


## PERSONAL INFORMATION

**Carmen PĂUNESCU**

**Affiliation:** Bucharest University of Economic Studies, Romania – [www.ase.ro](http://www.ase.ro)

**Descriptive Title:** **Professor, PhD** – Faculty of Business Administration in Foreign Languages ([www.fabiz.ase.ro](http://www.fabiz.ase.ro)); UNESCO Department for Business Administration; **PhD Academic Supervisor** – Doctoral School of Business Administration II

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**Sex** F | **Nationality** Romanian

## PROFESSIONAL EXPERIENCE

3 October 2024 – Onwards **Acting Director of the Doctoral School Business Administration II**  
Doctoral School of Business Administration II, Faculty of Business Administration in foreign languages

- Management and coordination of the activities

**Business or sector:** Higher education & Research

October 2022 – September 2026 **Cost Action CA 21114 – MC Member & WG2 Member**  
CLIL Network for Languages in Education: Towards bi- and multilingual disciplinary literacies (CLILNetLE)

- WG2. Learning and using bi-and multilingual disciplinary literacies in specific subjects.

**Business or sector:** Secondary and higher education & Research

November 2021 – October 2025 **Association of the Faculties of Economics from Romania (AFER) – Member of Department**  
Department of curricular development and quality assurance in the educational process and scientific research, <https://afer.ase.ro/>

**Business or sector:** Higher education & Quality assurance

November 2020 – August 2023 **Erasmus+ Project Manager & Academic Expert**  
Erasmus+ Joint Master's Curriculum in Rural Community Development, RuralCOM, <https://www.fabiz.ase.ro/erasmus-ruralcom/>

- Joint Master's Curriculum in Rural Community Development
- E-learning materials and the RuralCOM MOOC
- Continuous and adult learning courses for rural development leaders

**Business or sector:** Higher education & Rural community development

October 2020 – April 2024 **Cost Action CA 18236 – MC Member & WG2 Lead**  
Cost Action CA 18236 Multi-Disciplinary Innovation for Social Change, SHIINE, <https://socialchangelab.eu/>

- WG2. Higher Education Institutions, Social change and transformation

**Business or sector:** Higher education & Research

September 2018 – June 2021 **Erasmus+ Project Manager & Academic Expert**  
Erasmus+ Village Social Enterprise learning material, guidance and networking, ViSEnet, <https://www.ruralsehub.net/visenet-overview/>

- Development of learning material for social enterprise solutions in rural areas
- Piloting the learning material
- Development of the book of good practices of social enterprise solutions in rural areas

**Business or sector:** Adult education & Rural social enterprise solutions

- September 2015 – Sept. 2021 **Erasmus+ Academic Expert**  
Erasmus+ Social Entrepreneurship for Local Change, SELC (2015-2018) and Community Learning for Local Change, CLLC (2018-2021), [www.localchange.eu](http://www.localchange.eu)
- Development of learning material for the online courses „Social Entrepreneurship for Local Change” and „From Idea to Implementation”
  - Development of Bucharest Community Innovation Lab
- Business or sector:** Higher education
- January 2018 – Onwards **Associate Editor & Reviewer**  
Journal of Management & Marketing,  
<https://content.sciendo.com/view/journals/mmcks/mmcks-overview.xml>
- Editorial activity
  - Reviewer
  - Support to ICBE – International Conference on Business Excellence; Mini-track chair - „Social Innovation and Impact Engagement”
- Business or sector:** Higher education & Research
- January 2018 – January 2021 **Vice-President of Society for Business Excellence**  
Society for Business Excellence, <http://www.bizexcellence.ro>
- Editorial activity
  - Project manager
  - Support to ICBE – International Conference on Business Excellence
- Business or sector:** Higher education & Research
- March 2017 – June 2017 **Counsellor of the Minister of Education**  
Romanian Ministry of National Education, Str. General Berthelot, nr. 28-30, [www.edu.ro](http://www.edu.ro)
- Support activity for evaluation and national ranking of higher education institutions and academic study programs in Romania.
- Business or sector:** Higher education
- October 2014 – March 2016 **Dean**  
Bucharest University of Economic Studies, Bucharest Business School, Calea Grivitei 2-2A, sala 4303, Bucharest, [www.ase.ro](http://www.ase.ro), [bbs.ase.ro](http://bbs.ase.ro)
- Management of the school
  - Academic management of the programs
- Business or sector:** Higher education
- January 2013 – September 2014 **Director of the Quality Management and Internal Control Department**  
Bucharest University of Economic Studies, Department for Quality Management and Internal Control, 6 Romana Square, Bucharest, district 1, postal code 010374, [www.ase.ro](http://www.ase.ro)  
Quality assurance, accreditation, managing procedures for internal control
- Business or sector:** Quality assurance and internal control
- October 2011 – Onwards **PhD Academic Supervisor**  
Bucharest University of Economic Studies, UNESCO Department for Business Administration, Calea Grivitei 2-2A, Bucharest, district 1, postal code 010731, [www.fabiz.ase.ro](http://www.fabiz.ase.ro)  
Supervision of doctoral theses in the field of *Business Administration*, with a focus on *Entrepreneurship* (Social Innovation, Academic Entrepreneurship, Social Entrepreneurship, Women Entrepreneurship, Impact Engagement, Social Value Creation among other)
- Business or sector:** Research
- 2011 – June 2021 **Member of the Regional Development Consortium Bucharest-Ilfov**  
National Center for the Development of Vocational and Technical Education – Str. Spiru Haret 10-12, Sector 1, Bucharest, [www.tvet.ro](http://www.tvet.ro)

- Monitoring and update of the Regional Action Plan for Education at the level of Bucharest-Ilfov Region
- Reinforcement of the social partnership for technical and vocational training at the local and regional level and correlation with higher education

Business or sector: Higher education

February 2008 – Onwards

### Professor

Bucharest University of Economic Studies, UNESCO Department for Business Administration, Calea Grivitei 2-2A, Bucharest, district 1, postal code 010731, [www.fabiz.ase.ro](http://www.fabiz.ase.ro)

Teaching: Sustainable Business Models, Business Innovation Techniques, Social Entrepreneurship, Business Quality and Innovation, Business Negotiations, Energy Management Systems, Ethics and Academic Integrity

Research: Business Innovation, Social Entrepreneurship, Social Innovation, Social Acceptance of Renewable Energies, Energy efficiency, Community well-being

Business or sector: Higher education & Research

October 2006 – February 2008

### Associate Professor

Bucharest University of Economic Studies, UNESCO Department for Business Administration, Calea Grivitei 2-2A, Bucharest, district 1, postal code 010731, [www.fabiz.ase.ro](http://www.fabiz.ase.ro)

Teaching: Business Quality Management, Entrepreneurship, Business Negotiations, Cross/Cultural Management, Entrepreneurial Culture

Research: Organization maturity, Business excellence models, Entrepreneurial organizations

Business or sector: Higher education & Research

October 1997 – September 2006

### Teaching Assistant, Assistant Professor, Lecturer

Bucharest University of Economic Studies, Quality Management and Commodity Science Department, 41 Dacia Boulevard, Bucharest, district 1, postal code 010404, [www.com.ase.ro](http://www.com.ase.ro)

Teaching: Quality Management Systems, Commodity Science

Research: Quality Management, Product Management

Business or sector: Higher education

April 2004 – May 2013

### Quality Auditor

Bucharest University of Economic Studies, UNESCO Department for Business Administration, Calea Grivitei 2-2A, Bucharest, district 1, postal code 010731, [www.fabiz.ase.ro](http://www.fabiz.ase.ro)

Conducting quality audits of the quality management systems at different departments

Business or sector: Higher education – Quality auditing

June 2000 – June 2004

### Monitor, Evaluator

Bucharest University of Economic Studies, CALIST Programme

Project management, evaluation and monitoring

Business or sector: Higher education

## EDUCATION AND TRAINING

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November 2023 – February 2024

### Certificate (continuous learning programme / training course): The sustainable University through Digitization

Career Management & Bittnet Systems, Bucharest - The sustainable university through digitization. Investments in research and education infrastructure (ASE 4.0), project code 384388931

- Communication skills, persuasive presentation online and offline through digital means (12h)
- Applications for collaboration in educational projects (8h)
- Applications for productivity personality in the digital environment (20h)

- October – November 2012 **Certificate (continuous learning programme / training course)**  
National Institute for Scientific Research in the Field of Labor and Social Protection - National Training Center in Statistics, Romania
- Management for a better compliance of the higher education system with the labour market
  - Use of monitoring tools for graduates' employment on the labour force market
- 2009 – 2011 (120 hours) **Certificate (post-graduate course): Institutional and Regional Development. Policies, strategies and partnerships**  
University of Bucharest, Romania
- Regional and institutional development
  - Strategic management and quality management
  - Policies, strategies and partnerships
  - Communication, negotiations and data analysis
- July 19-25, 2009 **Certificate (Faculty development program): EEC 2009 – European Entrepreneurship Colloquium**  
EFER – European Foundation for Entrepreneurship Research, Maastricht, Olanda
- Entrepreneurship
  - Entrepreneurial management
  - Case study writing and teaching
- June 9-20, 2008 **Certificate (Faculty development program): IMTA 2008 - International Management Teachers Academy Faculty Development Program**  
CEEMAN – Central and Eastern European Management Development Association, Bled, Slovenia
- Change management
  - Entrepreneurial leadership
  - Case study writing and teaching
- July 20-28, 2007 **Certificate (Faculty development program): EECPCPL 2007 – European Entrepreneurship Colloquium on Participant-Centered Learning**  
HBS – Harvard Business School, Boston, SUA
- Entrepreneurship
  - Entrepreneurial management
  - Case study writing and teaching
- August 2004 – July 2005 **Certificate (post-doctoral research grant – Fulbright Commission): Fulbright Scholar**  
Loyola University New Orleans, LA, SUA – College of Business Administration
- Six Sigma
  - Lean Enterprise
  - Total Quality Management & Business Excellence Models
- September 2002 – January 2003 **Certificate (doctoral research grant – The Romanian Ministry of Education)**  
Universita „La Sapienza” di Roma, Italia – Facolta di Economia, Dipartimento di Controllo e Gestione delle Merci del Loro Impatto Sull'Ambiente
- Innovation Management
  - Quality Management & Business Excellence Models
- November 1997 – June 2003 **Doctoral Degree in Economics**  
Bucharest University of Economic Studies (ASE), Romania

- Product Management & Commodity Science
- Quality Management

October 1997 – July 1998 **Graduate Diploma in Quality Management**  
 Bucharest University of Economic Studies (ASE), Romania

- Quality Management & Business Excellence Models

October 1993 – July 1997 **Bachelor Degree in Economics**  
 Bucharest University of Economic Studies (ASE), Romania

- Economics (Commerce, Quality Management )

October 1990 – July 1995 **Bachelor Degree in Chemistry**  
 University of Bucharest, Romania

- Organic Chemistry

#### DOCTORAL RESEARCH SUPERVISION

PhD Theses supervised to completion:

- November 2024 **Florina Răzvanță (Puie)**  
 Enhancing the rural business environment through the implementation of smart village strategies
- September 2024 **Hasan Makkawi**  
 Improving risk management in SMEs to increase business performance in insurance industry in Palestine
- September 2023 **Alexandra Ioana Onea**  
 Innovation efficiency in business
- July 2023 **Doan Khanh Hung**  
 The role of community and its contribution to stimulating indigenous entrepreneurship and local development in Vietnam
- July 2023 **Miruna Lungu**  
 Exploring strategic agility in the changing business environment
- September 2019 **Matthias Duenweber**  
 Improving sales performance in Germany by applying effective leadership techniques
- July 2019 **Oana Găucă**  
 Model of Social Innovation in Public Universities
- October 2018 **Adina Filculescu**  
 The Role and Contributions of Women Entrepreneurship in Creative Industries. A Focus on the Event Planning Industry
- September 2018 **Denisa Drăgan**  
 The Role and Dimensions of Social Entrepreneurship in Higher Education
- Iulie 2018 **Remus Moraru**  
 Online Social Value in the Hotels Online Environment
- October 2016 **Ramona Cantaragiu**  
 Academic Entrepreneurship in Romanian Social Sciences
- October 2015 **Shahrazad Hadad**  
 Corporate Social Entrepreneurship – the new paradigm of reshaping and rethinking business

PhD Theses supervised under completion:

- Since October 2024 **Ana-Maria Torjescu**  
 Fostering a culture of impactful innovation for business future proofing
- Since October 2024 **Emanuel Ciobanu**  
 Strengthening innovation partnerships to foster a fair green transition and to future proof the business
- Since October 2024 **Ioana Polec**  
 Artificial Intelligence Innovation of Tourism Businesses
- Since October 2023 **Matei Gina**  
 Managing Innovation and Performance in Public vs. Private Organizations
- Since October 2022 **Firican Diana**  
 The Impact of Digital Transformation on Organizational Culture and Employee Motivation

- Since October 2021 **Alixandru Vasile**  
The role of social entrepreneurship in the new economic context determined by Covid 19 pandemic
- Since October 2021 **Nicolae Marius Vavură**  
Digitalization as enabler of collaborative working and innovation in organizations
- Since October 2020 **Mátyus Enikő**  
The role of business incubators in supporting small town and rural businesses for sustainable community development

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Italian	A2	A2	A2	A2	A2
French	A2	A2	A2	A2	A2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

- Communication skills
  - good communication skills gained through my experience as faculty member, conference speaker, project manager
- Organisational / managerial skills
  - leadership: doctoral academic advisor of over 15 doctoral students, project manager for teams of 3 up to 20 people
  - program chair / mini-track chair at scientific conferences
- Job-related skills
  - good command of quality control processes (responsible for quality audit and internal control) and energy management systems
- Computer skills
  - good command of Microsoft Office™ tools
- Driving licence
  - B

ADDITIONAL INFORMATION

Media: e.g., <http://www.revistabiz.ro/patru-din-zece-tineri-romani-vor-sa-si-porneasca-propria-afacere/>  
 Youtube: e.g., <https://www.youtube.com/watch?v=oT-k1E0OVCw&t=3399s>

14 October 2024

