SERBAN Daniela

CURRENT POSITION: Professor

AFFILIATION/DEPARTMENT: Department of Statistics and Econometrics

ORCID RESEARCHER ID: https://orcid.org/0000-0003-4771-7335

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE:

EMAIL: daniela.serban@csie.ase.ro

PROFILE

Professor Ph.D. at the Bucharest University of Economic Studies, Department of Statistics and Economics. Her current main research field is Statistical applied research and Econometric modelling 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. Graduate of the Faculty of Cybernetics, Statistics and Economic Informatics, the section Economic Cybernetics, the promotion of 1993, and graduate, in 2008, of the first promotion of the Master's Degree program in Communication in English for teaching and economic research within the Faculty of International Economic Relations, ASE Bucharest. The main areas of scientific interest of her are quantitative methods to support decision making and marketing in European research In accordance with these areas, she coordinated, as director, two European national research projects funded by DGTREN,financed under FP7, on the promotion and marketing of public services to ensure sustainable urban development. She has also been a member of numerous local and national research teams. She is a member of the Romanian Statistical Society, author of four books, more than 20 articles and scientific papers published in Clarivate indexed journals and presented at prestigious international conferences, quoted by representative authors for statistical research in Romania and worldwide.

She is a member of the European Marketing Academy (since 2023).

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MARCH 2025

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e-mail: departamentunesco@fabiz.ase.ro
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EDUCATION

Habilitation	-	
Post-Doc	-	
PhD (Doctorate)	**1995 – 2001** - Ph.D. in Cybernetics and Statistics - The Bucharest University of Economic Studies, Romania - Ph.D. thesis: Statistical study of the human resources consultancy services market	
Master	**2006 – 2008** - Master of Arts - Faculty of International Relations, ASE Bucuresti, Teaching and research in Engligh Language, EDURES	
Bachelor	**1988 – 1993** - Bachelor in Cybernetics, Statistics and information Technology - The Bucharest University of Economic Studies, Romania - Faculty of Cybernetics, Statistics and Informatics	

PROFESSIONAL TRAINING

2006 – 2008 - Training for academic teaching and research in English Language- Bucharest University of Economic Studies, Romania, MASTER PROGRAM, The Faculty of International Economic Relations

2019 - Organizational excellence and the culture of the quality, CNFIS - FDI-2019-0300, Bucharest University of Economic Studies

ACADEMIC MANAGEMENT

2018 - present – Head of team of the Department of Statistics and Econometrics teaching the disciplines Statistics for Business Admnistration and Econometrics for the Faculty of Business Administration, in Foreign languages-the English Section, bachelor studies, ASE Bucharest

2016 – 2020 - Dean of the Faculty of Business Administration, in Foreign languages, Bucharest University of Economic Studies. Romania and member of the ASE Administration Council

2002 – 2019 – Member in the Council of the Faculty for Business Administration, in foreign languages (Mandates: -2002-2007; 2007-2012; 2012-2016; 2016-2019)

ACADEMIC EXPERIENCE

2008 – present - Professor Ph.D. - Bucharest University of Economic Studies, Romania - Department of Statistics and Econometrics, Courses and seminars for the subjects: Statistics for Business Administration, and Econometrics for the faculty of Business Administration, in foreign languages, and from the UNESCO Department for Business Administration, courses of Change Management and Business Management (2012-2013) for the Faculty of Business Administration, in foreign languages

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2005 – 2008 – Associate professor Ph.D. – Bucharest University of Economic Studies, Romania Department of Statistics and Econometrics Courses and seminars for the subjects: Statistics for Business Administration, and Econometrics for the faculty of Business Administration, in foreign languages, Statistics for sampling and Survey, for the Faculty of Cybernetics, Statistics and Informatics (2006-2007)

1999 – 2005 – Lecturer Ph.D. – Bucharest University of Economic Studies. Romania, Department of Statistics and Econometrics; Courses and seminars for the subjects: Statistics for Business Administration, for the faculty of Business Administration, in foreign languages and Statistics for management, Faculty of Management

1997 – 1999 – Assistant Ph.D. – Bucharest University of Economic Studies. Romania – Department of Statistics and Economic forecasting; Courses and seminars for the subjects: Statistics for Business Administration, for the faculty of Business Administration, in foreign languages

1995 – 1997 – Preparator univ. (Junior assistant) – Bucharest University of Economic Studies. Romania – Department of Statistics and Economic forecasting; Courses and seminars for the subjects: seminar of Statistics for the faculty of Cybernetics and Economic Planning, seminar of Statistics for Business Administration, for the faculty of Business Administration, in foreign languages, starting with the academic year 1995-1996

1994 – 1995 – Associated junior assistant – Bucharest University of Economic Studies. Romania – Department of Statistics and Economic forecasting; Courses and seminars for the subjects seminar of Statistics for Management, Faculty of Management

RESEARCH PROFILE

Statistical studies on Consumer behavior, consumer and AI, sustainable consumption, sampling and survey, econometric modelling

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Pelau, C.; Sarbu, R.; Serban, D. 2020. Cultural Influences on Fruit and Vegetable Food-Wasting Behavior in the European Union, Sustainabiliy, 12(22), Article 9685.

2. 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

3. Morosanu, A.; Jaba, E.; Serban, D. 2017. The Proposal of a Tool for Candidate's Selection for Employment: The Case of Survey Interviewers, Prague Economic Papers, 26(5), 561-577, DOI: 10.18267/j.pep.629, (ISSN: 1210-0455), WOS:000415278400004

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4. 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; WOS:000404820100004

5. Voineagu V, Vasilache S.N., Serban D., Cristache, S.; Begu, L.S. (2016): An Analysis of the Romanian E-Commerce Trade Trends in European Perspective, Economic Computation and Economic Cybernetics Studies and Research, vol. 50, nr. 1, pg. 235-252. WOS:000372478800014

6. Mitrut, Constantin; Balaceanu, Cristina; Gruiescu, Mihaela; Serban, Daniela. 2015. The Macroeconomic Framework Of Support Analysis For Sustainable Businesses Development, Amfiteatru Economic, 17(40), 1068-1078. (ISSN: 1582-9146), WOS:000365317700015

7. Mitrut, Constantin; Serban, Daniela; Vasilache, Simona. 2015. Media Exposure Influence on the Share Prices of Stock Exchange Listed Companies, Economic Computation and Economic Cybernetics Studies And Research, 49(2), 29-38, WOS:000356837900002

8. Mitrut, Constantin; Serban, Daniela; Vasilache, Simona. 2013, Indicators Of Social Trust In Romania - A Quantitative Analysis, Economic Computation And Economic Cybernetics Studies And Research, 47(1), 27-39, WOS:000322930800002

9. Serban, Daniela; Mitrut, Constantin; Cristache, Silvia-Elena. 2008, Statistical tests to evaluate the level of migration intention from village to town in Romania, Economic Computation And Economic Cybernetics Studies And Research, 42(1-2), 73-81.

10. Serban, Daniela; Istudor, Nicolae; Boboc, Dan; Vasilache, Simona, 2008, New Approach To The Estimation Of Dispersion Used In Projecting The Sample Volume: Marginal Coefficients In Sampling Based Agricultural Research, Romanian Agricultural Research, 25, 91-96.

List of papers published in conference proceedings:

1. 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

2. 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.

3. 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.

4. 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.

List of books & book chapters:

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1. Cb1. Marin, E (coord.). Cristache S.E., Dimian, G., Serban, D, [et al.] , Statistica.Abordari teoretice si practice, contributions to all chapters, editura ASE, 2024, ISBN 978-606-34-0506-8, online version in English, pending
2. Cb2. 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
3. Cb3. Mitrut, C., Serban, D., Basic Econometrics, EDITURA ASE, 2007, ISBN 978 – 606 – 505 – 06-8
4. Cb4. Serban D., Pelau, C.M., coord. "FABIZ - 25 de ani de invatamant economic in limbi straine in Romania", ISBN 978 – 606 – 34 – 0132 – 9

SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

2013 - 2015 - Co-coordinator of the mini-track International Conference of Applied Statistics, National Institute of Statistics

2008 - 2012 – Coordinator of the organizing committee and scientific secretary of ICAS, International Conference on Applied Statistics, National Institute of Statistics

Reviewer for the Journal of Kybernetes, (2020 - 2023)

PROJECTS

Director for ASE Bucuresti for the project Youth *(Youngsters Overhall today's Urban Transport Habits) 7th Framework, finantator European Commission DGTREN Intelligent Energy-Europe, proiect castigat prin competitie, 2007 - 2009, director din partea ASE Bucuresti, valoare 28503 EUR*

Local project manager of: *TAPESTRY project, DGTREN EU Commision, 2000-2003*

Member of: Proiect MEN-UMPFE, AG223/SGU/NC/II/2019 – *„Creşterea performanţei sistemului educaţional universitar prin reducerea abandonului academic (ROSE-FABIZ)", Academia de Studii Economice din Bucureşti; octombrie 2019-februarie 2022, communication expert*

Member of project POSDRU/9/3.1/S/1, *Centru Pilot integrat pentru initierea si sprijinirea afacerilor, in scopul cresterii competitivitatii economiei romanesti in conditiile aderarii la Uniunea Europeana si a dezvoltarii durabile", POSDRU/9/3.1/S/1, Programul Operaţional Sectorial pentru Dezvoltarea Resurselor Umane 2007 – 2013 Proiect cofinantat din Fondul social european, Guvernul Romaniei,Programul Operaţional Sectorial pentru Dezvoltarea Resurselor Umane 2007 – 2013; Beneficiar. Academia de Studii Economice din Bucureşti*

OTHER RELEVANT PROFESSIONAL EXPERIENCE

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

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PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

2023 - present – Member of the European Marketing Academy (EMAC)
2008 - 2014 – member of the Romanian Society for Statistics

INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

2002- University of Compiegne, France, 1 month, research and documentation

LANGUAGES

Romanian - Native speaker
English - Experienced user ("English certificate"- awarded by the Ministry of National Education, Romania)
French - Independent user
German - 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 (participatingas local project manager in international teams for International research projects, as TAPESTRY (2000 - 2003) and YOUTH, FP7, Intelligent Energy Europe (2007 - 2009), DGTREN, EU Comission

Ability to work and communicate with students (more than 300 coordinated bachelor thesis and students scientical sessions, awarded 1 price at the Romanian National level, 2 years within the period 1998-2008 i; participation at several student's activities)

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