

Curriculum Vitae

I Personal Information

Name: Iancu Ioana Ancuta
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II Education

- **1/10/2009 - 29/09/2015: PhD Marketing/** Faculty of Economics and Business Administration/Babes-Bolyai University/Romania
 “The Behaviour of Retail Investors on BSE and Marketing Mix in Financial Investment Services Companies”, Magna cum Laude, *Supervisor Prof. PhD. Alexandru G. CATANA*
- **1/10/2005 - 1/07/2006: Banks and Stock Markets/** The Faculty of Economics and Business Administration/ Babes-Bolyai University/Romania
 “Future Markets in Romania”, *Supervisor: Prof. PhD. Codruta FAT*
- **1/10/2001-1/07/2005: Photo-Video-Image Processing/**University of Fine Arts/Romania
 “Night Portrait”, *Supervisor: Prof. PhD. Dorel GAINA*
- **15/09/2005 – 15/12/2005: Erasmus Scholarship** at Saint Luc University/ Liege/ Belgium
- **1/10/2000 - 1/07/2004: Banks and Stock Markets/** Bogdan-Voda University/Romania
 “Taxes applied on Global Income in Europe”, *Supervisor: Prof. Ioan GHERASIM*
- **1/10/1996 – 1/07/2000: High School** of Fine Arts, Math Department.

III Trainings

- **9-13/05/2022, Science Communication: a perspective of the field beyond outreach, ULB**
- **14-18/03/2022, Communication & collaboration, ULB**
- **3-8/02/2022, Leadership and you, ULB**
- **1/10/2020-31/12/2020: Educational Technologies and IT&C Tools for University Education Support,** Developed through the project "Education of excellence through the integrated use of educational technologies and the transition to the Virtual Campus CNFIS-FDI-2020-0064.
- **1/10/2020-30/10/2020: Career Guidance Advisor,** From Education to Vocational Excellence, CNFIS-FDI-2020-0568

IV Current and previous positions

01/10/2021 – present: Post-doc/ ATM/ ULB/ Bruxelles/ Belgium

01/03/2018 – 01/10/2021: Lecturer/ Power Systems and Management Department/ Faculty of Electrical Engineering/ Technical University of Cluj-Napoca/ Romania

- Teaching courses (Management and Communication, Marketing, Stock Markets) and seminars (Energy Management, Basics of Marketing, Marketing and Management, Products and Services Marketing, Stock Markets);
- Research;
- Supervision of bachelor students;
- Online marketing for Faculty of Electrical Engineering.

01/10/2015 – 01/03/2018: Assistant Professor/ Electro-energetics and Management Department/ Faculty of Electrical Engineering/ Technical University of Cluj-Napoca/Romania

- Teaching courses (Basics of Marketing) and seminars (Basics of Marketing, Products and Services Marketing, Marketing Politics, Marketing and Management, Basics of Management);
- Research;
- Supervision of bachelor students.

1/11/2014 – 1/07/2017: Marketing Specialist/ BRK Financial Group/ Romania

- Online and offline marketing, budget planning, advertising creation, illustration, photo-editing, print preparation.

1/01/2014 - 01/10/2015: Visual Identity Responsible/ PR Department/ Technical University of Cluj-Napoca/Romania

- Online and offline marketing, advertising creation, illustration, photo-editing, print preparation etc.

1/10/2010 – 1/07/2011: Assistant Professor/ Marketing Department/ Faculty of Economics and Business Administration/Babes-Bolyai University/Romania

- Teaching seminars (Basics of Marketing, Consumer Behaviour)

1/03/2009 – 31/12/2013: Commercial Manager/ Nausica SRL/ Cluj-Napoca/ Romania

- Team coordination
- Budget planning.

1/03/2008 – 1/03/2009: Credits and Risks Manager / Target Capital SA/ Romania

- I have created a system that allows investors to take a credit based on shares portfolio, for the purchase of new shares and also a system for evaluating the shares on the Romanian capital market.
- Approval of the "Credit Application" and the "Credit Agreement"
- Daily evaluation of loan portfolios.

1/12/2005 – 1/03/2008: Stock Market broker and trader/ BT Securities/ Romania

- Financial Adviser, Trading orders, Public offers consultant.

V Career breaks in research

- 19/10/11 - 1/01/14: **Maternity leave**, Cluj-Napoca, Romania
- 19/04/18 – 17/02/20: **Maternity leave**, Cluj-Napoca, Romania

VI Funding record

1/10/2021 - Present - ULB, Belgium, post-doc research RESTARTEU

Funder: Marie Skłodowska-Curie Postdoctoral Fellowships

Project manager: Iancu Ioana Ancuta

Mentor: Prof. Patrick Hendrick

Period: 2021-2023

Webpage: <https://if-at-ulb.ulb.be>

31/05/2016 – 30/06/2016 - ESPESA - Electromechanical Systems and Power Electronics for Sustainable Applications

Partnerships Programme: H2020-TWINN-2015 - Twinning Coordination and support actions

Funder: European Commission

Project manager: Claudia MARTIS

Period: 2016-2018

Webpage: www.espesa.utcluj.ro

My main tasks were: (1) Stakeholders and beneficiaries identification, (2) Stakeholders and beneficiaries' prioritization, (3) Identifying how best to engage stakeholders & (4) Stakeholders map.

1/04/2017 - 1/10/2017 ROSE – "Summer school to increase access to tertiary education in the field of electricity by motivating high school students at risk - ELECTRO-SUMMER"

Funder: Ministry of National Education

Project manager: Anca NICU

Period: 2016-2018

Webpage: <https://electrosummer.utcluj.ro>

My main tasks were: (1) selection process, (2) organization, (3) optional courses, (4) organizing city visits.

VII Supervision, mentoring activities:

- 17/02/2020 – 15/06/2021: Faculty of Electrical Engineering/ Technical University of Cluj-Napoca/ Romania - primary supervisor of 10 bachelor students from Faculty of Electronics, Telecommunications and Information Technology, specialization: Economical Engineering.
- 01/10/2017 – 19/04/2018: Faculty of Electrical Engineering/ Technical University of Cluj-Napoca/ Romania - primary supervisor for 3 bachelor students from Faculty of Electrical Engineering, specialization: Economical Engineering. Due to maternity leave, I couldn't supervise the last part of the bachelor thesis.
- 1/10/2016 – 15/06/2017: Faculty of Electrical Engineering/ Technical University of Cluj-Napoca/ Romania - primary supervisor for 6 bachelor students from Faculty of Electrical Engineering, specialization: Economical Engineering. Anca Aron, one of my students, won a research project (Brose, Germany) where she completed the master thesis. 4 of them continued the studies going to Masters in different domains. One of my students became an entrepreneur, owning now a successful company.
- 1/10/2015 – 15/06/2016: Faculty of Electrical Engineering/ Technical University of Cluj-Napoca/ Romania - primary supervisor of 3 bachelor students from Faculty of Electronics, Telecommunications and Information Technology, specialization: Economical Engineering.

VIII Teaching activities

01/03/2018 – Present: Lecturer/ Electro-energetics and Management Department/ Faculty of Electrical Engineering/ Technical University of Cluj-Napoca/ Romania

01/10/2015 – 01/03/2018: Assistant Professor/ Electroenergetics and Management Department/ Faculty of Electrical Engineering/ Technical University of Cluj-Napoca/Romania

1/10/2010 – 1/07/2011: Assistant Professor/ Marketing Department/ Faculty of Economics and Business Administration/ Babes-Bolyai University/ Romania

IX Institutional responsibilities

- 05/05/2020 – 12/07/2021 – online advertising of the Bachelor Admission, at the Faculty of Electrical Engineering;
- 2016, 2017, 2020 – member in organization of Bachelor Admission to Faculty of Electrical Engineering;
- 02/2018 – organized visits of students from different schools, at Technical University of Cluj-Napoca;
- 15/07/2017 - 20/07/2017 – member of Bachelor Committee, at the Faculty of Electrical Engineering/ Economical Engineering/ Technical University of Cluj – Napoca/ Romania;
- 07/05/2017 - member of Student Scientific Communication Session, at the Faculty of Electrical Engineering/ Economical Engineering/ Technical University of Cluj – Napoca/ Romania;
- 15/07/2016 - 20/07/2016 – member of Bachelor Committee, at the Faculty of Electrical Engineering/ Economical Engineering/ Technical University of Cluj – Napoca/ Romania;
- 15/07/2016 - 20/07/2016 – member of Bachelor Committee, at the Faculty of Electronics, Telecommunications and Information Technology - Economical Engineering/ Technical University of Cluj – Napoca/ Romania.
- 2014 - 2016 - member in Organization Committee of PROInvent (International Exhibition of Research, Innovations and Inventions)

X Relevant skills

Knowledge of survey creation and data analysis in SPSS program;
Research;
Image processing – Corel Draw & Photoshop.
Fluent in English (C1), entry level in French (B1).

XI Relevant Publications

- Iancu, I.A.,** Hendrick, P., Micu, D., Stet, L., Czumbil, D., Cirstea, S., (2022), Decreasing CO2 emissions from energy generation and consumption to achieve the Green Deal targets, Conference paper, Synergymed, Thessaloniki, Greece.
- Iancu, I.A.,** Hendrick, P., Micu, D., Cirstea, S., (2022), The Relation between National Cultural Dimensions and Passenger Car Fleet in EU, Conference paper, SDEWES, Vlore.
- Iancu, I.A.,** Darab, C.P., Cirstea, S.D., (2021), The Effect of the COVID-19 Pandemic on the Electricity Consumption in Romania. *Energies*, 14, 3146. <https://doi.org/10.3390/en14113146>
- Iancu, I.A.,** & Nedelea, M.A., (2018), Consumer Confidence from Cluj-Napoca Metropolitan Area, in the Food Labeling System, *Amfiteatru Economic Journal*, 10.24818/EA/2018/47/116, 47(20), pp. 116-133, available online at: <https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2698>
- Iancu A.I.,** Cirstea S.D. (2017) Promoting a Dental Practice on Facebook. In: Vlad S., Roman N. (eds) International Conference on Advancements of Medicine and Health Care through Technology; 12th - 15th October 2016, Cluj-Napoca, Romania. IFMBE Proceedings, vol 59. Springer, Cham/SCOPUS, DOI https://doi.org/10.1007/978-3-319-52875-5_60.
- Cirstea S.D., Moldovan-Teselios C., **Iancu A.I.** (2017) Analysis of Factors that Influence OTC Purchasing Behavior. In: Vlad S., Roman N. (eds) International Conference on Advancements of Medicine and Health Care through Technology; 12th - 15th October 2016, Cluj-Napoca, Romania. IFMBE Proceedings, vol 59. Springer, Cham/SCOPUS; https://doi.org/10.1007/978-3-319-52875-5_63
- Iancu, I.A.,** (2017), Development and Competitiveness between Financial Investments Services Companies (1995-2016), *Management Intercultural*, Issue 39, 149-154, https://econpapers.repec.org/article/cmjinterc/y_3a2017_3ai_3a39_3ap_3a149-154.htm /REPEC
- Iancu, I.A.,** (2017), Romanian Investors Portfolio. Online versus Assisted Trading, *SEA - Practical Application of Science*, 13, 45-48 https://econpapers.repec.org/scripts/redir.pf?u=http%3A%2F%2Fsearesearch.eu%2FJournals%2Farticles%2FSPAS_13_6.pdf;h=repec:cmj:seapas:y:2017:i:13:p:45-48 / REPEC

- Iancu, I.A.**, (2017), Online Platforms. A Situation Analysis of 2016, Annals of Faculty of Economics, University of Oradea – EINCO 2017, 26(1) , pp. 789-797/ REPEC
- Iancu, I.A. & Maier, V.**, (2017), Assessing Technical Universities' Websites. Romania Vs. Bulgaria, SEA - Practical Application of Science, issue 13, 165-172, http://seaopenresearch.eu/Journals/articles/SPAS_13_21.pdf/REPEC.
- Iancu, I.A. & Maier, V.**, (2016), Motivations and Factors Influencing the Decision of Online Trading – Cross-Cultural Management Journal No. 9 / 2016, Volume XVIII, Issue 1, available online at: http://seaopenresearch.eu/Journals/articles/CMJ_10_2.pdf/REPEC .
- Maier, V. & **Iancu, I.A.** (2016), The Impact of Incentives Upon the Entrepreneurial Spirit of Employees. Study within The North-Western Region of Romania, 9(2) pp 40-45. Available at <https://search.proquest.com/docview/1888986971?accountid=87692>, CEEOL/EBSCO.
- Iancu, I.A.** (2016), Marketing Mix in Financial Investment Services Companies, SEA-Practical Application on Science, IV (10), pp. 59-64., *Cited by 2*
- Iancu, I. & Stanciu, D.** (2016), Online Promotion of Financial Investment Services Companies, International Conference “European Integration – New Challenges” – EINCO 2016, 25(2), pp. 575-581. / REPEC.
- Iancu, I.A.**, (2015), Retail Investor Behaviour on Bucharest Stock Exchange, UTPRESS, ISBN 978-606-737-096-6, Cluj-Napoca. (Book)
- Iancu, I.** (2015), Investing Strategies of Romanian Retail Investors Before and During Crisis (2006-2009), SEA-Practical Application on Science, III (9), 23-28, available online at: http://sea.bxb.ro/Article/SEA_9_4.pdf / REPEC.
- Iancu, I.A.**, (2015), Psychological factors influencing market investment in Romania, Revista de Management și Inginerie Economica Volume 14, No. 2 (56) available online at: http://www.rmee.org/abstracturi/56/12_stud_Articol_246_Ioana%20Ancuta%20IANCU_%20FACTORII%20PSIHOLOGICI%20CARE%20INFLUENTEAZA%20INVESTITIILE%20PE%20PIATA%20DE%20CAPITAL%20DI N%20ROMANIA.pdf ULRICH/EBSCO.
- Iancu, I.A.**, (2015), Benefits and Drawbacks of Online Trading versus Traditional Trading. Educational Factors in Online Trading, International Conference “European Integration – New Challenges”, 1(148), 1253-1259, available online at: <http://steconomiceuradea.ro/anale/volume/2015/n1/148.pdf> /REPEC
- Iancu, I.A.**, (2011), The Image of Investment and Financial Services Companies in WWW Landscape, International Conference “European Integration – New Challenges”, XX (1), pp. 748-753./ REPEC
- Petric, I.A.**, (2010), Romanian Demographic Factors and the Investments on Capital Markets, International Conference “European Integration – New Challenges”, XIX (1), pp. 749-754./ REPEC
- Benyi, T.S., **Iancu, I.A.** & Iudean, M.D., (2017), Case Study on Accepting Conductive Materials in Modern Manicure, 10th Edition of the International Conference "Marketing - from Information to Decision", Cluj-Napoca, Romania, 20 - 21 October 2017, available online at: https://econ.ubbcluj.ro/mid/Program_MID_2017.pdf