



CURRICULUM VITAE EUROPASS



Personal information

Name Surname	Florina Magdalena PÎNZARU
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Nationality(s)	Romanian
Date of birth	12.01.1979
Sex	F

PROFESSIONAL EXPERIENCE

Period February 2013 – present

Occupation or position held Dean

Main activities and responsibilities Management of the team of teaching staff with the base, associates, and the technical team of the faculty

Name and address of employer **National University of Political and Administrative Studies (SNSPA), Faculty of Management**
Str. Povernei 6, sector 1, Bucharest, Romania

Main achievements

- ARACIS accreditation of the faculty five years after its establishment;
- The launch of the master's degrees of the Faculty of Management: Entrepreneurship and Strategic Management; Management and Corporate Branding; Programs and Investments Management; Management and Digital Innovation;
- Establishment and Management of the Management and Leadership Research Center within the SNSPA (a2013-2018);

- The launch in 2013 and the indexing in multiple international databases of the academic magazine Management Dynamics in the Knowledge Economy (www.management-dynamics.ro);
- The annual development, starting from 2013, of the STRATEGICA international conference, organized by the Faculty of Management within the SNSPA in partnership with the National Bank of Romania, the International Association of Knowledge Management, and the Academic Management Society of Romania, with volumes of Proceedings indexed by ISI / Claryvate Analytics (www.strategica-conference.ro);
- The launch in 2014 and the monthly development until March 2020 of the Barometer of the Romanian Industry, in partnership with IRSOP;
- Project Manager for the organization of the launch of the World Development Report 2016 - Digital Dividends of the World Bank at SNSPA (February 2016).
- Project Manager for the organization of the European Citizenship Week at SNSPA (2013)

Period	October 2019 – present
Occupation or position held	University professor, PhD supervisor
Main activities and responsibilities	Teaching and academic research. Courses currently held: Leading the Digital Transformation and Sustainability in Organizations (Ph.D. degree); Strategic Management (master's degree); Strategic Marketing (master's degree); Fundamentals of Management and Marketing (Bachelor's Degree). Qualified supervisor of doctoral theses in Management within the SNSPA Doctoral School (since October 2019).
Name and address of employer	National University of Political and Administrative Studies (SNSPA) - Faculty of Management and associated teaching staff for the Faculty of Communication and Public Relations Str. Povernei 6, sector 1, Bucharest, Romania

Period	2012 – October 2019
Occupation or position held	Associated professor
Name and address of employer	National University of Political and Administrative Studies (SNSPA) - Faculty of Management and associated teaching staff for the Faculty of Communication and Public Relations Str. Povernei 6, sector 1, Bucharest, Romania
Main activities and responsibilities	Teaching and academic research in Management and Marketing

Period	2005-present
Occupation or position held	Associate teaching staff / Visiting Professor

Main activities and responsibilities	Teaching and student assessment activities
Name and address of employers (in alphabetic order)	<ul style="list-style-type: none"> ● ISIT, Paris, France ● EFREI, Paris & Bordeaux, France ● Siedlce University of Natural Sciences and Humanities, Poland ● Academy of Economic Studies, Bucharest, Romania: Faculty of International Economic Relations and Faculty of Management
	Romania / France / Poland
Type of business or sector	<p>University education and research. Courses taught:</p> <ul style="list-style-type: none"> - 2023-2024: Visiting Professor, courses in Economics (first-year joint degree with EFREI Paris), Management, marketing & communication, ISIT Paris, France; - 2022-2023: Visiting Professor, courses in Economics (first-year joint degree with EFREI Paris), International Economics (third-year degree), Management, marketing & communication, ISIT Paris, France; - 2021-2022: Visiting Professor, courses in Economics (first-year joint degree with EFREI Paris) and International Economics (third-year degree), ISIT Paris, France; - 2019-2021: Visiting Professor, Introduction to Management (first-year joint degree with EFREI Paris) and Management (second-year degree), ISIT Paris, France; - 2020-2021: Visiting Professor, Management (2nd-year bachelor) and Customer Relationship Marketing (3rd-year bachelor) courses, Siedlce University of Natural Sciences and Humanities, Poland; - 2019: Guest Lecturer, Corporate Communication course, Quadriga University, Berlin, Germany (for MBA students on an internship in Bucharest); - 2017: Guest Lecturer (Erasmus+), Management course (2nd-year bachelor), Lomonosov State University, Moscow, Russia; - 2016: Visiting Professor, Marketing Research (3rd-year bachelor) and Marketing (1st-year bachelor), Siedlce University of Natural Sciences and Humanities, Poland; - 2015: Guest Lecturer (Erasmus+), Digital Challenges for Managers course (2nd year Bachelor), VIVES University, Kortrijk, Belgium; - 2014-2016: Associate teaching staff, International Corporations Management course (2nd-year undergraduate), Faculty of International Economic Relations, ASE; - 2012: Guest professor, Marketing, Branding and Fundraising course, Université 2 Lumière, Lyon, France; - 2009-2010; 2008-2009: Associate teaching staff, Public Relations, and Event Organization course (master's degree), Faculty of International Economic Relations, ASE, Bucharest, Romania; - 2005-2007: Associate teaching staff, Project Communication course (master's), Faculty of Management, ASE, Bucharest, Romania.

Period 2007 – 2012

Occupation or position held **University lector. Director of the Market and Communication Strategies Research Laboratory within the Communication Research Center**

Main activities and responsibilities Teaching and academic research in Public Relations, Marketing, Strategic Management, and Communication.
Management of the laboratory research team

Name and address of employer **National University of Political and Administrative Studies (SNSPA), Faculty of Communication and Public Relations**
Str. Povernei 6, sector 1, Bucharest, Romania

Type of business or sector University education and research

Period 2004 - 2011

Occupation or position held **Executive director of the master's degree in Business Management and Communication, day and online forms**

Main activities and responsibilities Operational Management of the master's academic team

Name and address of employer **National University of Political and Administrative Studies (SNSPA). Faculty of Communication and Public Relations**
Str. Povernei 6, sector 1, Bucharest, Romania

Type of business or sector University education and research

Period 2009 - 2011

Occupation or position held **Executive director of the master's degrees in Brand management and corporate communication**

Main activities and responsibilities Operational Management of the master's academic team

Name and address of employer National University of Political and Administrative Studies (SNSPA). Faculty of Communication and Public Relations
Str. Povernei 6, sector 1, Bucharest, Romania

Type of business or sector University education and research

Period 2004 - present

Occupation or position held **Trainer and consultant**

Main activities and responsibilities Organization and support of training programs and adjacent consulting activities

Consulting:

- **Marketing communication consultancy, ENGIE Romania (2006 – 2017):** Management of the marketing communicators team, annual marketing communication plan, branding, rebranding strategies, integrated B2C and B2B marketing campaigns, strategies and content planning, etc.
- **Strategic marketing consultancy, Klintensiv (2023):** marketing strategy, brand strategy, content strategy.
- **Public relations consultancy for the Mobexpert account, Evolutiv (2004-2005).**

Training:

- Open training in Horeca management and marketing, Inside Coach Academy, 2014 - 2015;
- Open training in Fashion management and marketing, Inside Coach Academy, 2014 - 2015;
- Negotiation Techniques Training - Payments Agency for Rural Development and Fisheries, 2011 (25 programs);
- Training on Public communication of the decision - National Bank of Romania, 2011 (11 programs);
- Crisis Communication training for managers - National Bank of Romania, 2010 (12 programs);
- Marketing and public relations open training for managers - Fiatest, 2007-2009;
- Business to Business Marketing open training for managers - Picant, 2008-2009;
- Internal Marketing open training for managers - Picant, 2008-2009;
- Communication Training for Project Managers - Danex Form, 2008;
- Communication training for managers - Câmpulung Muscel Town Hall, 2008;
- Industrial Marketing and Key Account Management training. Sales and negotiation techniques - Ductil Air Liquide, 2008;
- Open training of Public Relations and negotiation techniques for managers - Standard Consulting, 2007;
- Open training of business communication and negotiation techniques for managers - Rinya Consulting & Training, 2007;
- Communication and public relations training for managers - National Institute of Statistics, 2006;
- Open training, Company rating for managers of energy companies - Forenerg, 2005.

Name and address of employer **Freelancer / Rinya Consulting and Training, Bucharest, Romania**

Type of business or sector Adult education/training. Consulting in communication, public relations, and Management.

Period **2003 – 2007**

Occupation or position held **University assistant**

Main activities and responsibilities	Teaching and academic research in Marketing, Strategic Management and Communication
Name and address of employer	National University of Political and Administrative Studies (SNSPA). Faculty of Communication and Public Relations Str. Povernei 6, sector 1, Bucharest, Romana
Type of business or sector	University education and research

EDUCATION AND TRAINING

Period	2004-2007
Qualification/diploma obtained	Ph.D. in International Economics
The main disciplines studied / professional skills acquired	Economy, International economic relations
Name and type of educational institution/training provider	Academy of Economic Studies, Bucharest, Romania
Level in national or international classification	Doctoral studies

Period	2005 – 2007
Qualification/diploma obtained	Master in Strategic Marketing
The main disciplines studied / professional skills acquired	Economy, Marketing, Strategic Management
Name and type of educational institution/training provider	Faculty of Marketing, Academy of Economic Studies, Bucharest, Romania
Level in national or international classification	Postgraduate studies

Period	2001 – 2002
Qualification/diploma obtained	Visiting student level bac+4 – Cycle International d'Etudes Politiques CIEP
The main disciplines studied / professional skills acquired	Macroeconomics, Microeconomics, Sociology of international relations, Marketing, Company communication
Name and type of educational institution/training provider	Institut d'Etudes Politiques Sciences-Po, Paris, France
Level in national or international classification	University studies

Period	1998 – 2003
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Qualification/diploma obtained	Bachelor's degree in International Economic Relations, specialization in International Economics
The main disciplines studied / professional skills acquired	Economics, International Business Management, International Marketing
Name and type of educational institution/training provider	Faculty of International Economic Relations, Academy of Economic Studies, Bucharest, Romania
Level in national or international classification	University studies

Period 1998 – 2002

Qualification/diploma obtained	Bachelor's degree in Communication and Public Relations
The main disciplines studied / professional skills acquired	Communication, Public Relations, Mass media, Advertising
Name and type of educational institution/training provider	Faculty of Communication and Public Relations, National University of Political and Administrative Studies, Bucharest, Romania
Level in national or international classification	University studies

PERSONAL SKILLS AND COMPETENCIES

Language (s) native (s)	Romanian
Foreign language(s) known	English: Advanced - C2. Prosper Language Proficiency Certificate, The Common European Framework of Reference for Languages of the Council of Europe French: Advanced - C2. DALF Language Proficiency Certificate
	(*) <u>The level of the Common European Framework of Reference for Foreign Languages</u>
Social skills and competencies	The ability to communicate, empathize, relate to others, etc.
Organisational skills and competencies	Ability to coordinate and evaluate, work in a team, work on projects, etc.

Computer skills and abilities	PC skills: Microsoft Office (Word, Excel, PowerPoint), SMART-PLS.
Other	Author of books and articles on business administration: Management, marketing and company communication Member of academic research projects Level I (2015) and II (2016) psycho-pedagogical module certificates, issued by the Academy of Economic Studies in Bucharest, Department for Teaching Staff Training.

**The CV's annexes include a list of research projects and elements for recognizing scientific contributions.*

Annex 1. Grants/projects won through competition

Annex 2. Elements of recognition

- H-index
- Member of scientific committees of publications and international academic conferences
- Keynote Speaker / Track Chair at international academic conferences
- Keynote Speaker at professional conferences

Annex 3. List of publications

Annex 1 to Pînzaru Florina Magdalena's CV

GRANTS / PROJECTS WON THROUGH COMPETITION

1. Senior economics researcher - “AdJUST ADVANCING THE UNDERSTANDING OF CHALLENGES, POLICY OPTIONS AND MEASURES TO ACHIEVE A JUST EU ENERGY TRANSITION,” European Commission (Consortium leader: European Institute on Economics and the Environment Milan, Italy; Partner in Romania: Pur si Simplu Verde), 2023 - 2026.
2. Project Manager - “Academic Excellence: resilience and development of the quality of SNSPA’s teaching activity after the challenges of the Covid-19 pandemic”, CNFIS-FDI-2022-0051, implementation period: 2022.
3. Project Manager - “Academic Advance: developing the interdisciplinary excellence research capacity of SNSPA in Management”, CNFIS-FDI-2021-0321, implementation period: 2021.
4. Member of the “HEI Consortium Responsible Innovation-Led Entrepreneurial University Transformation Centers (Ecosystem Integration Labs) - RiEcoLab” project, funded by the European Institute for Innovation and Technology, implementation period 2021-2022. Project manager for SNSPA (partner): lect. university Dr. Adina Săniuță.
5. Member of the “Kickstart Student” project, identification code POCU/829/6/13/141279, financed by the Human Capital Operational Program (POCU) 2014 - 2020, implementation period 2022-2023. Project manager for SNSPA (partner): lect. university Dr. Sergiu Stan.
6. Deputy director in the project “ACADEMIC CONNECT: Partnership and international visibility to promote the teaching and research excellence of the SNSPA”, CNFIS-FDI-2020-0577, implementation period: 2020. Project manager: Prof. Univ. Dr. Vasile Secareș.
7. Member of the project “Researcher-entrepreneur on the labor market in the fields of intelligent specialization”, SMIS code 2014+: 124708, co-financed from the European Social Fund (ESF) through the Human Capital Operational Program (POCU), priority axis 6: Education and skills, period of implementation 2019-2022. Project manager: university professor Dr. Iordan Bărbulescu.
8. Member of the project “Inclusion and equal opportunities post-2020 - National strategic policy framework for social inclusion and equal opportunities post-2020”, code SIPOCA 653, project code 129157, beneficiary Ministry of Labor and Social Equality, implementation period 2019-2020. Project manager: Stefania Andreescu.

<p>9. Member of the project “Evaluation of the impact of intellectual capital in the framework of the internationalization of SMEs in the European Union”, code PN-III-P1-1.1-TE-2016-0232, financed by UEFISCDI - Subprogram 1.1 - Human Resources “Research projects for the stimulation of young independent teams (TE)”, implementation period 2018-2020, project director - university professor skilled dr. Elena-Mădălina Vătămanescu.</p>
<p>10. Member of the project Advancing the Third Sector through Innovation and Variation (ATSIV), code: 2016-1-EL01KA204-023550, financed by Erasmus+ Action KA2 – Strategic Partnerships, employer SNSPA (partner), implementation period 2016-2019, project director university conf. Dr. Alexandra Zbucea.</p>
<p>11. Member of the project “State of the Nation - building an innovative tool for the foundation of public policies (SIPOCA 11)”, co-financed by the European Social Fund (ESF) through the Administrative Capacity Operational Program (POCA). Beneficiary: General Secretariat of the Government/Prime Minister’s Chancellery - Directorate for Government Strategies. Project manager: Lelia Florina Oanță – Director, Directorate for Governmental Strategies – General Secretariat of the Government, implementation period 2016-2019 (http://starea-natiunii.ro/about).</p>
<p>12. Member of the project “Competitive university education in the field of program management”, project code: POSDRU/156/1.2/G/1406271, Sectoral Operational Program for the Development of Human Resources 2007 - 2013, Priority Axis 1 “Education and vocational training in support of economic growth and the development of the knowledge-based society”, Major area of intervention 1.2 “Quality in higher education”. Implementation period: 2014-2015. Beneficiary: National School of Political and Administrative Studies, project manager: Prof. Univ. Dr. Stanciu Ștefan (http://www.managementul-programelor.ro/prezentare-generală/echipa-management).</p>
<p>13. Member of the “Practice of public relations in the museum” project, project director: lect. university Dr. Alexandra Zbucea, financed by the Administration of the National Cultural Fund, coordinating organization: SNSPA, partners: National Network of Museums in Romania. Implementation period: August – November 2010.</p>
<p>14. Member of the project “Increasing the efficiency of support processes for the international transfer of managerial know-how in applied research and innovation”, 91-051 / PARTNERSHIP, coordinating organization: ASE. Implementation period: 2007-2010, project director: university professor Dr. Daniela Hâncu.</p>
<p>15. Member of the project “Repositioning Romania’s country image in the context of European integration”, 1213_CNCSIS_A/AA7 GR-2 and 1213_CNCSIS_A/REZERVA / A.A229 GR-1, coordinating organization: ASE, period 2006-2007, project director prof university Dr. Luminița Nicolescu.</p>

Annex 2 to Pînzaru Florina Magdalena's CV

ELEMENTS OF RECOGNITION

H-index (2024):

- 12 (Clarified Analytics);
- 20 (Google Scholar).

Member of scientific committees of publications and international academic conferences

No. crt.	Member of scientific committees of publications and international conferences	Year
1.	Pînzaru, F. – Co-Editor of the scientific journal Management Dynamics in the Knowledge Economy (indexed BDI, including ERIH PLUS) - http://www.managementdynamics.ro/index.php/journal/about/editorialTeam	2013-present
2.	Pînzaru, F. – Co-Chair of the Strategic International Conference - https://www.strategica-conference.ro/	2013-present
3.	Pînzaru, F. - Member of the Scientific Committee of ICEIRD 2017 (International Conference for Entrepreneurship, Innovation and Regional Development, 10th edition), Thessaloniki - http://iceird.eu/2017/scientific-committee/	2017
4.	Pînzaru, F. - Conference Chair of ECMGL 2016 (European Conference on Management, Governance and Leadership, 12th edition), Bucharest, ISI Proceedings - http://academic-conferences.org/ecmlg/ecmlg-home.htm	2016
5.	Pînzaru, F. - Member of the Scientific Committee of the Smart Cities International Conference 2016, 4th edition, Bucharest - http://administratiepublica.eu/smartcitiesconference/2016/com_stiintific.htm	2016
6.	Pînzaru, F. - Member of the Scientific Committee of the VI Scientific conference Modern Concepts And Management Methods 2016, Warsaw - http://www.nkz-2016.com/english-version	2016

7.	Pînzaru, F. - Co-Chair ICEIRD 2016 (International Conference for Entrepreneurship, Innovation and Regional Development, 9th edition), Bucharest - http://iceird2016.com/organizers/	2016
8.	Pînzaru, F. - Member of the Scientific Committee of the International Conference Global Economy and Governance GEG 2015, Taipei - http://2015geg.mcu.edu.tw/sci_com.asp	2015

No. crt.	Member of committees supporting doctoral theses at universities abroad or jointly with a university abroad	Year
1.	Pînzaru, F. - Member of the Doctorate Committee: Drd. Rosca Ingrid Magda, with her doctoral thesis, Consumer's Behavioral Patterns: The Romanian Tourists University of Girona, Spain, July 2017.	2017

Keynote Speaker / Track Chair at international academic conferences

1. Keynote Speaker, The 18th Economic International Conference "Challenges and Opportunities for a Sustainable Development", 2022, Stefan cel Mare University of Suceava;
2. Keynote Speaker, The 16th Economic International Conference "New Challenges and Opportunities for the Economy 4.0", 2020, Stefan cel Mare University of Suceava;
3. Keynote Speaker, Smart Cities International Conference 2023, 2021, 2017, 2018 and 2019, SNSPA, Bucharest;
4. Track Chair, International Conference on Business Excellence ICBE, Bucharest, track Digitization of Business, since 2017 to present (annual conference);
5. Track Chair, International Conference Entrepreneurs. Entrepreneurship. Challenges and Opportunities in the 21st Century, 2017, Bucharest, track Entrepreneurship and Development

Speaker at professional conferences

- Speaker, the conference Romania, the Pole of Innovation and Research, organized by MediaUno and the National Institute of Statistics at the Government of Romania, 2024
- Speaker, Bucharest Leaders' Summit, organized by MediaUno and the National Institute of Statistics at the Palace of the Parliament of Romania, 2022, 2023
- Speaker the conference Protecting Europe in Turbulent Times, organized by MediaUno and the National Institute of Statistics at the Government of Romania, 2022

Annex 3 to Pînzaru Florina Magdalena's CV

LIST OF PUBLICATIONS

a) Books published as a sole author

1. Pînzaru, F. (2013). Congratulations, you've been promoted to manager! Bucharest: Tritonic. ISBN: 978-606-8536-94-1.
2. Pînzaru, F. (2009). Handbook of Marketing: Classic Principles and Effective Current Techniques. Bucharest: CH Beck. ISBN: 978-973-115-648-4.

b) Collectively published books

1. Pînzaru, F., Zbucea, A., Vițelar, A. & Ciuciuc, VE (2020). Management and leadership in an interconnected world. Bucharest: Tritonic. ISBN: 978-606-749-526-3.
2. Zbucea, A., Pînzaru, F., Galalae, C. & Mitan, A. (2015). Essential guide to promotion (Revised 2nd ed.). Bucharest: Tritonic. ISBN: 978-606-749-011-4.
3. Zbucea, A., Pînzaru, F. & Galalae, C. (2009). Essential promotion guide. Bucharest: Tritonic. ISBN: 978-606-92275-3-4.

c) Chapters in books

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|---|
| 1. Pînzaru, F. & Rădulescu, R. (2020). From cherry picking to sales of over 800,000 euros annually: profile of a leader from the generation of digital natives. In Nicolescu, O.; Popa, I. & Dumitrașcu, D. Approaches and relevant case studies regarding the Management of organizations in Romania in the context of the COVID-19 pandemic. Bucharest: Pro Universitaria. ISBN: 9786062612443. |
| 2. Păun, C., & Pînzaru, F. (2019). Get It Right This Time? Leaving the Periphery of the European Economic Development. In Dobrescu, P. (2019). Development in Turbulent Times, pp. 47-58, Cham: Springer. |
| 3. Pînzaru, F., Mitan, A., & Mihalcea, AD (2018). Reshaping Competition in the Age of Platforms. The Winners of the Sharing Economy. In Vătămănescu, E.-M., & Pînzaru, F. (Eds.), Knowledge Management in the Sharing Economy. Cross-Sectoral Insights into the Future of Competitive Advantage, pp. 19-38, Cham: Springer |

International Publishing. eBook ISBN: 978-3-319-66890-1; hardcover ISBN: 978-3-319-66889-5. Series ISSN: 2199-8663.

4. Pînzaru, F. (2015). Brand management: between content culture and storytelling. In Pînzaru, F. (2015). Business storytelling: brands and stories, pp. 11-26, Bucharest: Tritonic. ISBN: 978-606-749-010-7.

5. Pînzaru, F., Anghel, LC, & Dinu, M. (2014). The Impact of State Regulated Liberalization on Marketing Strategies in Romania. In C. Brătianu et al. (Eds.), Strategic Thinking in a Changing World, pp. 137-153, Bucharest: Comunicare.ro. ISBN: 978-973-711-497-6.

6. Anghel, L., Pînzaru, F., & Dinu, M. (2014). Aspects regarding the evolution of nominal and real convergence before and after accession to the eurozone. In A. Roman, & SG Anton (Eds.), Monetary, Banking and Financial Issues in Central and Eastern EU Member Countries: How can Central and Eastern EU Members Overcome the Current Economic Crisis?, Vol II., pp. 40-48 , Iasi: “Alexandru Ioan Cuza” University Publishing House.

7. Nicolescu, L., & Pinzaru, F. (2008). The image of Romania in the foreign press. In Nicolescu, L. (ed.), Image of Romania under the magnifying glass! Country branding and rebranding, Bucharest: ASE Publishing House. ISBN: 978-606-505-112-6

8. Pînzaru, F. (2005). Public relations, from dream to reality for SMEs. In Delia Balaban (ed.), PR Trend. Theory and practice in public relations and advertising, pp. 53-69, Cluj-Napoca: Accent. ISBN: 973-8445-95-7.

d) Edited/coordinated volumes

1. Zbucea, A., Pînzaru, F., Vidu, C. (Eds.) (2023). Changing the Game: AI in Education. Tritonic. ISBN 978-606-749-727-4.

2. Zbucea, A., Pînzaru, F., Hrib, B. (Eds.) (2023). Economics and Culture: Interdisciplinary Studies. Tritonic. ISBN 978-606-749-604-8.

3. Vătămănescu, E.-M., & Pînzaru, F. (Eds.) (2018). Knowledge Management in the Sharing Economy. Cross-Sectoral Insights into the Future of Competitive Advantage. Cham: Springer. eBook ISBN: 978-3-319-66890-1; hardcover ISBN: 978-3-319-66889-5. Series ISSN: 2199-8663.

4. Zbucea, A., Brătianu, C., & Pînzaru, F. (Ed.) (2017). Economic Behaviour. Economy, Business and People. Cambridge Scholars Publishing. ISBN: 978-1-4438-5191-6, 1-4438-5191-4.

5. Zbucea, A., & Pînzaru, F. (Eds.) (2016). Strategic approaches in economy, governance and business. Bucharest: Tritonic. ISBN: 978-606-749-180-7.

6. Panzaru, F. (Ed.) (2015). Business storytelling: brands and stories. Bucharest: Tritonic. ISBN: 978-606-749-010-7.

7. Brătianu, C., Zbucea, A., Pînzaru, F., Vătămănescu, E.-M., & Leon, RD (Eds.) (2015). Strategic. Local versus Global. Bucharest: Tritonic. ISBN: 978-606-749-054-1.

8. Brătianu, C., Zbucea, A., Pînzaru, F. & Vătămănescu, E.-M. (Eds.) (2014). Strategic. Management, Finance, and Ethics. Bucharest: Tritonic. ISBN: 978-606-8571-52-2.

9. Brătianu, C., Pînzaru, F., Zbucea, A., Dinu, M., & Oprea, DA (Eds.) (2014). Strategic Thinking in a Changing World. Bucharest: Comunicare.ro. ISBN: 978-973-711-497-6.

e) Articles/studies in extenso, published in journals from the main international scientific flow

e.1) Clarivate Analytics indexed articles with impact factor and AIS different than zero

1. Pînzaru, F., Dobrescu, P., Vițelar, A., Moldoveanu, I., & Săniuță, A. (2023). Linking Sustainability-Driven Factors and Online Knowledge Sharing in Business: A PLS-SEM Analysis. <i>Sustainability</i> , 15(8), 6444. Available online at https://www.mdpi.com/2071-1050/15/8/6444 . DOI:10.3390/su15086444. Impact Factor: 3.9, Absolute Influence Score (AIS): 0.67.
2. Pânzaru, F., Dima, AM, Zbucnea, A., & Veres, Z. (2022). Adopting Sustainability and Digital Transformation in Business in Romania: A Multifaceted Approach in the Context of the Just Transition. <i>Economic Amphitheater</i> . Volumes: 24, No. 59/2022. Available at https://www.amfiteatruconomic.ro/RevistaDetalii_EN.aspx?Cod=1210 . DOI: 10.24818/EA/2022/59/28. Impact Factor: 1.983, Absolute Influence Score (AIS): 0.169.
3. Hargitai, DM, Pînzaru, F., & Veres, Z. (2021). Integrating Business Students' E-Learning Preferences into Knowledge Management of Universities after the COVID-19 Pandemic. <i>Sustainability</i> , 13(5), 2478. Available at https://www.mdpi.com/2071-1050/13/5/2478 . Impact Factor: 2.075, Absolute Influence Score (AIS): 0.323
4. Stănescu, DF, Zbucnea, A., & Pînzaru, F. (2020). Transformational leadership and innovative work behavior: the mediating role of psychological empowerment. <i>Cybernetic</i> . Available at https://www.emerald.com/insight/content/doi/10.1108/K-07-2019-0491/full/htm . Impact Factor: 1.381, Absolute Influence Score (AIS): 0.157
5. Zbucnea, A., Pînzaru, F., Busu, M., Stan, SO, & Bârgăoanu, A. (2019). Sustainable Knowledge Management and Its Impact on the Performances of Biotechnology Organizations. <i>Sustainability</i> , 11(2), 359. Available at https://www.mdpi.com/2071-1050/11/2/359 . Impact Factor: 2.075, Absolute Influence Score (AIS): 0.323
6. Zbucnea, A., Ivan, L., Petropoulos, S., & Pînzaru, F. (2019). Knowledge sharing in NGOs: the importance of the human dimension. <i>Cybernetic</i> . Available at https://www.emerald.com/insight/content/doi/10.1108/K-04-2019-0260/full/html . Impact Factor: 1.381, Absolute Influence Score (AIS): 0.157
7. Vătămănescu, EM, Andrei, AG, & Pînzaru, F. (2018). Investigating the online social network development through the Five Cs Model of Similarity: The Facebook case. <i>Information Technology & People</i> , 31(1), 84-110. Available at https://www.emeraldinsight.com/doi/abs/10.1108/ITP-06-2016-0135 . Impact Factor: 1.639, Absolute Influence Score (AIS): 0.325
8. Andrei, AG, Zaiț, A., Vătămănescu, E.-M., & Pînzaru, F. (2017). Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM. <i>Industrial Management & Data Systems</i> , 117(3), 478-495. Available at http://www.emeraldinsight.com/doi/full/10.1108/IMDS-11-2015-0487 . Impact Factor: 2.205, Absolute Influence Score (AIS): 0.321
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