, Theoretical and Applied Economics, Supliment,



2009, 143-148.

39. Petcu, M. A., & Sobolevschi, I. D. (2008). Distribution-the synergetic process in establishing the value. The AMFITEATRU ECONOMIC journal, 10(24), 133-142.
40. Sobolevschi-David M.I., Petcu M.A., Integrarea discursului etic în teoria economică, Revista Amfiteatru economic, vol.10, nr.23, 2008, 125-130.

List of papers published in conference proceedings:

1. Petcu, M. A., Popescu-Predulescu, R. A., & Theodorescu, A. (2024, June). A Case Study on Performance Analysis through Digitalisation and Gender Equality. In Proceedings of the International Conference on Economics and Social Sciences (Vol. 6, No. 1, pp. 156-165). Bucharest University of Economic Studies, Romania.
2. Petcu M.A, Sobolevschi-David Iulia-Maria, Cişmaşu Irina Daniela, Impact of the prudence principle on performance and financial position -value adjustments, Proceedings of the 13th International Conference Accounting and Management Information Systems – AMIS 2018 13-14 iunie, 2018, 394-407.
3. Sobolevschi-David I.M., Petcu M.A., Cişmaşu I.D., Information restatement in the annual financial statements regarding the company's revenues and expenditures, Proceedings of the 13th International Conference Accounting and Management Information Systems – AMIS 2018 13-14 iunie, 2018, pag.380-393, ISSN 1583-4387
4. Buget O., Sobolevschi-David I.M., Petcu M.A., Opinion on intellectual Forgry in Romanian Accaounting Law, Conference: 20th International-Business-Information-Management-Assoc Conf on Enterpreneurship Vision 2020: Innovatio, Development Sustainability, and Economic Growth, 870-875, Kuala Lumpur, Malaysia, mar 25-26.2013.

List of books & book chapters:

1. Petcu M., Sobolevschi David M.I., Anghel I, Dinu E. (coordonatori), Analiză economico-financiară, Editura Economică, Bucureşti, 2023, ISBN 978-606-093-037-2
2. Anghel, V.Robu, I. Lala-Popa, P. Ştefea, M.Mironiuc, M.V.Achim, M.Siminică (coord.), ...Petcu M., Tratat de analiză economico-financiară, Editura Academiei Române, 2022, ISBN 978-973-27-3442-1
3. David Sobolevschi M.I., Robu V., Petcu M.A., Curea S.C., Ghid practic de analiză economico-financiară, Editura ASE, Bucureşti, 2020, ISBN – 978-606-34-0332-3
4. Tigu G., Ciora C., Petcu M.A., Boboc D., Crismariu O.D., Curteanu A.B. Restart the Hotel, Restaurant, and Travel Industry in Romania after the COVID 19-Pandemic. Springer Proceedings in Business and Economics, 2021, 87-108, ISBN 978-3-030-86641-9
5. Sobolevschi-David M.I., Petcu M.A., Tăţu L., Cataramă D., Ciobanu R., Jinga G., Gavril I.A., Balaban G., Avram M. Impactul crizei Covid 19 asupra mediului fiscal din România. Springer Proceedings in Business and Economics, 2021, 189-206, ISBN 978-3-030-86641-9



6. Robu V., Anghel I., Serban C. (colectiv coord.), Petcu M.A., Analiza economico-financiară a firmei, Editura Economică, București, 2014, ISBN 973-709-683-8
7. Petcu M.A., Analiza economico-financiară a întreprinderii (ediția a II-a), Editura Economică, București, 2009, ISBN 978-973-709-415-5
8. Petcu M., Strategical financial decision, Norcross, Georgia, U.S.A., 2009, ISBN – 13:978-973-9282-82-6, ISBN – 10:973-9282-82-2
9. Petcu M.A., Sobolevschi David M.I., Sandu R., Analyse économique et financière, Editura ASE, Bucuresti, 2005, ISBN 973-594-671-8
10. Vâlceanu G., Robu V., Georgescu N. (colectiv coord.),...Petcu M., Analiză economico-financiară, Ed. a doua revizuită și adăugită, Editura Economică, București, ISBN 973-709-174-
11. Petcu M.A., Analiza echilibrului financiar, Editura Universitară, București, 2004, ISBN 973 – 7787 – 00-5 12.
12. Vâlceanu G., Robu V., Georgescu N. (colectiv coord.),...Petcu M., Analiză economico-financiară, Editura Economică, București, 2004, ISBN 973-709-049-7
13. Petcu M.A., Analiza economico-financiară a întreprinderii. Probleme, abordări, metode, aplicații, Editura Economică, București, 2003, ISBN 973-590-902-2
14. Petcu M.A., Mustață M., Turism. Contabilitate, analiză economico-financiară, management în unitățile de turism, Editura PACO, București, 2003, ISBN –973–8314–25–9

SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

Editorial board Journal of Accounting and Management Information Systems

Reviewer for international journals:

- Journal Information (ISSN 2078-2489)
- Journal Electronics (ISSN 2079-9292)
- Journal Forecasting (ISSN 2571-9394)
- Journal Foods (ISSN 2304-8158)
- Journal Agriculture (ISSN 2077-0472)
- Journal Systems (ISSN 2079-8954)
- Journal Economies (ISSN 2227-7099)
- Journal Sustainability (ISSN 2071-1050)
- Journal FinTech (ISSN 2674-1032)
- Journal of Risk and Financial Management (ISSN 1911-8074)
- Journal Mathematics (ISSN 2227-7390)
- Journal Risks (ISSN 2227-9091)
- Journal Land (ISSN 2073-445X)
- Journal Societies (ISSN 2075-4698)
- Journal Technologies (ISSN 2227-7080)



- Journal Entropy (ISSN 1099-4300)

Reviewer for conferences: International Conference on Economics and Social Sciences

PROJECTS

1. *"Dezvoltarea cadrului conceptual pentru digitalizarea sistemului fiscal național și re proiectarea portalului ANAF", beneficiary Regia Autonomă RASIROM, 2024-2025*
2. *"Creșterea nivelului de educație în domeniul contabilității pentru un viitor sustenabil", Institutional research projects with an impact on society, 2024*
3. *"ReStart Economia. Măsurile de combatere a efectului economic și social al COVID 19 în România"-modul FISCALITATE, research project carried out within ASE, 2020*
4. *"ReStart Economia. Măsurile de combatere a efectului economic și social al COVID 19 în România"-domeniul de analiză: Hoteluri, restaurante și agenții de turism, research project carried out within ASE, 2020*
5. *"Model matricial de poziționare strategică a entităților în industria ospitalității", Contract 1697/2009, beneficiary KG AUDIT&ACCOUNTING S.R.L, contract with the business environment*
6. *"Analiza costurilor și soluții de optimizare a activității economice în fabrica de relucrare lemnului", beneficiary: ATLAS CORP S.R.L., 31.03.2009, contract with the business environment*
7. *"Model și program informatic de analiză și evaluare a competitivității regiunilor de dezvoltare", PNCDI II PARTENERIATE 92-078/01.10.2008, 2008-2011, beneficiary Institutul Român de Cercetări Economice Sociale și de Sondaje, ASE – partner 2*
8. *Model și program informatic pentru determinarea gradului de inovare la nivelul regiunilor de dezvoltare, CNCSIS, Programului 4 al PN II Contract de finanțare nr.92-079/2008, 2008-2011, beneficiary Institutul Român de Cercetări Economice Sociale și de Sondaje, ASE – partner*
9. *"Elaborarea unui sistem de monitorizare a activității financiar-contabile ASE", contract 1996/26.11.2004, contract with the business environment*
10. *"Studiu privind sistemul de indicatori economico-financiar din industria parafarmaceutică din România", contract 36/12.09.2008, contract with the business environment*
11. *"Studiu privind sistemul de indicatori economico-financiar din industria de celuloză și hârtie din România", contract 48/29.10.2008, contract with the business environment*

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

The Romanian Society of Economic and Financial Analysis

The Chamber of Financial Auditors in Romania

The Body of Expert and Licensed Accountants of Romania

INDUSTRY AND SOCIETAL ENGAGEMENT

2007-present, auditor, audit activities: statutory audit, agreed procedures, financial audit for projects



financed by European funds

1996–present, consultant, accountant, censor; activities: consultancy, the elaboration of accounting principles, norms and policies at the company level, budget coordination and synthesis, financial reporting, accounting activities

GRANTS AND HONORS

Georgescu Roegen diploma for scientific research excellence – November 16, 2023

The prize awarded by UEFISCDI, PN-III-P1-1.1-PRECISI-2021-58549, position 534, for the article "Multidimensional Assessment of Job Satisfaction in Telework Conditions. Case Study: Romania in the COVID-19 Pandemic"

The prize awarded by UEFISCDI, PN-III-P1-1.1-PRECISI-2021-58786, position 618, for the article "Configuration of an Integrated Quality–Social Responsibility–Performance Management System in the Hospitality Industry. Case Study: Balneary Tourism Romania"

The prize awarded by UEFISCDI, PN-II-RU-PRECISI-2015-9-9205, position 693, for the article "The integration of the ethical dimension into business education"

The prize for the publication of the article "Determinism in the evaluation of the ecological behavior of all consumers", 2012, awarded by the Academy of Economic Studies in Bucharest, Faculty of Accounting and Management Informatics

LANGUAGES

English –

French –

SKILLS

Interpersonal skills: communication skills, motivator, team builder

Personal skills: innovative, analytical ability, problem solving