


PERSONAL INFORMATION




Corina Monica Pelau

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Sex F | Date of birth 08/12/1981 | Nationality Romania

WORK EXPERIENCE

October 2019 -
present

Professor Ph.D.

The 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
- Member of the Doctoral School in Business Administration

[Teaching and research activity](#)

October 2013 -
March 2020

Vice-Dean

The Bucharest University of Economic Studies. Romania
Faculty for Business Administration, in foreign languages

- Vice-Dean responsible for curricula and teaching activities (mandate 2016-2020)
- Vice-Dean responsible for research and innovation and the German section (mandate 2013-2016)

[Teaching and research activity](#)

October 2013 -
September 2019

Associate professor Ph.D.

The 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
- Member of the Doctoral School in Business Administration (since February 2018)

[Teaching and research activity](#)

October 2011 -
September 2013

Lecturer Ph.D.

The 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

[Teaching and research activity](#)

February 2009 -
September 2011

Assistant Ph.D.

The 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

[Teaching and research activity](#)

February 2007 -
January 2009

Preparator univ.

The 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

[Teaching and research activity](#)

April 2005 -
August 2006

Research assistant (Wissenschaftliche Hilfskraft)

Friedrich-Alexander University, Erlangen-Nürnberg, Germany – Marketing Chair

[Research activity](#)

EDUCATION AND TRAINING

- November 2017 **Habilitation in Business Administration**
 The Bucharest University of Economic Studies. Romania
 ▪ Habilitation thesis: Consumer research in business administration
- October 2010 - February 2013 **Postdoctoral project**
 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
- October 2004 - October 2008 **Ph.D. in marketing**
 The Bucharest University of Economic Studies. Romania
 ▪ Ph.D. thesis: Marketing-controlling on the consumer goods market
- October 2004 - September 2006 **Master of Arts**
 Friedrich-Alexander University Erlangen-Nürnberg, Germany
 ▪ Master program „International Business
- October 2000 - September 2004 **Bachelor in business administration**
 The Bucharest University of Economic Studies. Romania
 Faculty of Business Administration, in foreign languages
 ▪ German section
- October 2002 - September 2003 **ERP Program – DAAD Scholarship**
 University of Trier, Germany
 ▪ Field: Business administration
- October 2001 - February 2009 **Bachelor in Mathematics**
 Western University of Timisoara, Romania
 Faculty of Mathematics and Informatics
 ▪ Section: Mathematics
- September 1993 - June 2000 **Baccalaureate**
 „Moise Nicoară” National College, Arad, Romania
 ▪ Profile: mathematics-physics, bilingual with English

PERSONAL SKILLS

Mother tongue Romanian

Other languages	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
German	Experimented user	Experimented user	Experimented user	Experimented user	Experimented user
Sprachdiplom- KMK- Zweite Stufe					
English	Experimented user	Experimented user	Experimented user	Experimented user	Experimented user
“English certificate”- awarded by the Ministry of National Education, Romania					
French	Independent user	Independent user	Basic user	Basic user	Basic user
Hungarian	Basic user	Basic user	Basic user	Basic user	Basic user

- Awards**
- 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)

- Publications**
- 5 books as author or co-author
 - more than 90 articles in journals or in the proceedings of international conferences, as follows:
 - 17 articles indexed in Web of Science, with impact factor and article influence score > 0
 - 45 conference papers included in ISI Web of Science
 - 31 articles in journals indexed in international data-bases

- Research and development projects**
- Director of the MEN-UMPFE project, AG223/SGU/NC/II/2019 – “Creșterea performanței sistemului educațional universitar prin reducerea abandonului academic/ Increasing the performance of the university education system by reducing academic dropout (ROSE-FABIZ)”, Bucharest University of Economic Studies; period October 2019-February 2022
 - Member in another 5 research projects

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

- Internships**
- August 2005 - November 2005 – GfK, Nürnberg, Germany - Retail and Technology Department
 - August 2003 - September 2003 - JTI, Trier, Germany - ERP Project – SAP implementation
 - Mai 2002 - Moda S.A., Arad, Romania – Several departments

- Communication 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)

- Organizational/ managerial skills**
- 2023 - present – Associate editor at Amfiteatru Economic
 - 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
 - 2018 - present – Member of the Council of the Business Administration Doctoral School, ASE Bucharest
 - 2011 - 2015 – Member of the Council of the UNESCO Department for Business Administration
 - 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;

- Digital competences**
- Experimented user of Microsoft Office and other programs

Memberships

- 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)
- 2014 - present – Expert evaluator for ARACIS (Romanian Agency for Quality Assurance in Universities) – Commission Economic Sciences I – Field Business Administration
- 2007 - 2019 – Member in the Council of the Faculty for Business Administration, in foreign languages (Mandates: 2007-2012; 2012-2016; 2016-2019)
- 2012 - 2016 – Member in the Senate of The Bucharest University of Economic Studies, Romania
- 2009 - 2012 – Founding member of the Society for Business Excellence
- 2001 - 2003 – AIESEC Member

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31.05.2024

