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## **ALEXANDRINA MARIA PAUCEANU**

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**ASSOCIATE PROFESSOR & DOCTORAL THESIS SUPERVISOR, BUSINESS CONSULTANT AND SPEAKER**

### **PROFESSIONAL EXPERIENCE:**

**JUNE 2021 – PRESENT - ASSOCIATE PROFESSOR & DOCTORAL THESIS SUPERVISOR, GENEVA BUSINESS SCHOOL, SPAIN**

1. Supervise DBA students, tutors and mentor them through the DBA process;
2. Tutoring DBA students and support them during their DBA journey;
3. Participate in DBA program management meeting and decision making;
4. Advise on research methods, publishing, article revisions, etc
5. Examination committee participation at different levels;
6. Funding proposal reviews;
7. Engaging in school's projects.

**SEPTEMBER 2022 – PRESENT - UNITED NATIONS' INVITED EXPERT, SPEAKER AND CONVENER**

**APRIL 2021 – PRESENT – MENTOR FOR EURAXESS PROGRAMS, MENTORING JUNIOR RESEARCHERS**

**AUGUST 2020 – PRESENT – ACADEMY OF ECONOMIC STUDIES ROMANIA – MEMBER IN PhD SUPERVISING COMMITTEE AND THESIS DEFENCE BOARD**

**AUGUST 2021 – MAY 2022 - DIRECTOR OF RESEARCH & ASSOCIATE PROFESSOR OF BUSINESS, MENA COLLEGE OF MANAGEMENT, DUBAI, UAE**

### **REGULAR TASKS:**

1. Deliver online courses and supervise graduating students
2. Craft the research policy and follow the implementation
3. Advise the top management in research related decisions
4. Connect with industry for applied research projects
5. Advise faculties in research – related matters and support their research endeavours.

**AUGUST 2017 – JULY 2021 ASSOCIATE PROFESSOR & ACADEMIC PROGRAM CHAIR FOR INNOVATION AND ENTREPRENEURSHIP – HIGHER COLLEGES OF TECHNOLOGY, UAE**

### **REGULAR TASKS:**

8. Deliver courses (face to face and online) on graduate level: Innovation and Entrepreneurship (Stanford course requirements and materials), Organization management, Middle East Development, International Business and Globalisation, supervising graduation projects;
9. Create tests, evaluate students and grading work; Student advisory;
10. Initiate, facilitate, and moderate classroom discussions;
11. Obtained 2018 Best Research Award(ABRA) at Higher Colleges of Technology (across 16 campuses)
12. UAE - Stanford Innovation & Entrepreneurship Coaching Workshop – workshop for teaching Stanford entrepreneurship course.
13. Junior professors mentorship program (6 months) – professional development, program organized by ECSB - European Council for Small Business and Entrepreneurship
14. Guest lecturer, Audencia Business School, April 5<sup>th</sup>, 2018 – Workshop title: Business

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- incubators – new perspectives.
15. Juror at 6<sup>th</sup> UAE Undergraduate Student Research Competition, held on April 30<sup>th</sup> 2018 at Abu Dhabi University.
  16. Juror at Henry Ford Entrepreneurship Academy HCT pitch contest, held on May 8<sup>th</sup> 2018 at HCT Ras Al Khaimah
  17. Various PD sessions for students, staff and faculties.
  18. Various PD trainings for continuous professional development in regard to using technology for teaching, improving teaching, Future Foresight program, etc.
  19. Curriculum Chair for Innovation and Entrepreneurship Program starting August 2019
  20. Keynote speaker at EdEx Mena Dubai, 18<sup>th</sup> November 2019
  21. Member of organizing committee for various conferences - 8-9<sup>th</sup> April 2019 - 4<sup>th</sup> Industrial Revolution: Transforming Businesses, HCT conference; The international e-conference "ENTERPRISES IN THE GLOBAL ECONOMY", 4<sup>th</sup> Edition
  22. Chair person of various committee – Industry and engagement committee at HCT level, Industry and Entrepreneurship committee at campus level. Chair of Program Academic Committee for Innovation and Entrepreneurship and member of Supervisory committee ensuring quality and approving program changes/updates and direction.
  23. HEA (Higher Education Academy UK) fellowship since December 2019 (excellence in teaching and learning as well as validation of teaching methods)
  24. Future Foresight practitioner certification & Foresight Influencer – January & August 2020
  25. Leaders of Learning training (Pearson Middle East and HarvardX) – April 2020
  26. Guest speaker at various educational fair events in UAE and connections with industry for research and graduate projects
  27. System course team leader for Innovation and Entrepreneurship course – supervised and guided a team of 30 instructors; course content and exercises creation; adaptation to online delivery;
  28. Academic Program Chair (since August 2019) – supervise a team of 14 course leaders, work closely for program development, content development, quality assurance, program auditing, vision creation, assistance and mentorship.
  29. Promoted to Associate professor since August 16<sup>th</sup>, 2020
  30. Doctoral thesis supervising team at Academy of Economic Studies Romania since August 2020
  31. Grants reviewer for HCT; member in HCT promotion committee; chairing Applied Research committee – finding ways to enhance research among faculties; member in AACSB accreditation committee; chair of Program Academic Committee for Innovation and Entrepreneurship program, member if Faculty Academic Committee to oversee all course changes, business division management, examination issues, etc.

**April 2021 – present – Academic mentor for EURAXESS “Shape the future of a Researcher coming to Europe”**

1. Providing mentorship about research and publications
2. Providing mentorship and assistance on teaching in academia
3. Providing career development advice and support

**SEPTEMBER 2014 – AUGUST 2017**

**ASSISTANT PROFESSOR – COLLEGE OF BUSINESS ADMINISTRATION, DHOFAR UNIVERSITY, SALALAH, OMAN**

**REGULAR TASKS:**

1. Create and deliver courses on graduate level: International Management, Small Business Management, Entrepreneurship, HR Management, Marketing, Business Communication;
  2. Create tests, evaluate students and grading their work;
  3. Student advisory;
  4. Initiate, facilitate, and moderate classroom discussions;
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5. Final year project supervision;
  6. Proactive leadership; community service – trainings and consultancy for women entrepreneurs;
  7. Contributing actively to the development of Centre for Entrepreneurship at Dhofar University, first centre of this type in Oman; contributes actively to support the local community;
  8. Member in different committees – Student affairs, CLO revision, Health and safety committee, Learning support centre committee chairperson, master program design committee, recruitment committee;
  9. Research on topics of importance for Oman and society,
  10. Book reviews, collaboration contracts, entrepreneurship course development, events organizational tasks, consultancy services for companies;
  11. Academic research, articles, presentations.

### ***January 2016 – June 2017***

#### **PROFESSOR – ABMS OPEN UNIVERSITY OF SWITZERLAND, ZURICH, SWITZERLAND**

1. Create and deliver courses on graduate, MBA and doctoral level: International Management (PhD), Managing people in organizations (MBA), Organization management (MBA), etc;
2. Create tests, evaluate students and grading their work;
3. Supervising doctoral and master thesis;
4. Initiate, facilitate, and moderate virtual classroom discussions;
5. Doctoral committee member;
6. Research mentoring.

### ***April 2012 to August 2014***

#### **Senior lecturer and editorial manager – S.C. VANGUARD STRATEGY S.R.L. & Vanguard Strategy Journal**

##### **Main achievements:**

1. Increasing the number of student, at over 2500 yearly and creating the Vanguard Strategy Journal
2. Developing a consultancy program for the students who have their own business or want to develop a new one, motivate and advise them
3. Writing articles for the journal, peer- review the other articles , create and develop publication plan

##### **Regular tasks:**

1. Create and deliver courses in the following fields: *general management, project management, organization management, HR management, tourism management – touristic guide, hospitality management, entrepreneurship*;
2. Create tests, evaluate students and grading their work;
3. Supervise students in creating their thesis/papers/research papers;
4. Mentorship and advising students who already have their business or want to create one;
5. Peer-review articles for Vanguard Strategy Journal and give the direction of the editorial policy;
6. Offers consultancy to CEO regarding promoting, managing and developing the business;
7. Mentoring students and advise/supervise them on their research/thesis.;
8. Initiate, facilitate, and moderate classroom discussions.
9. Write monthly articles for Vanguard Strategy Journal.
10. Proactive leadership

### ***March 2011 to June 2012***

#### **University Lecturer, KASA COLLEGE & VARNA FREE UNIVERSITY, NICOSIA, CYPRUS**

Delivering courses, create books for courses, evaluating students, grading, supervision thesis and research papers, mentoring, guidance for career

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**Main achievements:**

1. Deliver over 20 courses, both graduate and MBA
2. Writing teaching materials for several courses
3. Career advisory for students and mentorship

**Regular tasks:**

1. Create and deliver courses in the following fields: *general management, project management, organization management, HR management, tourism management, marketing management, entrepreneurship, international business, international marketing*;
2. Create tests, evaluate students and grading their work;
3. Supervise students in creating their thesis/papers/research papers;
4. Mentoring students and advise/supervise them on their research/thesis.;
5. Initiate, facilitate, and moderate classroom discussions.
6. Proactive leadership
7. Speaker for various events.

***December 2010 to February 2011***

**Academic Guest Lecturer, Romanian Diplomatic Institute,** Minister of Foreign Affairs, Bucharest Romania

1. Teaching security courses
2. Guidance and supervision regarding thesis
3. Evaluation of students

***April 2009 to February 2011***

**Lecturer, Orema Management Training company,** Deva, Romania

1. Teaching courses for adults
2. Guidance and supervision regarding thesis
3. Evaluation of students and grading
4. Creating course materials

***January 2008 to February 2011***

**Project Manager, NGO ATU,** Deva, Romania

1. Project management
2. Evaluation of results, and apply corrections if necessary
3. Supervision and control
4. Writing grants proposals and develop new projects on society needs

***April 2008 to November 2009***

**Financial manager, Info & Terenuri,,** Deva, Romania

1. Supervision of accountancy works
2. Monthly reports and statements
3. Supervision and control
4. Consultancy to CEO

***April 2008 to November 2009***

**Financial manager, Info & Terenuri,** Deva, Romania

1. Supervision of accountancy works
2. Monthly reports and statements
3. Supervision and control
4. Consultancy to CEO

***March 2002 to September 2002***

**Executive director, Agro Alsavit SRL,** Oradea, Romania

1. Executive management of the company
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2. Monthly reports and statements
  3. Supervision and control
  4. Consultancy to CEO
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**EDUCATION:**    **PhD in Organization Management, Doctoral School, Academy of Economic Studies (ASE), Bucharest, October 2006 – March 2011**  
                      **BSc in Economics of Commerce, Tourism and Services, Traian University Deva/West University Timisoara, Head of promotion, 2002 - 2006**

**Other courses:**

1. "Supervising thesis students" training – Leiden University, Netherland, May 2021
2. Trainer of trainers certification, Orema Management Training Company, Deva, Romania, February 2011
3. Tourism brevet, Minister of Tourism and Development, Bucharest, Romania, January 2011
4. Project management certification, MAI, National Agency of Public Employees, Timisoara, July 2010
4. Acquisitions expert certification, MAI, National Agency of Public Employees, Timisoara, July 2010

**PROFESSIONAL BODIES ACTIVE MEMBERSHIP:**

1. HIGHER EDUCATION ACADEMY UK – FELLOWSHIP
2. BLUE SHIELD ORGANIZATION, (CULTURAL MANAGEMENT EXPERT),
3. ESTIDIA, MEMBER
4. EUROPEAN COUNCIL FOR SMALL BUSINESS AND ENTREPRENEURSHIP (ECSB) MEMBER,

**Books:**

1. Pauceanu, A.M. et al. (2023) – Innovating from within, Edited, Routledge Publishing (in progress)
2. Pauceanu, A.M. (2023) – Innovation, innovators and businesses, Palgrave McMillian Publishing, ISBN 978-981-19-7407-6
3. Pauceanu, A.M. (2022) – From invisible to spotlight, Amazon Publishing,
4. Pauceanu, A.M. (2016) – Entrepreneurship in the Gulf Cooperation Council: Guidelines for starting and managing businesses, Elsevier Publisher, ISBN 9780128112885, USA
5. "Înțelepciunea prin sufisme" (2005), translation from English language, Ed. Emia, Deva, Romania,

**Articles:**

1. Păuceanu, Alexandrina Maria, Sebastian Văduva, and Amalia Cristina Nedelcuț. (2023). "Social Commerce in Europe: A Literature Review and Implications for Researchers, Practitioners, and Policymakers" Journal of Theoretical and Applied Electronic Commerce Research 18, no. 3: 1283-1300. <https://doi.org/10.3390/jtaer18030065>
  2. Dempere, J.M.; Pauceanu, A.M. (2022) The impact of economic-related freedoms on
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- the national entrepreneurial activity, *Journal of Innovation and Entrepreneurship*, 11:48 <https://doi.org/10.1186/s13731-022-00237-0>
3. Filip, A.; Stancu, A.; Mehedințu, M.; Streinu-Cercel, A.; Pauceanu, A.M. (2022) Particularities of Telework Applicable to the Health System in the Context of the COVID-19 Pandemic. *Int. J. Environ. Res. Public Health*, 19, 10501. <https://doi.org/10.3390/ijerph191710501>
  4. Pauceanu, A.M.; Rabie, N.; Moustafa, A.; Jiroveanu, D.C. (2021) Entrepreneurial Leadership and Sustainable Development—A Systematic Literature Review. *Sustainability*, 13, 11695.
  5. Pauceanu, A.M., Rabie, N., & Moustafa, A. (2020). Employability in the fourth industrial revolution. *Economics and Sociology*, 13(3), 269-283. doi:10.14254/2071-789X.2020/13-3/17
  6. Alpenidze, O., Pauceanu, A.M., Sanyal, S. (2019) *Key success factors for business incubators in Europe – an empirical study*, *Academy of Entrepreneurship Journal*, 25 (1)
  7. Pauceanu, A.M.; Alpenidze, O.; Edu, T.; Zaharia, R.M. (2019) What Determinants Influence Students to Start Their Own Business? Empirical Evidence from United Arab Emirates Universities. *Sustainability*, 11, 92.
  8. Pauceanu, A. M., & Dempere, J. M. (2018). External factors influencing Fablabs' performance. *Journal of International Studies*, 11(2), 341-351. doi:10.14254/2071-8330.2018/11-2/23
  9. Donaldson W. J., Pauceanu A. M. (2017). Marketing challenges for South African public sector business incubator. *Journal of Competitiveness*, 9 (4), 19-39.
  10. Pauceanu, A.M., Sahli, S. (2016) – Success factors for entrepreneurs in Sultanate of Oman – an empirical study, *Ponte International Scientific Researches Journal*, Vol. 72, No. 11, 349-371
  11. Pauceanu, A.M., Ahmad, M., Abumraen, A.A.A., (2016) – A 21st century touristic perspective on United Arab Emirates, Qatar and Sultanate of Oman, *International Journal of Applied Business and Economic Research*, Vol. 14, Nr. 11, 7737 – 7749
  12. Pauceanu, A.M., Sahli, S. (2016) – Sustainable economic development policies in Romania within the EU and Brexit context, *Journal of Security and sustainability issues*, Vol. 6, Nr. 1, 167 – 178
  13. Pauceanu, A.M. (2016) – Business performance management – an innovative approach, *LUMEN NASHS 2015 Proceedings*, Medimond – Monduzzi Editore, Italy, ISBN 978-88-7587-728-6
  14. Pauceanu, A.M., M.W. Hisam (2016) – ABC method contribution to business performance, *International Journal of Applied Business and Economic Research*, Vol. 14, No. 1: 511-520
  15. Pauceanu, A.M., Shouvik, S., M.W. Hisam (2016) – Variables affecting employees' satisfaction – Evidence from Sultanate of Oman, *International Journal of Applied Business and Economic Research*, Vol. 14, No. 1: 499-510
  16. Pauceanu, A.M., Hammouri, S.M., (2016) - Strategic Energy Management in Sultanate of Oman, *Montenegrin Journal of Economics*, Vol. 12, No. 1, 95 – 105
  17. Pauceanu, A.M. (2016) - Foreign Investment Promotion Analysis in Sultanate of Oman: The Case of Dhofar Governorate, *International Journal of Economics and Financial Issues*, 6(2), 392-401
  18. Pauceanu, A.M.(2016) - Innovation and entrepreneurship in Sultanate of Oman – an empirical study, *The International Journal of Entrepreneurship and Sustainability Issues*, Vol. 4, Nr. 1, 83 – 99
  19. Pauceanu, A.M. (2015) – Impact of Knowledge Intensive Businesses Services on the Economic Performance of Sectors and Regions in the UE, *Africa Development and Resources Research Institute Journal*, Ghana, West Africa, Vol. 8, No.2 , 2015, ISSN
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20. Pauceanu, A.M. (2015)- Cultural interaction - aspects from the business negotiation process, Africa Development and Resources Research Institute Journal, Ghana, West Africa, Vol. 24, No.2 (3), 2015, ISSN No. 2343-6662
21. Pauceanu, A.M. (2015)- Leadership through Spiritual Wisdom - The Case of Romania, Journal Purushartha, Varanasi, India, Vol. VIII, No.2, 2015, ISSN No. 0975-024X
22. Pauceanu A.M., Hammouri S.M. (2015) - Strategic Energy Management in Oman, Arab Renewable Energy Commission, Energy Economy & Energy Management Forum for MENA, May 2015/Amman-Jordan
23. Pauceanu A.M., (2014) - Strategies for improving the performance of firms operating in Oman tourism industry, Journal of Contemporary Management Sciences (JCMS), Volume 3 (1) 1-11, JCMS Publication,
24. Pauceanu A.M., Kanellopoulos D., (2011) - Abordare analitică a sistemelor de sănătate, (Annalitical approach on health systems), Journal Tribuna Economica, Bucharest, Romania, Nr. 6, ISSN 1018-0451,
25. Pauceanu A.M., (2010) - Incubatoarele de afaceri din România - funcționare, eficiență, (Business incubators from Romania - function, efficiency) Journal Tribuna Economică, Nr. 49, ISSN 1018-0451,
26. Pauceanu A.M., (2010) - Incubatorul de afaceri Teliucu Inferior - mijloc de dezvoltare economică regională (Teliucu Inferior business incubator - way to regional economic development), Journal Tribuna Economică, Bucharest, N. 38, ISSN 1018-0451
27. Pauceanu A.M., (2010) - HUNEDOARA INDUSTRIAL PARK - THE PROMOTER OF A SUSTAINABLE LOCAL INNOVATION AND DEVELOPMENT , Special Issue no. 8, Bucharest, Romania, Ed. Științifică, FMR, ISSN 1582-2214
28. Pauceanu, A.M. (2009) - Economia subterană internațională, sursă de alimentare a terorismului, (International underground economy, source for financing terrorism), published in Criminalitatea transfrontalieră la granița dintre prezent și viitor, coord. O. Predescu, TKK Publishing House, Hungary, pp. 226
29. Pauceanu A.M., (2007) - Innovation - Romania's only opportunity for retrieving the gap to the developing countries, Annals of Constantin Brâncuși University, Târgu Jiu, România

#### Academic Conferences:

1. THE INTERNATIONAL E-CONFERENCE "ENTERPRISES IN THE GLOBAL ECONOMY", 4th Edition, 4<sup>th</sup> October 2019, Romania - Pauceanu, A.M., Bocanet, A. - Analysis of the Business Environment in Gulf Cooperation Countries
  2. *TBM Transformative Business Models*, 18<sup>th</sup> - 19<sup>th</sup> March 2019, Dubai - UAE, Higher Colleges of Technology
  3. *Social Innovation and Humane Entrepreneurship: From Policy to Action*, 4<sup>th</sup> - 5<sup>th</sup> October 2018, Salerno - Italy, University of Salerno & ICSB (International Council for Small Businesses) Paper presented: *Sustainable Entrepreneurial Growth in GCC*
  4. *LUMEN 2<sup>nd</sup> MEPDEV*, 17<sup>th</sup> - 18<sup>th</sup> November 2016, Targoviste -Romania, Plenary speaker - work presented: *Entrepreneurial ethics - Evidence from GCC*
  5. *IRC - 2014 International Conference*, Dubai, UAE. Research presented: *Strategies for improving the performance of firms operating in Oman tourism industry*. The volume of proceedings can be retrieved from <http://www.ircconferences.com/proceedings/Dubai+Conference%3B+Book+of+Proceedings+%28Social+Sciences%29.html?name=dubai-conference;-29-30-december,-2014>
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