



TANTAU Adrian Dumitru



CURRENT POSITION: Professor; Mini-track chair ICBE

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

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PROFILE

Adrian Tantau is a professor at ASE Bucharest, UNESCO Chair for Business Administration where he is coordinating since 2010 PhD. students in the Renewable Energy Business, Energy Efficiency and Green Hydrogen field.

His research Interests is focused on Business Models for Renewable Energy Sources, Attitude and Perceptions regarding different energy sources (e.g. nuclear waste disposal) and Models and strategies for the transition to green economy and the reduction of CO₂ emissions (e.g. green H₂).

He published 24 books in Romania, 4 in the USA, 2 in Germany, 64 international articles. He takes part as project manager and expert in 27 national and international research grants (Horizon, FP7, PNCD2, PNCD INOVARE, CEEX, INOVEX, CERES, MENER, CNCSIS, NEXUS).



EDUCATION

Habilitation -

Post-Doc -

PhD (Doctorate) **2002** - PhD in Management, Faculty of Management, Bucharest Academy of Economic Studies (ASE), Romania. Doctoral Thesis - Flexible Strategies in Supply
2000 - PhD in Electrical Engineering, Faculty of Electrical Engineering, Politehnica University of Bucharest, Reliability and Stability of Complex Systems

Master **1996-1997** Post Graduated Studies European Integration and International Economic Relations, Europa Kolleg Hamburg (Germany)

Bachelor **1996** – Bachelor in Management (five years), Faculty of Management, Bucharest Academy of Economic Studies (ASE), Romania
1993 – Bachelor's in electrical engineering (five years), Faculty of Electrical Engineering, Politehnica University of Bucharest

PROFESSIONAL TRAINING

2024 Certificate digital competences, ASE – Bitnet Systems S.A., Project Code: 384388931
2013 Consultant in Management, Competitive in Business&Consulting (CBC), Romania, Code COR 263107
2009 Educational management, ASE Bucharest, Diploma in Management
2008 Project Management, Roland Gareis Consulting, Wien, Austria, Certificate Optimized Design for Projects Organizations
2007 Project Management, Roland Gareis Consulting, Wien, Austria, Certificate Audit Management for Projects and Programs
2006 Project Management, FM Management Consultancy, Certificate Project Management FP7
2006 Entrepreneurship, Harvard Business School, Boston (USA), Certificate European Entrepreneurship Colloquium
2005 Project Management, Roland Gareis Consulting, Wien, Austria, Certificate Project Management, Trainer for the Trainers
2003 Multilateral Environment Agreement, Carl Duisburg Gesellschaft/ Invent Deutschland, Certificate Multilateral Environment Agreement
1999 Strategic Management and Change Management, Wirtschaftsuniversitaet Wien, Austria, Diploma
1998 Public Policy Processing and Analysis, Open University Budapest (Hungary), Diploma



ACADEMIC MANAGEMENT

2012-2016 Dean of the Faculty of Business Administration (in foreign languages), Bucharest University of Economic Studies

2014-2019 Coordinator at MBA Program Energy Business, ASE Bucharest

2003-2012 Vice Dean of the Faculty of Business Administration (in foreign languages), Bucharest University of Economic Studies

2009-2015 Co-Director at Romanian-German MBA Program Entrepreneurship and Innovation Management, ASE Bucharest -Wesfälische University of Applied Studies, Germany

ACADEMIC EXPERIENCE

Since 2010 is Professor and Coordinate PhD. Thesis in Business Administration, in Renewable Energy Business, Aggregators, DR, PPA and Integrated Business Models with Renewable Energy (inclusive green H2) at Bucharest University of Economic Studies

Courses taught:

- Business Strategies (Bachelor German Stream, FABIZ)
- Entrepreneurship (Bachelor German Stream FABIZ)
- Strategic Management (Master in Business Administration, German Stream, FABIZ)
- Entrepreneurship and Business Development in Energy (MBA, Bucharest Business School)

RESEARCH PROFILE

My research focuses on Business Models for renewable energy. I am particularly interested in integrated sustainable solutions for business development.

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

Selected articles:

1. Adrian Tantau; Elena Niculescu; Laurentiu Fratila; Costel Stanciu; Cristina Alpopi (2024) Identification and Analysis of the Key Factors That Influence Power Purchase Agreements on the Road to Sustainable Energy Development, Sustainability 2024, Volume 16, Issue 8, 3202, <https://doi.org/10.3390/su16083202>
2. Adrian Tantau, Greta Marilena Puscasu, Silvia Elena Cristache, Cristina Alpopi, Laurentiu Fratila, Daniel Moise, Georgeta Narcisa Ciobotar (2022) A Deep Understanding of Romanian Attitude and Perception Regarding Nuclear Energy as Green Investment Promoted by the European Green Deal, Energies, 2023, 16, 272. <https://doi.org/10.3390/en16010272>, <https://www.mdpi.com/journal/energies>
3. Alina Mihaela Dima, Adrian Tantau & Maria Alexandra Maassen, Models for analysing the



dependencies between indicators for bioeconomy in the European Union, Economic Research-Ekonomska Istraživanja, 2021, DOI: 10.1080/1331677X.2021.1997623

4. Tantau A, Puskás-Tompos A, Stanciu C, Fratila L, Curmei C. Key Factors Which Contribute to the Participation of Consumers in Demand Response Programs and Enable the Proliferation of Renewable Energy Sources. *Energies*. 2021; 14(24):8273. <https://doi.org/10.3390/en14248273>
5. Tantau, A.; Puskás-Tompos, A.; Fratila, L.; Stanciu, C. Acceptance of Demand Response and Aggregators as a Solution to Optimize the Relation between Energy Producers and Consumers in order to Increase the Amount of Renewable Energy in the Grid. *Energies*, 2021, 14, 3441. <https://doi.org/10.3390/en14123441>
6. Tantau A, Gavrilescu I, Fratila L. (2020) Particular Methods of Simultaneous Collection of Personal Mobility Research Data from Several Points, *Energies*, Special Issue: Intelligent Control for Future Systems, 13(22), 6053, <https://doi.org/10.3390/en13226053>
7. Adrian Dumitru TANȚĂU, Ana Maria Santa, Cooperation versus competition – new approaches on the energy market considering aspects of competitive law, *Juridical Tribune*, Vol 8, Issue 3, 2018, ISSN 2247-7195, e-ISSN 2248-0382, 697-704,
8. Adrian Dumitru TANȚĂU, Maria Alexandra Maassen, Laurentiu Fratila, Models for Analysing the Dependencies between Indicators for a Circular Economy in the European Union, *Sustainability*, 20, 2141, 2018, doi:10.3390/su10072141, 13p,
9. Adrian Dumitru TANȚĂU, Alexandra Chinie, Daniela Borisov (2018) Triggering events for corporate entrepreneurship leading to investments in renewable energy, *Environmental Engineering and Management Journal*, Vol. 16, No.12, 2857-2868,
10. Adrian D. Tantau, Roxana Clodnitchi, Maria Nichifor, Comparative study of sustainable business models in biogas and wind energy in the EU. Case study – Romania and Germany, *Institute of Sociology*, 2014, Jagiellonian University, Krakow, Poland
11. Staiger R., Adrian Dumitru Tanțău, Fuel Cell Heating System a Meaningful Alternative to Today's Heating Systems, *Journal of Clean Energy Technologies*, Vol.5, No.1, 2017, ISSN: 1793-821X, www.jocet.org
12. Clodnitchi R., Adrian Dumitru Tanțău, The biogas Sector Slow Development Despite Attractive Conditions, *Journal of Clean Energy Technologies*, Vol.4, No.2, 2016, ISSN: 1793-821X, www.jocet.org
13. Tantau Adrian, Alexandra Chinie, Filip Carlea, Corporate Entrepreneurship and Innovation in the renewable Energy Field, *Procedia Economics and Finance* 22, 2015, 353-362, ISSN 2212-5671
14. Robert Staiger, Adrian Tanțău, Energy efficiency model for small/medium geothermal heat pump systems, *Management&Marketing, Challenges for the Knowledge Society*, De Gruyter, Vol 10, No1, 12-33, 2015, ISSN 1842-0206
15. Tanțău Adrian, Nichifor Maria, Regneala Horatiu, Strategic Issues in Managing Photovoltaic Business in the Context of the European Union. Case Study-Romania, Special issue on Marketing and Business Development, *International Journal of Economic Practices and Theories*, Vol.4, No.5, 2014, 647-657, e-ISSN 2247-7225, www.ijepct.org
16. Tanțău Adrian, Nichifor Maria, Regneala Horatiu, The current context and future trends of the



photovoltaic business models in Central and Eastern Europe. Case study – Romania, Smart Grid and Renewable Energy, vol 5, 2014, 43–51,
<http://www.scirp.org/journal/sgre>, <http://dx.doi.org/10.4236/sgre.2014.53005>

17. Tanțău Adrian, Regneala Horatiu, Eliza Laura Coraș, Layout design as a risk driver for energy efficiency of photovoltaic power systems, The International Journal of Management Science and Information Technology (IJMSIT), Issue 1, Jan-Mar 2014, 124 – 151, ISSN 1923-0265, www.naisit.org

List of papers published in conference proceedings:

Selected conference papers

1. Elena Niculescu, Adrian Tantau (2024) Identification and analysis of main drivers and barriers to the promotion of PPA's for green energy, International Conference on Business Excellence, ICBE 2024, Bucharest, Romania, published in Proceedings of the 18th International Conference on Business Excellence, Volume 18, Issue 1, 1182-1196, DOI: <https://doi.org/10.2478/picbe-2024-0101>, <https://sciendo.com/article/10.2478/picbe-2024-0101>
2. Tantau A., Niculescu E. (2023) Risk Assessment for Power Purchase Agreements as a Tool for Promoting Green Energy, in Tomáš Peráček, Fatima Castro Moreira (eds.), Doctrina et Usu in Business Law, Contributions to the 12th International Conference „Challenges of Business Law in the Third Millennium”, ADJURIS – International Academic Publisher, January 2023, pp.269-280
3. Tantau A., Niculescu E. (2022) The role of Power Purchase Agreements for the promotion of green energy and the transition to a zero carbon economy, Proceedings of the 16th International Conference on Business Excellence, Volume 16, Issue 1, 1237-1245 , <https://doi.org/10.2478/picbe-2022-0113>
4. Staiger R., Adrian Dumitru Tanțău, Hydrogen as an Energy Carrier for Fuel Cell Systems-Environmental consequences for using Hydrogen as a secondary energy carrier, Proceedings of the 10th International Conference on Business Excellence, march 2016, p.18-23, Bucharest, ISBN 978-606-92299-1-0
5. Adrian D., Tantau, Florea Adrian, Eco Efficiency based on Management of Intelligent Transportation Systems, Proceedings of the 9th International Conference on Business Excellence, october 2014, p.25-31, Bucharest, ISBN 978-973-709-738-5

List of books & book chapters:

Selected books

1. Krutwig Michael, Adrian Tantau, Energy Audits, Theoretical Examination and Modeling of Energy Audits, Springer Gabler Verlag, Germany 186 pages, 2021, Softcover ISBN 978-3-658-33166-5, <https://doi.org/10.1007/978-3-658-33167-2>
2. Robert Staiger, Adrian Tantau, Geschäftsmodellkonzepte mit grünem Wasserstoff. Wirtschaftliche und ökologische Auswirkungen für H2 als nachhaltiger Energieträger, 323 pages, 2020, Springer



Gabler Verlag, Germany, ISBN 978-3-658-30575-8,
<https://www.springer.com/gp/book/9783658305758>

3. Adrian Tantau, Alina Dima, Maria Maassen (Editors), Innovation Energy: Trends and Perspectives or Challenges of Energy Innovation, Nova Science Publishers, Inc, USA, ISBN: 978-1-53617-290, <https://novapublishers.com/shop/innovation-energy-trends-and-perspectives-or-challenges-of-energy-innovation/>
4. Adrian Tantau (Editor) Retrofitting for Optimal Energy Performance, 339 pages, 2019, IGI Global, USA, ISBN13: 9781522591047, <https://www.igi-global.com/book/retrofitting-optimal-energy-performance/218934>
5. Adrian Tantau, Laurentiu Fratila (2018) Entrepreneurship and Business Development in the Renewable Energy Sector, 381 pages, 2018, IGI Global, USA, ISBN13: 9781522536253
6. Adrian Tanțău, Robert Staiger (2017) Business Models for Renewable Energy Initiatives. Emerging Research and Opportunities, IGI Global, USA, 194 pages, 2017, ISBN13: 9781522526889, DOI: 10.4018/978-1-5225-2688-9, <https://www.igi-global.com/book/business-models-renewable-energy-initiatives/178183#table-of-contents>
7. Adrian Tantau, Holger Berg, Maria Nichifor (2018) The European Energy Union (EEU): From Dream to Reality, 171-193, Dima Alina (Ed) Doing Business in Europe. Economic Integration Processes, Policies, and the Business Environment, Springer, 2018 <https://rd.springer.com/book/10.1007%2F978-3-319-72239-9>
8. Adrian Dumitru Tanțău, Alina Dima, Shahrazad Hadad (coord) (2016) Energy, Climate Change and Sustainability, ISI Proceeding, Business Excellence, Bucharest, ISBN 978-606-92299-1-0
9. Adrian Dumitru Tanțău, Alexandra Chinie (2013) Green Clusters as New Cooperation Strategy for Cleantech Companies, Andrew Thomas, Pop Nicolae, Bratianu C. (Ed.), The changing business Landscape of Romania, Springer, New York, 189-208, ISBN 978-1-4614-6864-6, DOI 10.1007/978-1-4614-6865-3

SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

Reviewer for international journals:

- Sustainability (<https://www.mdpi.com/journal/sustainability>)
- Energies (<https://www.mdpi.com/journal/energies>)
- Journal of Management and Marketing (<http://www.managementmarketing.ro/>)



PROJECTS

2022-2023 Manager of the project „The potential for starting and developing a business for integrated technology based on heat pumps, thermal energy storage and smart control systems in order to enable the decarbonization in Romania”, financed by EEA and Norway Grants 2014-2021, Fond for bilateral relations 2014-2021, Contract: 132.477/ 16.12.2022

2021-2023 Expert in the EU Project, Boosting DR through increased community-level consumer engagement by combining Data-driven and blockChain technology Tools with social science approaches and multi-value service design, EU's Horizon 2020 innovation programme under grant agreement No 957816

2022 Expert in the team for the elaboration of Energy Strategy in District 3 Bucharest, coordinator INCE Bucharest

2021 Expert in the team for the elaboration of Energy Strategy of Region Prahova, 2021-2027, coordinators, INC-DTCI ICSI Rm. Valcea, INCE Bucharest

2019 expert in the Technical Committee, 4th International Conference on New Energy Applications (ICNEA2019), Yokohama, Japan

2016 expert in the jury E.ON Energy Globe Award Romania 2016 for the best energy savings-projects

2015 expert evaluator of the National plan for research-development and innovation, HR Program, Subprogram "Young research teams" (RUTE II)

2013, 2014 expert evaluator for Research projects (PCCA 2013), National Program for research and innovation, Fields: Energy efficiency and renewable energy

OTHER RELEVANT PROFESSIONAL EXPERIENCE

2023 Senior Adviser of the Minister of Energy

2009-2013 Member of Administration Council at Hidroserv Poștile de Fier SA, Drobeta Turnu Severin, (Hydro Energy Industry)

2002-2003 Senior Adviser of the Minister of Waters and Environmental Protection

1997 Senior Adviser of the Minister of Research and Technology

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

Honorary member at Romanian Committee of World Energy Council, since January 2014

APC Romania, Consumer Protection, since 2000

President at Society for Business Excellence, 2012 -2016

Member at European Foundation for Entrepreneurship Research (Amsterdam), since 2006

Member at Senate of Academy of Economic Studies Bucharest, 2008-2012, 2016-2019

Member at Scientific Council at Academy of Economic Studies Bucharest, 2004-2012

Foundation Member and Vice President of the Society for Business Excellence, 2009-2012



Member at Scientific Council at International Conference Business Excellence, Brașov, 2009, 2010, 2011, 2012, 2013, 2014, Bucharest 2016, 2017 responsible for energy papers and entrepreneurship

INDUSTRY AND SOCIETAL ENGAGEMENT

2020-2022 Project Manager at Hydrogenix Energy Development SRL, Developing contracts for renewable energy storage with green H2
Consumer Protection with APC Romania

GRANTS AND HONORS

Diploma Georgescu Roegen, for Research Activity, ASE, 2005
Diploma Nicolae Georgescu Roegen, for Research Activity, ASE, 2003
Diploma Nicolae Georgescu Roegen, for Research Activity, ASE, 2002
Diploma Nicolae Georgescu Roegen, for Research Activity, ASE, 2001

MEDIA PRESENCE

Fondul de Modernizare a devenit operational in 2022. Ministerul Energiei are o misiune decisiva, Newsweek 03.01.2023

INTERVIU Adrian TANȚĂU, Decan FABIZ: Programul de tip MBA Energy Business este unic pentru pregătirea în sectorul afacerilor cu energie, Cititi mai multe pe <https://www.investenergy.ro/5976-2/>, 17.02.2016

INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

2019 expert in the Technical Committee, 4th International Conference on New Energy Applications (ICNEA2019), Yokohama, Japan

2016 expert in the jury E.ON Energy Globe Award Romania 2016 for the best energy savings-projects

2012 Research fellowship post doctoral DAAD (Deutscher Akademischer Austauschdienst)

Entrepreneurship in the renewable energy industry, Bergische University Wuppertal, Germany

2006 Research Fellowship for Entrepreneurship at University of Applied Studies Gelsenkirchen (Germany)

LANGUAGES

German – Advanced

English – Advanced



SKILLS

Interpersonal skills, empathy
Managing and remedying organizational conflicts
Encouraging performance and cooperation through results
Capability for organisational optimization
Flexibility in organisational strategy implementation
Technical skill for electrical engineering

Hobby for the history and culture
Chess European Master (FIDE)i