



PUGNA Irina–Bogdana

CURRENT POSITION: Professor

AFFILIATION/DEPARTMENT: Department of Management Information Systems

ORCID RESEARCHER ID: <https://orcid.org/0000-0001-7436-4649>

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE: <https://www.linkedin.com/in/irina-bogdana-pugna-37b87431/>

EMAIL: irina.pugna@cig.ase.ro

PROFILE

Irina Bogdana Pugna is an academic and researcher specializing in Management Information Systems, Business Intelligence, Business Analytics, and Artificial Intelligence. A faculty member at the Bucharest University of Economic Studies since 1991 and a professor since 2005, she has contributed to advancing education and research in technology-driven business solutions, including projects such as the “Knowledge-based Entrepreneurial Academy” and the development of programs like INDE, an international MBA in collaboration with CNAM Paris.

Her experience includes consulting on enterprise system implementations and publishing in her field, with articles and books addressing the integration of emerging technologies into business practices. Irina Bogdana Pugna remains committed to fostering innovation, mentoring future professionals, and bridging the gap between academic research and practical application.



EDUCATION

Habilitation	2025 , Habilitation title: "Digital Transformation – the foundation of Business Excellence
Post-Doc	-
PhD (Doctorate)	2001 – Phd in Accounting, Bucharest Academy of Economic Studies (ASE), Romania. Doctoral Thesis : "Expert Systems for Enterprise Evaluation"
Master	2013 – Master Reserach and Teacher Education for Business & Economics, Faculty of International Economic Relations, Bucharest Academy of Economic Studies (ASE), Romania
Bachelor	1991 – Bachelor in Economics, Faculty of Cybernetics, Statistics and Informatics, Bucharest Academy of Economic Studies (ASE), Romania

PROFESSIONAL TRAINING

1993 – DSS Management Financier et Logistique Informatique, Institut d'Administration des Entreprises, E.S.U.G., Toulouse, France

ACADEMIC MANAGEMENT

2000– Present, Council Member – Bucharest Business School, Bucarest Academy of Economic Studies (ASE), Romania

ACADEMIC EXPERIENCE

1991 – Present – faculty member in the Department of Management Information Systems.

2005 – Present, Professor, Department of Management Information Systems, Faculty of Accounting and Management Information Systems, Bucharest University of Economic Studies, Romania

Courses taught:

- Business Intelligencer (CIG)
- Management Information Systems (MBA INDE, Bucharest Business School)
- Marketing Intelligence (Master MCA, Marketing)
- Marketing Intelligence Systems (Master CRM, Markrting)
- ERP Systems (FABIZ)
- Business Leadership and Strategy (Doctoral School of Business Administration II)
- Expert Systems (CIG)
- Applied Informatics for Language – Computational Linguistics (REI)



- Databases (FABIZ, CIG)

RESEARCH PROFILE

My research focus in four key areas: exploring sustainable and ethical business practices through twin transformation (digital and ESG), investigating the interplay between digital transformation and organizational culture, delving into the integration of emerging technologies and innovation strategies, and enhancing customer engagement using data analytics and digital channels to optimize customer experience. My research emphasizes the transformative impact of emerging technologies—such as artificial intelligence, IoT, and blockchain—on business operations, value creation, and competitive advantage.

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Cozgarea Adrian, Cozgarea Gabriel, Boldeanu Dana Maria, PUGNA Irina Bogdana, GheorgheMirela, (2023) Predicting Economic and Financial Performance through Machine Learning, Economic Computation And Economic Cybernetics Studies And Research, vol. 57, nr. 2, 2023, pg. 89-102, ISSN: 0424-267X, Web of Science - Impact Factor 2021= 0.899, WOS: 001023056000006
2. PUGNA Irina Bogdana, Boldeanu Dana Maria, Gheorghe Mirela, Cozgarea Adrian, Cozgarea Gabriel, (2022) Management Perspectives towards the Data-Driven Organization in the Energy Sector, Energies, Vol. 15, Nr. 16, 2022, pg. 5775 - 5775, ISSN:1996-1073, Web of Science - Impact Score 2021 = 2.63, WOS:000847090000001
3. Topor Dan Ioan, Maican Silvia Stefania, Pastiu Carmen Adina, PUGNA Irina Bogdana, Solovastru Mircea Stefan,(2022) Using CSR communication through social media for developing long-term customer relationships. The case of romanian consumers, Economic Computation And Economic Cybernetics Studies And Research, Vol. 56, Nr. 2, 2022, pg. 255 - 272, ISSN:0424-267X, Web of Science, Impact Factor: 0,132
4. Irina Bogdana Pugna, Adriana Duțescu, Oana Georgiana Stănilă, (2019) Corporate Attitudes towards Big Data and Its Impact on Performance Management: A Qualitative Study,. Sustainability 2019, Volume 11, Issue 3, 684, - ISI factor impact 2,075, WOS:000458929500129
5. Victoria Stanciu, Irina Bogdana Pugna, Mirela Gheorghe, (2020.) "New Coordinates of Accounting Academic Education. A Romanian Insight, Journal of Accounting and Management Information Systems, Faculty of Accounting and Management Information Systems, The Bucharest University of Economic Studies, vol. 19(1), pages 158-178
6. Felicia Albescu, Irina Bogdana Pugna,(2014) Marketing intelligence - the last frontier of business information technologies, Romanian Journal of Marketing, nr.3/2014, July-Sept, ISSN 1842-2454
7. Irina Bogdana Pugna, Dana Boldeanu, (2014) Factors affecting establishment of an institutional



- knowledge management culture – a study of organizational vision, *Journal of Accounting and Management Information Systems (JAMIS)*, Vol 13, nr 3/2014, ISSN 1583-4387
8. Dana Boldeanu, Irina Bogdana Pugna, (2014) The analysis of the influence factors affecting the performance of pharmaceutical factors, *Theoretical and Applied Economics*, Volume XXI (2014), No. 7(596), ISSN print: 1841-8678, ISSN on-line: 1844-0029
 9. Irina Bogdana Pugna, Dana Boldeanu, (2014) Towards developing a KM strategy – perspectives from an organizational vision, *Proceedings of International Conference Accounting and Management Information Systems (AMIS)*, The ninth edition – AMIS , iunie 2014, The Bucharest Academy of Economic Studies, ISSN 2247-6245
 10. Irina Bogdana Pugna, Dana Boldeanu, (2013) Integration of Knowledge Management and Business Intelligence Initiatives in a collaborative intelligence framework, *Proceedings of International Conference Accounting and Management Information Systems (AMIS)*, The eighth edition – AMIS 2013, The Bucharest Academy of Economic Studies
 11. Dorin Zaharie, Irina Bogdana Pugna, Cristina Radulescu, (2011) An ontology-based conceptual design for a datawarehouse, *ECECSR (Economic Computation and Economic Cybernetics Studies and Research) Journal*, nr. 2/ 2011, format online ISSN 1842-3264, format print ISSN 0424-267X, acreditata ISI factor impact 0,093, WOS:000292347200002
 12. Irina Bogdana Pugna, Felicia Albescu, Robert Sova, (2011) Beyond reporting in Business intelligence: Intelligence through analytics, *Proceedings of International Conference Accounting and Management Information Systems (AMIS)*, The sixth edition – AMIS 2011, June 8-9 2011, The Bucharest Academy of Economic Studies, Editura ASE, ISSN 2247-6245
 13. Felicia Albescu, Irina Bogdana Pugna, Dorel Paraschiv, (2009) Cross cultural Knowledge Management, *Revista Informatica Economica* vol.13, nr 4/2009, pp. 39-50, ISSN 1453-1305, EISSN 1842-8088
 14. Felicia Albescu, Marieta Olaru, Dorel Paraschiv, Irina Bogdana Pugna (2009) Excelenta in serviciile globale prin managementul cunostintelor interculturale in *Revista CALITATEA – Acces la succes* (inclusa in baza de date EBSCO Publishing), nr. 8/ august 2009, ISSN 1582-2559, Revista nationala coterata B+ CNCIS
 15. Irina Bogdana Pugna, Felicia Albescu, Delia Babeanu (2009) The role of business intelligence in business performance management, *The Annals of the University of Oradea – Economic SCIENCE – Conferința Internațională de Comunicări Științifice*, "Integrarea Europeană – noi provocări pentru economia Revista Facultății de Științe Economice, coterată B+ CNCIS, <http://anale.steconomieuoradea.ro>, indexata in RePec, Doaj, EBSCO and CABELLÂS DIRECTORY OF PUBLISHING OPPORTUNITIES, ISSN 1582 -5450, mai 2009
 16. Delia Babaeanu, Gabriel Cozgarea, Irina Bogdana Pugna, Alexandru Gavrila (2009) Information flow assured by IT&C continuity planning, *The Annals of the University of Oradea – Economic SCIENCE – Conferința Internațională de Comunicări Științifice*, "Integrarea Europeană – noi provocări pentru economia Revista Facultății de Științe Economice, coterată B+ CNCIS, <http://anale.steconomieuoradea.ro>, indexata in RePec, Doaj, EBSCO and CABELLÂS DIRECTORY OF PUBLISHING OPPORTUNITIES, ISSN 1582 -5450, mai 2009



17. Felicia Albescu, Irina Bogdana Pugna, D. Paraschiv, (2008), Business Intelligence and Knowledge Management – Technological support for Strategic Management in the Knowledge Based Economy, Revista Informatica Economica, vol XII, nr 4(48), Bucuresti, 2008, pp. 5-12, ISSN 1453-1305, EISSN 1842-8088
18. Irina Bogdana Pugna, Felicia Albescu, (2007) Knowledge Integration for Management use, AMIS 2007, publicat in Revista de Contabilitate si Informatica de gestiune Supliment/2007, cotaie CNCSIS B+, revista indexata in Ulrich's Periodicals Directory, ISSN 1583-4387, 2007
19. Felicia Albescu, Irina Bogdana Pugna, D. Paraschiv, (2007) Business information engineering – an approach in integrating Business & Information technologies, AMIS 2007, publicat in Revista de Contabilitate si Informatica de gestiune Supliment/2007, cotaie CNCSIS B+, revista indexata in Ulrich's Periodicals Directory, ISSN 1583-4387, 2007
20. Felicia Albescu, Irina Bogdana Pugna, (2007), Knowledge management and Information Technologies, Lucrările celei de-a 8-a conferințe internaționale Informatics in Knowledge Society, ISBN 978-973-594-921-1, cotaie CNCSIS B+, 2007
21. Felicia Albescu, Ali Eden, Irina Bojan (2003) Evaluarea aplicațiilor informatice – metrici, tehnici si procese, Revista Contabilitate si Informatica de Gestiune, nr. 6/2003, ISSN 1583 – 4387, 2003
22. Dorin Zaharie, Felicia Albescu, Irina Bojan, (2003) Posibilități de exploatare intensivă a sistemelor de tip CRM Revista Contabilitate si Informatica de Gestiune, nr. 6/2003, ISSN 1583 – 4387, 2003
23. Veronica Burlacu, Irina Bojan (1995) Optimizarea redundanței în cazul structurilor fundamentale, proiectare, revista Studii și cercetări de calcul economic și cibernetică economică, nr.1/1995, pag 27-30, A.S.E. București, 1995
24. V. Burlacu, Gh. Cenușă, I. Modan, Irina Bogdana Pugna, (1993) The approximation of the reliability of a coherent binary system, Analele Universității din Timișoara, indexata în Zentral Blatt Math și AMS Math Sci Net vol. XXXI, fasc II, 1993, pag 153-168
25. V. Burlacu, Gh. Cenușă, I. Modan, Irina Bogdana Pugna, (1993) The redundancy at different levels of a coherent binary system, Analele Universității din Timișoara, indexata în Zentral Blatt Math și AMS Math Sci Net vol. XXXI, fasc II, 1993, pag 145-151
26. V. Burlacu, Irina Bogdana Pugna (1989) Optimizarea fiabilității sistemelor binare coerente în faza de proiectare, revista Studii și cercetări de calcul economic și cibernetică economică, nr.2/1989, pag 39-47, A.S.E., București, 1989

List of papers published in conference proceedings:

1. L.E. Anica-Popa, M. Vrancianu, I.B. Pugna, D.M. Boldeanu (2024) Addressing Cybersecurity Issues in ERP Systems – Emerging Trends, Proceedings of the International Conference on Business Excellence VOLUME 18 (2024): ISSUE 1
2. Irina Bogdana Pugna, Adriana Dutescu (2020) Blockchain-the accounting perspective, Proceedings of the 13th International Conference on Business Excellence, Bucuresti, martie 2020, conferinta acreditata ISI, ISSN 2502-0226, Volume 14, p .214-224



3. V. Stanciu, Irina Bogdana Pugna, M. Gheorghe, New coordinates of accounting academic education. A Romanian insight, Proceedings of the 14th International Conference Accounting and Management Information Systems (AMIS) 2019
4. A. Dutescu, Irina Bogdana Pugna, G.O. Stanila, Reframing business reporting in a Big Data world, Proceedings of the 13th International Conference on Business Excellence, Bucuresti, martie 2019, conferinta acreditata ISI, Volume 12: Issue 1, ISBN 978-606-19-0104-3, p.816-828
5. Martin Henson, Irina Bogdana Pugna, Organizing Principles for the Internationalization of Higher Education, Proceedings of the 13th International Conference on Business Excellence, Bucuresti, martie 2019, conferinta acreditata ISI, ISSN 2284-7472, ISSN-L 2247-1480
6. Martin Henson, Irina Bogdana Pugna, Conceptual analysis of a longitudinal experiment with the flipped classroom, Proceedings of the 17th International Conference on Informatics in Economy, IE 2018, mai 2018, Iasi, Romania, Conferinta acreditata ISI, ISSN 2284-7472, ISSN-L 2247-1480
7. Irina Bogdana Pugna, A. Dutescu, G.O. Stanila, Performance management in the data-driven organisation, Proceedings of the 12th International Conference on Business Excellence, Bucuresti, martie 2018, conferinta acreditata ISI, Volume 12: Issue 1, ISBN 978-606-19-0104-3, p.816-828
8. Irina Bogdana Pugna, F. Albescu, D. Babeanu, Knowledge management – a cultural approach, Proceedings of the 7th International Conference on Business Excellence, Brasov, octombrie 2012, cotaie CNCIS B+, ISBN 978-606-19-0104-3, p. 131-137
9. Irina Bogdana Pugna, F. Albescu, D. Zaharie, Knowledge management – support for business excellence, the 4th International Conference on business excellence Brasov, octombrie 2009, cotaie CNCIS B+, conferinta acreditata ISI, ISBN 978-973-1747-12-5 (Vol 2), p. 137-141
10. Irina Bogdana Pugna, F. Albescu, D. Paraschiv Adaptive and right time business intelligence, Proceedings of the 4th International Conference Accounting and Management Information Systems, iunie 2009, ISBN 978-606-505-236-9
11. Irina Bogdana Pugna, F. Albescu, D. Paraschiv, Knowledge Management – emerging perspectives, Education, Research and Business Technologies, The Proceedings of the ninth international conference on informatics in economy, cotaie CNCIS B+, ASE Publishing House, ISBN 978-606-505-172-2, 2009
12. D.M. Paraschiv, F. Albescu, L. Paraschiv, Irina Bogdana Pugna, Managing change and sustainable development in global companies – focus on central and eastern Europe, Proceedings of the 6th International Conference on Management of Technological Changes – democritus University of Thrace, Greece, ISBN: 978-960-89832-6-7, ISBN (volume 2): 978-960-89832-8-1, – vol 2 – pag 577-580, 2009
13. F. Albescu, Irina Bogdana Pugna, D. Paraschiv, Business Competitive Intelligence – the ultimate use of information technologies in strategic management – 4th International Conference of ASECU-Development: Cooperation and Competitiveness, May 2008, Bucharest, ISBN 978-606-505-234-5, 2009
14. Irina Bogdana Pugna, F. Albescu, , D. Zaharie Business Intelligence for strategic performance measurement-Business Performance Management, 4th International Conference of ASECU-



- Development: Cooperation and Competitiveness, May 2008, Bucharest, ISBN 978-606-505-234-5, 2009
15. F. Albescu, Irina Bogdana Pugna, D. Paraschiv Business & Competitive Intelligence – Technological support for Strategic management in a knowledge-based economy, International Conference on Knowledge Management, Bucuresti, ISBN 978-606-505-124-9, cotație B+, 2008
 16. I. Pugna, F. Berbec, Information partnership for information management, publicat in volumul „Workshop IE & SI”, Timisoara, ISBN 978-943-661-870-3, 2006
 17. Irina Bojan Sistemele ERP – implementare și exploatare, în volumul editat la Workshop-ul Internațional Informatica economică & Societatea informațională, Timișoara, mai 2003, ISBN 973-661-016-0, 2003
 18. Informatica economică & Societatea informațională, Timișoara, mai 2003, ISBN 973-661-016-0, 2003
 19. Irina Bojan Risk management in Customer Relationship Management Systems, în volumul editat la Workshop-ul Internațional Informatica economică & Societatea informațională, Timișoara, mai 2003, ISBN 973-661-016-0, 2003
 20. D. Zaharie, A. Eden, F. Albescu, Irina Bojan e-Pharm-Up Project Best Practice e-Marketplace in Romanian Pharmaceutical Sector –, volumul editat la Workshop-ul Internațional Informatica economică & Societatea informațională, Timișoara, mai 2003, ISBN 973-661-016-0, 2003
 21. Irina Bojan, Risk management in Customer Relationship Management Systems –, în volumul editat la Workshop-ul Internațional Informatica economică & Societatea informațională, Timișoara, mai 2003, ISBN 973-661-016-0, 2003
 22. Irina Bojan, F. Berbec The social implications of information technologies –, Workshop Internațional Informatica economică & Societatea informațională, Timișoara, mai 2003, ISBN 973-661-016-0
 23. D. Zaharie, Irina Bojan Information society – the strategy for Romania, , Workshop Internațional Informatica economică & Societatea informațională, Timișoara, mai 2003, ISBN 973-661-016-0

List of books & book chapters:

1. Pugna, Irina Bogdana., Popescu, Ioana Cecilia., Henson, Martin (2024). AI and New Forms of Market Interaction to Enhance Customer Experience—A Management Perspective. In: Dima, A.M., Vâlcea, S. (eds) Reshaping Power Dynamics Between Sustainable Growth and Technical Disruption. ICESS 2023. Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-031-58967-6_4, Print ISBN 978-3-031-58966-9, Online ISBN 978-3-031-58967-6
2. I. Pugna, Databases, ISBN 973-85526-2-1, Editura Dual Tech, București, 2005
3. D. Zaharie, Irina Bogdana Pugna, C. Vasilescu, Asistarea informatica a deciziei bancare, Editura ASE, 2004
4. D. Zaharie, P. Năstase, F. Albescu, Irina Bojan, F. Mihai, L. Covrig, Sisteme expert – Teorie și Aplicații (editie revazuta si adaugita), ISBN 973-99482-0-0, Editura Dual Tech, București, 2003
5. D. Zaharie, F. Albescu, Irina Bojan, V. Ivancenco, Sisteme informatice de asistare a deciziei, ISBN 973-85525-1-6, Ed. Dual Tech, București, 2001
6. F. Albescu, I. Bojan, Management Information Systems and Decision Support Systems, ISBN 973-99482-7-8, Ed. Dual Tech, București, 2001



7. I.Bojan, Sisteme expert pentru evaluarea întreprinderii, 224 pg., ISBN 973-99482-5-1, Ed. Dual Tech, București, 2001
8. D. Zaharie, P. Năstase, F. Albescu, Irina Bojan, F. Mihai, L. Covrig, Sisteme expert – Teorie și Aplicații, ISBN 973-99482-0-0, Editura Dual Tech, București, 1999
9. D. Zaharie, P. Năstase, F. Albescu, Irina Bojan, F. Mihai, L. Covrig, Sisteme expert – Aplicații, ISBN 973-9236-29-4, Ed. Știință și tehnică, București, 1998
10. D. Zaharie, P. Năstase, F. Albescu, Irina Bojan Sisteme expert, ISBN 973-9236-28-6, Ed. Știință și tehnică, București, 1998

Case Studies:

1. 2025 Irina Bogdana Pugna, Digital Transformation at eMag – a success story
2. 2024 Irina Bogdana Pugna, AI applications in retail – Carrefour case study

SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

Reviewer

- International Journal : Sustainability (<https://susy.mdpi.com/>)
- Business Excellence Conference, FABIZ (<https://bizexcellence.ro/icbe-conference/>)

PROJECTS

2002-2004, *Electronic Marketplace in Romanian Pharmaceutical sector – e- Pharm-up Project, program IST (Information Society Technologies), finanțat de UE, Programul IST 2000 –UE, proiectul nr. 29419, member in the research team*

2008 -2011 *Cercetari privind demersurile comunicationale ale IMM-urilor, in vederea oferirii unor solutii inovative pentru cresterea competitivitatii, in contextul politicilor de dezvoltare durabila la nivel european, anul 2009, contract obtinut prin competitie, contractant CNCIS, numar contract 92-090/2008, member in the research team*

2008-2009 *Responsabilitatea sociala corporativa. Stimularea firmelor romanesti pentru cresterea performantelor de mediu in contextul integrarii Romaniei in UE. ROPERIN, anul 2009, contract obtinut prin competitie, contract nr 92 – 120/ 2008, member in the research team*

2010-2013, *POSDRU/92/3.1/S/56330 /2010 – Director NĂSTASE PAVEL , Academia de antreprenoriat bazat pe cunoaștere – expert*

2010-2013, *POSDRU/81/3.2/S/59664 /2010 – Director NĂSTASE PAVEL, Utilizarea TIC pentru servicii de calitate în domeniul financiar contabil – expert*

2010-2013, *POSDRU/86/1.2/S/5816 /2010 – Director NĂSTASE PAVEL, Sistem colaborativ integrat bazat pe cunostinte pentru imbunatatirea managementului universitatilor economice, in contextul noului Cadru National al Calificarilor din Invatamantul Superior – expert*



OTHER RELEVANT PROFESSIONAL EXPERIENCE

2013 – Present – Quality Assurance Reviewer in Higher Education, Commission for Academic Accreditation in UAE and National Council for Academic Accreditation and Assessment, KSA

2012–2015 – Digital Catalyst Fund (venture capital projects selection, consultancy), Board Member

2002 – SAP implementation at RELAD SRL – consultant

GRANTS AND HONORS

2003 Diploma Nicolae Popescu – Roegen for academic research

INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

2002 Scholarship Universite Orleans, Paris

2001 Scholarship Universite Orleans, Paris

2001 Scholarship for doctoral studies, Paris

LANGUAGES

English – Advanced

French – Intermediate

Italian – Advanced

SKILLS

Research: Expertise in designing and conducting qualitative and quantitative research, data analysis, academic publishing, and interdisciplinary collaboration.

Teaching & Mentoring: Curriculum development, interactive teaching, student supervision, and academic mentorship.

Technical & Analytical: Proficiency in statistical software, data visualization, machine learning frameworks and knowledge of database management and data mining techniques.

Communication: Strong writing, public speaking, and teamwork skills, with experience in conveying complex ideas to diverse audiences.