

## PERSONAL INFORMATION

**Micu Angela-Eliza**


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Gender Female | Date of birth 23.11.1977 | Nationality Romanian

## PROFESSIONAL EXPERIENCE

2024-present

**Director of the Doctoral School of Management within the Institute of Doctoral Studies, Ovidius University of Constanța**

- Coordination of research activities at the Doctoral School of Management, Ovidius University of Constanța, [www.univ-ovidius.ro](http://www.univ-ovidius.ro)

Type or sector of activity Higher education

2023-present

**Member of the National Register of Expert Evaluators, Economic Sciences I**

Romanian Agency for Quality Assurance in Higher Education, [www.aracis.ro](http://www.aracis.ro)

- External quality assessment of university study programmes

Type or sector of activity Higher education

2021-present

**University professor, PhD**

Ovidius University of Constanța, Faculty of Economic Sciences, Department of Business Administration, [www.univ-ovidius.ro](http://www.univ-ovidius.ro)

- Subjects taught: Human Resource Management, Management, International Management, Supply and Sales Management, Organisational Development Strategies, Leadership and Organisational Behaviour

Type or sector of activity Higher education

2017-2021

**Associate Professor**

Ovidius University of Constanța, Faculty of Economic Sciences, Department of Business Administration, [www.univ-ovidius.ro](http://www.univ-ovidius.ro)

- Subjects taught: Company Development Strategies, Human Resource Management, Management, Management and Marketing, Supply and Sales Management, Business Investment Strategies

Type or sector of activity Higher education

2016-present

**Doctoral supervisor in the field of Management**

2024-present, Ovidius University of Constanța, Doctoral School of Management, [www.univ-ovidius.ro](http://www.univ-ovidius.ro)

2016-2024, Dunarea de Jos University of Galati, Doctoral School of Social and Human Sciences, [www.ugal.ro](http://www.ugal.ro)

- Coordination of research activities at the Doctoral School

Type or sector of activity Higher education

2012-2017

**University lecturer, PhD**

Ovidius University of Constanța, Faculty of Economic Sciences, Department of Business Administration, [www.univ-ovidius.ro](http://www.univ-ovidius.ro)

- Subjects taught: Company Development Strategies, Human Resource Management, Company Management, Fundamentals of Management, Management and Marketing, Supply and Sales Management

Type or sector of activity Higher education

#### 2006-2012 University lecturer, PhD

"Dunărea de Jos" University of Galați, Faculty of Economics and Business Administration, [www.ugal.ro](http://www.ugal.ro)

- Subjects taught: Stock market strategies and operations, Securities portfolio management, Human resources management, Fundamentals of management, Management and marketing, Service management, Stock market marketing

Type or sector of activity Higher education

#### 2003-2006 Assistant Professor

"Dunărea de Jos" University of Galați, Faculty of Economic Sciences, [www.ugal.ro](http://www.ugal.ro)

- Subjects taught: Stock market strategies and operations, Securities portfolio management, General management, Services management

Type or sector of activity Higher education

#### 2001-2003 Teaching assistant

"Dunărea de Jos" University of Galați, Faculty of Economic and Administrative Sciences, [www.ugal.ro](http://www.ugal.ro)

- Subjects taught: Stock market strategies and operations, Commodity and securities exchanges, Financial markets and stock market transactions, Economic projects and management games, General management

Type or sector of activity Higher education

## EDUCATION AND TRAINING

#### 2022 Certificate of professional competence, postgraduate programme of continuing professional training and development – Mentoring and coaching in university education

"Dunărea de Jos" University of Galați  
Department of Continuing Education and Technology Transfer

#### 2018 Certificate of professional competence, postgraduate programme of continuing professional training and development – Project management. Field of Management

"Dunărea de Jos" University of Galați  
Department of Continuing Education and Technology Transfer

#### 2016 Certificate of qualification – field of Management

"Dunărea de Jos" University of Galați

#### 2007-2008 Postgraduate diploma - specialisation in Communication Management and Public Relations

"Dunărea de Jos" University of Galați

#### 2005-2008 Bachelor's degree - Finance and Banking programme

Petre Andrei University of Iași, Faculty of Economics

- 2006-2008 **Master's degree – European Economic and Financial Management programme**  
Petre Andrei University of Iași, Faculty of Economics
- 2002-2007 **Doctorate – Management**  
Dunărea de Jos University of Galați
- 2004-2006 **Master's degree - Public Sector Management programme**  
Petrol and Gaze University of Ploiești, Faculty of Economic Sciences
- 2001-2002 **Certificate of completion – Continuing education courses Diagnosing company viability**  
Academy of Economic Studies in Bucharest
- 2001-2002 **Postgraduate specialisation diploma - Business Management**  
"Dunărea de Jos" University of Galați, Faculty of Economic and Administrative Sciences, European Institute of Business Administration
- 1996-2000 **Certificate of completion - Department for Teacher Training**  
"Dunărea de Jos" University of Galați
- 1996-2000 **Bachelor's degree - Business Management programme**  
"Dunărea de Jos" University of Galați, Faculty of Economic and Administrative Sciences

#### EDUCATION AND TRAINING OTHER INTERNSHIPS AND SPECIALISATIONS

- 2024 **Certificate of completion – Research methods and data analysis, through the project Establishment and development of the South-East Regional Centre for Research Career Guidance – AD. AUGUSTA**  
Ovidius University of Constanța  
School of Postgraduate Studies and Continuing Professional Development
- 2024 **Certificate of completion – Ethics in scientific research, through the project Establishment and development of the South-East Regional Centre for Research Career Guidance – AD. AUGUSTA**  
Ovidius University of Constanța  
School of Postgraduate Studies and Continuing Professional Development
- 2023 **Certificate of Achievement – Training in Design Thinking by Design Sprint – a CityInnohub Innovation Workshop, Centre for Technology Transfer**  
Ovidius University of Constanța  
School of Postgraduate Studies and Continuing Professional Development
- 2023 **Certificate of Achievement – Innovative Didactic Design for a Sustainable Entrepreneurship Course, Centre for Technology Transfer**  
Ovidius University of Constanța  
School of Postgraduate Studies and Continuing Professional Development
- 2023 **University Leadership Programme**  
Harvard University  
Graduate School of Education

- 2022 **Online training course for teaching staff on applying the project-based learning model**  
Ovidius University of Constanța
- 2022 **Training course for teaching staff at Ovidius University of Constanța to ensure well-being in the workplace**  
Ovidius University of Constanța
- 2022 **Training course for teaching staff at Ovidius University of Constanța on the use of IT techniques at institutional level**  
Ovidius University of Constanța
- 2021 **Online training on the use of electronic document comparison services – anti-plagiarism system**  
Ovidius University of Constanța
- 2021 **C1 Language Proficiency Certificate – English**  
Ovidius University of Constanța
- 2021 **Online training on the use of the institutional electronic platform for the periodic evaluation of the individual professional performance of teaching staff**  
Ovidius University of Constanța
- 2020 **Certificate of completion - Student-centred learning - active and interactive strategies**  
Ovidius University of Constanța  
School of Postgraduate Studies and Continuing Professional Development
- 2020 **Certificate of completion - Curriculum design and development**  
Ovidius University of Constanța  
School of Postgraduate Studies and Continuing Professional Development
- 2020 **Certificate of completion - Introduction to the use of the MySMIS computer application**  
Lower Danube University of Galați  
Department of Continuing Education and Technology Transfer
- 2020 **Certificate of completion - Obtaining, protecting and commercialising industrial property rights**  
"Dunărea de Jos" University of Galați  
Department of Continuing Education and Technology Transfer
- 2020 **Certificate of completion - Quality management in higher education**  
"Dunărea de Jos" University of Galați  
Department of Continuing Education and Technology Transfer
- 2019 **Diploma of completion of the Postgraduate Specialisation Programme within the Proinfo project - training human resources in Computer Science**  
Ovidius University of Constanța
- 2019 **Certificate of completion of the professional development course in Cybersecurity within the Proinfo project - training human resources in Computer Science**  
Ovidius University of Constanța

- 2018 **Certificate of completion - Innovative teaching strategies**  
 "Dunărea de Jos" University of Galați  
 Department of Continuing Education and Technology Transfer
- 2018 **Certificate of completion - Educational mentoring in academia**  
 "Dunărea de Jos" University of Galați  
 Department of Continuing Education and Technology Transfer
- 2018 **Certificate of completion - Academic ethics and integrity**  
 Ovidius University of Constanța  
 School of Postgraduate Studies and Continuing Professional Development
- 2018 **Certificate of completion - Scientific research methodology and intellectual property protection in the fundamental field of social sciences**  
 Ovidius University of Constanța  
 School of Postgraduate Studies and Continuing Professional Development
- 2018 **Certificate of completion - Academic ethics and deontology**  
 "Dunărea de Jos" University of Galați, Department of Continuing Education and Technology Transfer
- 2016 **Seminar on Good Practices in Training and Development**  
 HR Club Bucharest
- 2016 **B2 Intermediate Plus Language Proficiency Certificate - English**  
 Ovidius University of Constanța
- 2015 **Certificate of completion - Remedial teacher**  
 Lower Danube University of Galați, "e-Mentor: Development of ICT skills and abilities and educational mentoring of people with disabilities, for teachers"
- 2015 **Certificate of completion - E-learning developer**  
 "Dunărea de Jos" University of Galați, "e-Mentor: Development of ICT skills and abilities and educational mentoring of persons with disabilities, for teachers"
- 2013 **Certificate of Membership of the University Community for Quality Management in Higher Education**  
 Ministry of National Education, Government of Romania, Ministry of Labour, Family, Social Protection and Elderly People, "A.I.Cuza" University of Iași, project "University Community for Quality Management in Higher Education"
- 2013 **Certificate of Participation - Human Resources Management Course**  
 Government of Romania, Ministry of Labour, Family, Social Protection and Elderly People, Ministry of Health, project "Professional training for medical staff and managers in the health sector through the implementation of new technologies and updating of knowledge in the field of health economics"
- 2013 **Certificate of participation - Strategic Management Course**  
 Romanian Government, Ministry of Labour, Family, Social Protection and Elderly People, Ministry of Health, project "Professional training for medical staff and managers in the health sector through the implementation of new technologies and updating knowledge in the field of health economics"
- 2011 **Certificate of participation - Entrepreneur Workshop - Sustainable Future**  
 Ernst & Young, "Dunărea de Jos" University of Galați, project "Training and assistance in the field of management and entrepreneurship for small and future entrepreneurs, managers and employees of SMEs in the North-East, North-West, Centre and South-East regions"

- 2011 **Certificate of participation - Training session - Entrepreneur - Sustainable Future**  
Ernst & Young, Dunarea de Jos University of Galati, project "Training and assistance in the field of management and entrepreneurship for small and future entrepreneurs, managers and employees of SMEs in the North-East, North-West, Centre and South-East regions"
- 2011 **Certificate of completion - Trainer**  
Ministry of Labour, Family and Equal Opportunities, Ministry of Education, Research and Youth
- 2010 **Certificate of completion Professional training seminar Training employees and individuals who wish to start their own business**  
Polytechnic University of Bucharest, project "Promoting entrepreneurial culture in the South-East region (PAR SE)"
- 2010 **Certificate of completion - Training of Professional Mediators**  
National Union of Mediators in Romania, Human Toolkit
- 2010 **Certificate of completion - Training module in university management University marketing**  
MECTS, UEFISCDI, Improving University Management Project
- 2010 **Certificate of completion - Training module in university management Integrity standards in university education**  
MECTS, UEFISCDI, Improving University Management Project
- 2009 **Certificate of completion and attestation - Financial investment service agents**  
National Securities Commission, Brokers Association
- 2009 **Banking Diploma**  
National Bank of Romania, Romanian Banking Association, Romanian Banking Institute - Financial and Banking Training Centre
- 2009 **Specialisation certificate - Financial markets. International trade financing**  
National Bank of Romania, Romanian Banking Association, Romanian Banking Institute - Banking Training and Specialisation Centre
- 2008-2009 **Certificate of specialisation - Banking management and marketing**  
National Bank of Romania, Romanian Banking Association, Romanian Banking Institute - Banking Training and Specialisation Centre
- 2008 **Certificate of specialisation - Risk analysis in lending**  
National Bank of Romania, Romanian Banking Association, Romanian Banking Institute - Banking Training and Specialisation Centre
- 2008 **Certificate of completion - Postgraduate training course Quality management in distance learning**  
"Dunărea de Jos" University of Galați
- 2007 **Certificate of completion - Project manager**  
Ministry of Labour, Family and Equal Opportunities, Ministry of Education, Research and Youth
- 2007-2008 **Certificate of completion Investment Consultants**  
Millennium Financial Training Centre, National Securities Commission
- 2007 **Training Certificate Experience of Asian Capital Markets - Model for Investors in the Romanian Capital Market**

Millennium Financial Training Centre

- 2007 **Certificate of completion - Advanced training course for staff in the Internal Control Department**  
Millennium Financial Training Centre, National Securities Commission
- 2006 **Certificate of completion - Financial investment services agents**  
Millennium Financial Training Centre, National Securities Commission
- 2005-2006 **Certificate of completion - Human resources inspector**  
Ministry of Labour, Social Solidarity and Family, Ministry of Education, Research and Youth
- 2004 **Certificate - Training courses "Methods of evaluating commercial companies"**  
National Association of Valuers in Romania
- 2004 **Certificate of completion - Electronic simulation of economic activity management in an enterprise**  
"Dunărea de Jos" University of Galați
- 2003 **Certificate of completion - Postgraduate course in distance learning teaching methods**  
"Dunărea de Jos" University of Galați

## PERSONAL SKILLS

Mother tongue(s) Romanian

Other foreign languages

	COMPREHENSION		SPEAKING		WRITING
	Listening	Reading	Participation in conversation	Oral discourse	
English	C1	C1	C1	C1	C1

Communication skills ▪ Adaptability, initiative, critical thinking, team spirit, modesty, interpersonal skills, analytical and synthesis skills

Skills acquired at work ▪ Teaching and pedagogical skills acquired while working with undergraduate, master's and doctoral students  
▪ Initiation and development of complex theoretical and practical projects  
▪ Designing and conducting original research based on advanced methods that lead to the development of scientific knowledge and research methodologies  
▪ Advanced systematic knowledge of concepts, research methods, controversies and new hypotheses specific to the field of economics  
▪ Communication with specialists in related fields

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Security	Problem solving
Independent user	Independent user	Independent user	Independent user	Independent user

Driving licence ▪ Category B licence



## Organisational/managerial skills

- Analytical thinking, creativity, decision-making, team building, delegation of responsibilities, focus on results, strategic perspective, motivation
- Organisational activities at faculty and department level for scientific events, workshops, meetings for teaching staff, the business community, students and pupils:
- Member of the Doctoral Studies Council, Institute of Doctoral Studies, Ovidius University of Constanța
- Member of the Scientometrics Commission of Ovidius University of Constanța
- Member of the Faculty of Economic Sciences Council
- Member of the Council of the Department of Business Administration, Faculty of Economic Sciences
- Member of the Research Committee at the Faculty of Economic Sciences
- Member of the Teaching Activity Evaluation and Self-Assessment Verification Committee at the Department of Business Administration, Faculty of Economic Sciences
- Coordinator of the field of study Management (bachelor's, master's and doctoral studies)
- Coordinator of the Master's programme in Management of Public and Private Organisations, field of Management
- Tutor for the Management bachelor's degree programme
- Supervisor of student internships
- Member of the Technical Admission Committee, Faculty of Economic Sciences
- Chair/member of the committees for the final bachelor's/dissertation exams, Faculty of Economic Sciences
- Member of committees for filling teaching positions at universities in the country and at Ovidius University in Constanța
- Member of committees for the preparation of internal evaluation reports for bachelor's, master's and doctoral study programmes in the field of Management, for external evaluation by the ARACIS committee
- Member of the scientific/editorial team of a BDI-rated journal:
- Annals of Dunarea de Jos University of Galati. Fascicle I. Economics and Applied Informatics, Scientific Board
- Ovidius University Annals, Economic Sciences Series, Scientific Committee
- Holistica, Journal of Business and Public Administration, Editorial Board
- Member of the scientific committee of international conferences:
- International Conference Risk in Contemporary Economy
- Member of the scientific committee of national conferences:
- National multidisciplinary conference Improving the efficiency of education through an integrated approach to content in pre-university education
- Reviewer for prestigious international journals (ISI with impact factor):
- Technological Forecasting & Social Change
- Reviewer for BDI journals/international conferences:
- Academy of Innovation, Entrepreneurship, and Knowledge
- "Ovidius" University Annals, Economic Sciences Series
- Annals of "Dunarea de Jos" University of Galati, Fascicle I. Economics and Applied Informatics
- International Conference Risk in Contemporary Economy, "Dunarea de Jos" University of Galati, Faculty of Economics and Business Administration
- Scientific reviewer for national publishing houses: Scientific reviewer for ASE Publishing House, Management field
- Chair/member of the jury at student scientific events
- Member of the jury at scientific events organised for pupils
- Moderator Section 4. Marketing-Management, The International Conference "Global Economy Under Crisis", "Ovidius" University of Constanta
- Moderator Section 4. Marketing-Management, The International Conference "Present Issues of Global Economy", "Ovidius" University of Constanta
- Financing expert, with responsibilities in consulting, mentoring, professional training in innovation, facilitating access to financing for development and marketing, Technology Transfer Centre, "Ovidius" University of Constanta



### Results obtained in doctoral supervision and scientific management

- Doctoral supervisor accredited in the field of Management, OMENCS no. 6017 of 08.12.2016
  - 2024-present - Coordination of research activities at the Doctoral School of Management, Ovidius University of Constanța, [www.univ-ovidius.ro](http://www.univ-ovidius.ro)
  - 2016-2024 - Coordination of research activities at the Doctoral School of Social and Human Sciences, "Dunărea de Jos" University of Galați, [www.ugal.ro](http://www.ugal.ro); Doctoral theses coordinated, publicly defended and confirmed by CNATDCU: OME\_nr\_3677\_03.05.2022; OME\_nr\_3981\_08.06.2022; OME\_nr\_4259\_15.07.2022; OME\_nr\_3023\_11.01.2023 ; OME\_nr\_5081\_18.07.2023
- Member of admission committees for the third cycle of doctoral studies, Ovidius University of Constanța, Doctoral School of Management
- Member of admission committees for the third cycle of doctoral studies, Dunarea de Jos University of Galați, Doctoral School of Social and Human Sciences, field of Management
- Member of doctoral student guidance committees
- Member of doctoral/habilitation committees
- Member of the scientific committee/organising committee of national conferences for doctoral students: Scientific Conference of Doctoral Schools, UDJG, Perspective and Challenges in Doctoral Research, Section 11 Economic Models and Strategies of Competitiveness

### ADDITIONAL INFORMATION

#### Publications – books in international and national publishing houses

1. Micu A-E., 2021, Company Development Strategies – Practical Approaches, Galați University Press, Galați, 216 pages, ISBN 978-606-696-211-7
2. Micu, A-E., Bleoju, G., 2017, Corporate Development Strategy Modelling, Didactică și Pedagogică Publishing House, Bucharest, 125 pages, ISBN: 978-606-31-0451-0
3. Micu, A-E., 2017, Human Resource Management. Case Studies. Assurance, Development, Motivation and Retention, Galați University Press, Galați, 102 pages, ISBN: 978-606-696-081-6
4. Micu, A-E., 2016, Human Resource Management, Ovidius University Press, Constanța, 231 pages, ISBN: 978-973-614-953-5
5. Micu, A-E., 2016, Company Management, Ovidius University Press, Constanța, 238 pages, ISBN: 978-973-614-950-4

#### Articles in Web of Science (Clarivate) rated journals

1. Sorcaru, I. A., Micu, A., Bleoju, G., Micu, A. E., Dragan, G. B., Muntean, M. C., & Camilleri, M. A., 2025, Augmented reality marketing in family ecotourism: Cognitive and behavioural drivers of destination branding, Journal of Innovation and Knowledge, vol. 10, issue 4, Article number 100742, DOI10.1016/j.jik.2025.100742, Published Jul-Aug 2025, ISSN 2530-7614, WOS: 001506353700005
2. Capatina, A., Micu, A., Micu, A. E., Ribeiro-Navarrete, S., 2025, Knowledge maps for large-scale group decision making in social media content analysis, Expert Systems, vol. 42, Issue: 1, DOI: 10.1111/exsy.13509, Article number e13509, Published Jan. 2025, Indexed: 2025-08-29, ISSN: 0266-4720, eISSN: 1468-0394, WOS:001555232000025
3. Dwivedi, Y. K., Jeyaraj, A., Hughes, L., Davies, G. H., Ahuja, M., Albashrawi, M. A., ..., Micu A. E.,... & Walton, P. 2024. "Real impact": Challenges and opportunities in bridging the gap between research and practice-Making a difference in industry, policy, and society. International Journal of Information Management, 102750, vol. 78, DOI10.1016/j.ijinfomgt.2023.102750, Article number 102750, Published Oct. 2024, WOS:001271412000001, ISSN: 0268-4012, eISSN: 1873-4707, WOS:001271412000001
4. Capatina, A., Juarez-Varon, D., Micu, A., & Micu, A. E., 2024, Leveling up in corporate training: Unveiling the power of gamification to enhance knowledge retention, knowledge sharing, and job performance, Journal of Innovation & Knowledge, Volume 9, Issue 3, DOI10.1016/j.jik.2024.100530, ISSN: 2530-7614, eISSN: 2444-569X, WOS:001290471800001
5. Capatina, A., Patel, N. J., Mitrov, K., Cristea, D. S., Micu, A., & Micu, A. E., 2024, Elevating students' lives through immersive learning experiences in a safe metaverse, International Journal of Information Management, 75, 102723, DOI10.1016/j.ijinfomgt.2023.102723, ISSN 0268-4012, WOS:001199584000001
6. Capatina, A., Micu, A., Micu, A-E., Ribeiro-Navarrete, S., 2023, Knowledge maps for large-scale group decision making in social media content analysis, Expert Systems, Early Access: NOV 2023, Indexed: 2023-12-12, DOI: 10.1111/exsy.13509, ISSN: 0266-4720, eISSN: 1468-0394, WOS:001107091600001

#### Articles in Web of Science (Clarivate) rated journals

7. Capatina, A., Cristea, D.S., Micu, A., Micu, A-E., Empoli, G., Codingola, F., 2023, Exploring causal recipes of startup acceptance into business incubators: a cross-country study, International Journal of Entrepreneurial Behaviour & Research, Volume: 29, Issue: 7, Page: 1584-1612, DOI: 10.1108/IJEBR-06-2022-0527, Published: JUL 13 2023, Indexed: 2023-08-12, ISSN: 1355-2554, eISSN: 1758-6534, WOS:001040436100001

8. Gardan, I.P., Micu, A., Pastiu, C.A., Micu, A-E., Gardan D.A., 2023, Consumers' Attitude towards Renewable Energy in the Context of the Energy Crisis, *Energies*, Published by MDPI, Volume: 16, Issue: 2, Article Number: 676, DOI: 10.3390/en16020676, Published: JAN 2023, Indexed: 8 February 2023, eISSN: 1996-1073, WOS: 000915581500001
9. Micu, A., Capatina, A., Cristea, D.S., Munteanu, D., Micu, A-E., Sarpe, D.A., 2022, Assessing an on-site customer profiling and hyper-personalisation system prototype based on a deep learning approach, *Technological Forecasting and Social Change*, Volume: 174, Article Number: 121289, DOI: 10.1016/j.techfore.2021.121289, Published: JAN 2022, Indexed: 2021-11-11, ISSN: 0040-1625, eISSN: 1873-5509, WOS: 000711385700007
10. Micu, A., Capatina, A., Micu, A-E., Geru, M., Aivaz, K-A., Muntean, M-C., 2021, A New Challenge in Digital Economy: Neuromarketing Applied to Social Media, *Economic Computation and Economic Cybernetics Studies and Research*, Volume: 55, Issue: 4, Page: 133-148, DOI: 10.24818/18423264/55.4.21.09, Published: 2021, Indexed: 2022-02-23, ISSN: 0424-267X, eISSN: 1842-3264, WOS: 000754322500000
11. Micu, A., Micu, A-E., Geru, M., Capatina, A., Muntean, M-C., 2021, The Challenge for Energy Saving in Smart Homes: Exploring the Interest for IoT Devices Acquisition in Romania, *Energies*, Published by MDPI, Volume: 14, Issue: 22, Article Number: 7589; DOI: 10.3390/en14227589, Published: NOV 2021, Indexed: 2021-12-10, eISSN: 1996-1073, WOS:000725558800001Wilk, V., Cripps., H., Capatina., A., Micu, A., Micu, A-E., 2021, The state of #digitalentrepreneurship: a big data Leximancer analysis of social media activity, *International Entrepreneurship and Management Journal*, ISSN: 1554-7191, eISSN: 1555-1938
12. Micu, A., Micu, A-E., Geru, M., Capatina., A., Muntean, M.-C., 2021, The impact of use of artificial intelligence on digital commerce in Romania, *Amfiteatru Economic*, vol. 23, no. 56/2021, ISSN: 1582-9146, eISSN: 2247-9104, pp.141-159
13. Capatina, A., Kachour, M., Lichy, J., Micu, A., Micu, A-E., & Codignola, F., Matching the future capabilities of an artificial intelligence-based software for social media marketing with potential users' expectations, *Technological Forecasting and Social Change*, vol. 151, ISSN: 0040-1625, eISSN: 1873-5509
14. Micu A-E., Bouzaabia O., Bouzaabia R., Micu A., Capatina A., 2019, Online customer experience in e-retailing: implications for web entrepreneurship, *International Entrepreneurship and Management Journal*, Vol. 15, Issue 2, DOI 10.1007/s11365-019-00564-x, ISSN 1554-7191, pp. 651-675
15. Capatina, A., Micu, A., Micu A-E., Bouzaabia R., Bouzaabia O., 2018, Country-based comparison of accommodation brands in social media: An fsQCA approach, *Journal of Business Research*, Vol. 89, pp. 235-242Micu, A., Micu A-E., Capatina. A., Cristache N., Dragan G.-B., 2018, Market Intelligence Precursors for the Entrepreneurial Resilience Approach: The Case of the Romanian Eco-Label Product Retailers, *Sustainability*, Issue I, vol. 10, pp. 190-202
16. Micu, A., Micu A-E., Capatina. A., Cristache N., Dragan G.-B., 2018, Market Intelligence Precursors for the Entrepreneurial Resilience Approach: The Case of the Romanian Eco-Label Product Retailers, *Sustainability*, Volume: 10, Issue: 1, Article Number: 190, DOI: 10.3390/su10010190, Published: JAN 2018, Indexed: 2018-03-05, eISSN: 2071-1050, WOS: 000425082600187
17. Micu, A., Micu, A-E., Geru, M., & Lixandroi, R. C. (2017). Analysing user sentiment in social media: Implications for online marketing strategy. *Psychology & Marketing*, Vol, 34, Issue 12, DOI: 10.1002/mar.21049, ISSN: 0742-6046, eISSN: 1520-6793, pp. 1094-1100
18. Micu, A., Micu, A-E., Aivaz, K., Căpățînă, A., 2016, The Genetic Approach of Marketing Research, *Economic Computation and Economic Cybernetics Studies and Research*, Issue 3, Vol. 50, ISSN 0424-267X, pp. 229-246
19. Micu, A-E., 2016, Modelling a Fuzzy System for Assisting Customer Targeting Decisions in Retail Companies, *Scientific Annals of Ovidius University of Constanța, Mathematics Series*, ISSN 1224-1784, pp. 259-273
20. Epuran, Gh., Gărdan, I-P., Cristache, N., Căpățînă, A., Gărdan, D-A., Micu, A-E., Ionescu, E., Bumbaș, F., 2016, Textile Manufacturers' Decisions Optimisation Using Informational Energy Modelling, *Textile Industry Magazine*, ISSN 1222-5347, pp. 210-218

## Articles in indexed databases

1. Cuteanu, C. O., Pop, C. M., & Micu, A. E., 2025, Systematic Review and Research Agenda Emphasizing Persuasion Knowledge Model as an Alternative Tool That Can Mitigate the Effect of Fake News on Consumers' Intention to Adopt an Innovation. *Annals of the University Dunarea de Jos of Galati: Fascicle: I, Economics & Applied Informatics*, 31(1)
2. Săcuiu, A. M., Micu, A. E., Lungu, O. A., 2025, The Contribution of Artificial Intelligence in Talent Retention, "Ovidius" University Annals, Economic Sciences Series, Volume XXV, Issue 1 /2025, pp. 432-439
3. Săcuiu, A. M., Micu, A. E., 2024, Key Factors in Talent Retention: An Integrated Approach Based on Bibliometric Analysis, "Ovidius" University Annals, Economic Sciences Series, Volume XXIV, Issue 2 /2024, pp. 434-442
4. Micu, A., Capatina, A., Munteanu, M. C., Micu, A. E., Sorcaru, I.A., 2024, A Bibliometric Expedition through Augmented Reality and Web3's Impact on Ecotourism Destinations, *Annals of the University Dunarea de Jos of Galati: Fascicle: I, Economics & Applied Informatics*, 30(3)
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24. Vrabie, T., Micu A-E., 2021, Public Services Management Efficiency from the Perspective of the Adaptability Degree in the Field of Public Utilities, Economics and Applied Informatics, Issue 1/2021
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- Micu A-E., Necula R.V., 2018, The Motivation as Managerial Tool for Increasing Professional Performance. National Challenges and European Perspectives, International Conference, "Global Economy Under Crisis", 7th Edition, 28th – 29th November, 2018, published in "Ovidius" University Annals, Economic Sciences Series, Volume XVIII Issue 2, Year 2018, pp.503-508, ISSN-L 2393-3119 ISSN 2393-3127
38. Micu A-E., Popa D., 2018, The Impact of Building Coaching and Mentoring Strategies on the Human Resources Sustainable Development, International Conference, "Global Economy Under Crisis", 7th Edition, 28th – 29th November, 2018, published in "Ovidius" University Annals, Economic Sciences Series, Volume XVIII Issue 2, Year 2018, pp.497- 502, ISSN-L 2393-3119 ISSN 2393-3127
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42. Micu A-E., Necula R.V., 2017, Pursuing Happiness in the Workplace, Purpose and Challenge for Human Resources Management, International Conference, "Global Economy Under Crisis", 6th Edition 14th – 15th December, 2017, published in "Ovidius" University Annals, Economic Sciences Series, Volume XVII, Issue 2 /2017, pp. 419-424
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44. Micu, A., Capatina, A., Micu, A-E., Schin, G., 2017, Exploring e-HCM Systems' Benefits in Organisations from the Private Sector and Public Administration, Journal of Promotion Management, United Kingdom, Volume 23, 2017 - Issue 3, Print ISSN: 1049-6491 Online ISSN: 1540-7594, pp. 407-418.
45. Tanvuia A, Reilly M, Capatina A, Micu A., Micu A-E., 2017, Cross-Cultural Evidence on Students' Perceptions of Experiential Learning, International Conference Risk in Contemporary Economy, 18th edition, 2017, pp. 226-239
46. Micu A, Geru M., Micu A-E., 2017, Developing Customer Trust in E-Commerce Using Inbound Marketing Strategies, International Conference Risk in Contemporary Economy. 18th edition, 2017, pp. 522-531

#### International projects

1. Project "International Capacity Building in Innovation, Transfer and Entrepreneurship with focus on Shared Expertise in Higher Education Institutions" INTREPID-HEI, EIT HEI Initiative Innovation Capacity Building for Higher Education Call 2 funding line, total budget allocated to UOC 39,212 5 Euro, Trainer role, period 15.08.2022-30.06.2024

2. Project no. 2017-1-TR01-KA204-046211- "Augmented Basic Skills for Social Cohesion and Welfare", ERASMUS+ programme, Strategic Partnerships (Key Action 2), Sincan Halk Egitim Merkezi Ve Aksam Sanat Okulu (Sincan Adult Education Centre), Fatih Mahallesi Kultur Sokak no. 12 Sincan, implementation period 1.12.2017-30.11.2019, contract period with UOC 11.01.2018 - 30.11.2019, total project value €125,755, of which €15,850 is funding allocated to the partner, position of Researcher, period 21.02.2018-30.11.2019
3. FP VI-ARISE International Project – Regional Innovation Strategy for the South-East Region – development of the Regional Strategy, 2005-2008, Project funded under the European Commission's Sixth Framework Programme, value €337,000

#### National projects

1. Project CNFIS-FDI-2024-F-0344, Improving the quality of teaching at Ovidius University of Constanța in the field of distance learning (ID) and part-time learning (IFR) – DIDACT ID-IFR, total project value 395,000 lei, position: Quality Assurance Expert, period 24.04. 2024 – 13.12.2024
2. Project CNFIS-FDI-2023-F-0391, Development of institutional capacity for transdisciplinary research and innovation at Ovidius University in Constanța with a view to sustainable regional development, total project value 230,000 RON, position: Expert in implementation of EU strategy for human resources in research, period 6 June 2023 – 30 June 2023
3. Project CNFIS-FDI-2022-0361, "Developing institutional capacity for transdisciplinary research and innovation at Ovidius University of Constanța with a view to sustainable regional development, total project value 230,000 RON, position: Expert in implementing the EU strategy for human resources in research/Expert in implementing the action plan for sustainability, period 06.06. 2022 – 31 July 2022
4. Project PN III 86PCCDI / 2018, "Empirical modelling and experimental development of tools associated with emerging technologies in the field of online social networks (Future Web), Field of application: New and emerging technologies, Executive Unit for Financing Higher Education, Research, Development and Innovation, Coordinating institution: Academy of Economic Studies, total project value 5,076,000.00 lei, position: Marketing Researcher, period: 27 April 2018 – 31 December 2020
5. POCA project, Project code 116103, entitled "Strengthening the institutional capacity of the Ministry of Research and Innovation by optimising decision-making processes in the field of research, development and innovation, SIPOCA 393" – MySMIS code 116103, beneficiary: Ministry of Research and Innovation, value 7,933.241.10, position: Public Policy Expert, period: 28 January 2019 – 28 February 2021
6. Project POCU/227/3/8/118372 entitled "iManagers and iEntrepreneurs. Increasing knowledge capital through innovation in management tools", Project co-funded by the European Union, beneficiary: "Ovidius" University of Constanța, total project value 3,603,823.67, position: Selection, Maintenance and Communication Expert, Target Group, period 1 October 2018 – 30 July 2019
7. Project CNFIS-FDI-2018-0480, Project title: Supporting the activities of the Student Entrepreneurial Society "Ovidius Innovation Centre" OIC-SAS, National Council for Higher Education Funding/Executive Unit for Higher Education Funding, Target area: D4 – Support for Student Entrepreneurial Societies (SAS) under the authority of universities, beneficiary: "Ovidius" University of Constanța, total project value 104,000 lei, position: Education Expert/ Guidance for student entrepreneurship projects, period 1.10.2018 – 20.12.2018
8. Project POCU/82/3.7/107000, Project title: "From Idea to Entrepreneurship" beneficiary: Ovidius University of Constanța, implementation period 12 January 2018 - 31 December 2020, total project value 10,400,366.25 lei, position: Training Expert, period 9 May 2018 – 31 August 2019
9. Project on Secondary Education – ROSE through Sub-Project No. 76/ SGU/ NC/ I "Remedial measures to increase retention rates in higher economic education at Ovidius University of Constanța – REMEDIA", beneficiary: Ovidius University of Constanța, Faculty of Economic Sciences, project financed under loan agreement no. 8481-RO signed between the Government of Romania and the International Bank for Reconstruction and Development, total project value 575,075 lei, position of Education Expert, period 21.02.2018 – 15.07.2018
10. Project CNFIS-FDI-2017-0656, Establishment and support of the activities of the Student Entrepreneurial Society "Ovidius Innovation Centre", Strategic funding area: D5: SAS, National Council for Higher Education Funding/Executive Unit for Higher Education Funding beneficiary: "Ovidius" University of Constanța, total project value 87,000 lei, position: Education Expert/ Development of entrepreneurship course and project guidance, period 15.09.2017- 15.12.2017

## International conferences

1. Capatina, A., Codignola, F., Micu, A., Micu, A-E., Podaru, G., AI as an architect: Exploring the enablers of a regenerative innovation ecosystem in creative industries, 22nd Academy of Innovation, Entrepreneurship, and Knowledge Conference, 21–23 June 2025, Alcalá de Henares, Madrid, Spain
2. Capatina, A., Juarez-Varon, D., Micu, A., & Micu, A. E., 2024, Leveling up in corporate training: Unveiling the power of gamification to enhance knowledge retention, knowledge sharing, and job performance, 20th Academy of Innovation, Entrepreneurship, and Knowledge Conference, 4–6 June 2025, Paris, France
3. Capatina, A., Cristea, D.S., Micu, A., Micu, A-E., Patel N.J., Mitrov K., Elevating students' lives through immersive learning experiences in a safe metaverse, 18th Academy of Innovation, Entrepreneurship, and Knowledge Conference, 21–23 June 2023, Madrid, Spain
4. Micu, A., Micu, A-E., 2023, The Implications of Corporate Social Responsibility in the Restructuring of Organisations, EUMMAS A2S Conference on Global Social and Technological Development and Sustainability, 21-23 February 2023, Dubai, United Arab Emirates
5. Stoica D., Micu A-E., Malachi E., Necula G-A., Stoica M. 2023. Consumers' opinion regarding the use of doggie/to-go bags as a strategy to reduce plate waste in restaurants. International Conference on Research in Education and Science - 9th edition, 18–21 May, Cappadocia, Turkey
6. Maftei, I., Buhociu, F., Stanciu, S., Stoica, D., Micu, A-E., Stoica, M., 2022, Food fraud. Causes and economic effects. Interdisciplinarity and Cooperation in Cross-Border Research International Winter Conference, ICCR – 2022, 2-4 December, Chişinău, Republic of Moldova.
7. Stoica D., Micu A-E., Basarab M., Micu A., Stoica M., 2022, Study on food waste and consumer behaviour in Moldovan households. 4th Euro Global Conference on Food Science & Technology, 11-12 November, Rome, Italy
8. Stoica D., Micu A-E., Petru A., Căpăţină A., Cristache N., Micu A., Stoica M., 2022, Causes of food waste in the HoReCa Sector. Food waste prevention perspectives from Romania. 4th Euro Global Conference on Food Science & Technology, 11-12 November, Rome, Italy
9. Capatina, A., Cristea, D.S., Micu, A., Micu, A-E., Empoli, G., Codignola, F., Exploring causal recipes of start-up acceptance within business incubators: a cross-country study through correlation-based analysis, machine learning techniques and FSQCA, 16th Academy of Innovation, Entrepreneurship and Knowledge Conference, 28-30 June, 2022, Seville, Spain
10. Stoica D., Micu A.E., Stoica M. 2021. Factors that influence household food waste. Interdisciplinarity and Cooperation in Cross-Border Research International Conference, ICCR – 2021, 2–4 December, Chisinau, Republic of Moldova
11. Stoica D., Micu A.E., Stoica M. 2021. Factors that influence food losses at the primary production stage. Interdisciplinarity and Cooperation in Cross-Border Research International Conference, ICCR – 2021, 2–4 December, Chisinau, Republic of Moldova
12. Stoica D., Micu A.E., Alexe P., Stoica M. 2021. Food waste management along the agri-food supply chain. 12th International Agriculture Symposium "AGROSYM 2021". 7–10 October, Jahorina, Bosnia and Herzegovina
13. Micu A., Căpăţină, A., Nicolescu C., Micu, A-E., Cristache. N., 2016, The Role of European Projects in Leveraging Entrepreneurial Initiatives of Students From Romanian Business Schools, Proceedings of International Conference News, challenges and trends in management of knowledge-based organisations, The 2nd International Scientific Conference SAMRO, Sibiu, Romania, Editura Tehnică, Bucharest, ISSN 2537-3463, ISSN-L 2537-3455, ISBN 978-973-31-2390-3, pp. 341-346
14. Isai, V., Micu, A-E., Horodincu, A., Lungeanu, A., Rodeanu, B., Margaritti, D., 2016, Cost Optimisation—An Indirect Way of Financing for Corporations, 18th EBES Conference – Sharjah, U.A.E., American University of Sharjah, School of Business Administration, ISBN 978-605-84468-4-7
15. Margaritti, D., Micu, A-E., Micu, A., Isai, V., Rodeanu, B., 2016, Drug Price Reduction and the Economic Performance Impact on the Community Pharmacy, 18th EBES Conference – Sharjah, U.A.E., American University of Sharjah, School of Business Administration, ISBN 978-605-84468-4-7
16. Micu, A-E., Micu, A., Isai, V., Margaritti, D., Stanciu, T-I., 2015, Development Strategies Through Key Performance Indicators, 17th EBES Conference – Venice, Italy, ISBN 978-3-319-46319-3, pp. 2007-2013



17. Isai, V., Micu, A-E., Lungeanu, A., Stanciu, T-I., Margaritti, D., 2015, The treatment of related party transactions according to IAS 24, 17th EBES Conference – Venice, Italy, ISBN 978-3-319-46319-3, pp. 1408-1417
18. Isai, V., Micu, A-E., Micu, A., Lungeanu, A., Marin, R., 2015, New Professional Challenges Concerning the Accountancy of Cross-Border Transactions, 16th EBES Conference – Istanbul, Turkey, ISBN 978-3-319-39919-5
19. Micu, A., Micu, A-E., Isai, V., Rusu, R., 2015, Mathematical and Statistical Modelling of Marketing Intelligence Capabilities in the Case of Romanian Retailers, 16th EBES Conference – Istanbul, Turkey, ISBN 978-3-319-39919-5

#### Awards

1. ACIEK Award, Alcala de Henares, Madrid, Spain, 21-23 June 2025, for the paper AI as an architect: Exploring the enablers of a regenerative innovation ecosystem in creative industries, Capatina, A., Codignola, F., Micu, A., Micu, A-E., Podaru, G.
2. Elsevier Best Paper Award, Madrid, Spain, 21-23 June 2023, for the paper Elevating students' lives through immersive learning experiences in a safe metaverse, Capatina, A., Cristea, D.S., Micu, A., Micu, A-E., Patel N.J., Mitrov K.
3. ACIEK Award, Seville, Spain, 28-30 June 2022, 16th Academy of Innovation, Entrepreneurship and Knowledge Conference, for the paper Exploring causal recipes of start-up acceptance within business incubators: a cross-country study through correlation-based analysis, machine learning techniques and FSQCA, Capatina, A., Cristea, D.S., Micu, A., Micu, A-E., Empoli, G., Codingola, F.
4. Innovation, Management and Governance for Sustainable Growth AWARD, IAE Paris, Sorbonne Business School & ACIEK, 14-16 June 2021, for the paper Assessing an On-Site Customer Profiling And Hyper-personalisation System Prototype Based on a Deep Learning Approach, Capatina, A., Micu, A., Micu, A-E., Cristea, D.
5. The Best Paper Award - GIKA 2017, Lisbon, Portugal, 28-30 June 2017, from the Journal of Business Research, for the paper Country-based comparison of accommodation brands in social media: An fsQCA approach, Capatina, A., Micu, A., Micu A-E., Bouzaabia R., Bouzaabia O., Journal of Business Research
6. UEFISCDI 2023 Award, for the paper Assessing an on-site customer profiling and hyper personalisation system prototype based on a deep learning approach, Micu, A., Capatina, A., Cristea, D.S., Munteanu, D., Micu, A-E., Sarpe, D.A., Technological Forecasting and Social Change, ISSN: 0040-1625, eISSN: 1873-5509
7. UEFISCDI Award 2021, for the paper The state of #digitalentrepreneurship: a big data Leximancer analysis of social media activity, Capatina, A., Micu, A., Micu, A-E., International Entrepreneurship and Management Journal, ISSN: 1554-7191, eISSN: 1555-1938
8. UEFISCDI Award, 2020, for the paper Matching the future capabilities of an artificial intelligence-based software for social media marketing with potential users' expectations, Capatina, A., Micu, A., Micu, A-E., Technological Forecasting and Social Change, 151, Article Number 119794, DOI: 10.1016/j.techfore.2019.119794, ISSN: 0040-1625, eISSN: 1873-5509, WOS:000509818900053, Quartile 1
9. UEFISCDI Award, 2019, for the paper Online customer experience in e-retailing: implications for web entrepreneurship, Micu A-E., Bouzaabia O., Bouzaabia R., Micu A., Capatina A., International Entrepreneurship and Management Journal, Vol. 15, Issue 2, ISSN 1554-7191, eISSN 1555-1938, pp. 651-675, DOI 10.1007/s11365-019-00564-x, WOS:000468335300016
10. UEFISCDI Award, 2017, for the paper Analysing user sentiment in social media: Implications for online marketing strategy, Micu, A., Micu, A. E., Geru, M., & Lixandriou, R. C., Psychology & Marketing, Issue 12, Vol, 34, pp. 1094-1100, ISSN 0742-6046, WOS 000414628500003
11. CNCSIS Award, 2009, for the paper Innovation in Quality Management, Paraschivescu O., Căprioară F., Micu, A-E., Metalurgia International, Vol XIV special issue no. 5, ISSN 1582-2214, pp.146-150

#### Affiliations

SAMRO  
Proeconomica Association, founding member  
Holistic Research Academic - HoRa

#### Profile

Web of Sciences: <https://www.webofscience.com/wos/author/record/B-7129-2018>  
Scopus: <https://www.scopus.com/authid/detail.uri?authorId=35211557400>  
Google Academic: <https://scholar.google.ro/citations?user=Hx39VzQAAAAJ&hl=ro&oi=ao>  
ResearchGate: <https://www.researchgate.net/profile/Angela-Eliza-Micu>  
ORCID: <https://orcid.org/0000-0001-5254-0015>  
BrainMap: <https://www.brainmap.ro/angela-eliza-micu>

## Visibility

**Hirsh Index Web of Science = 12, 440 citations**  
**Hirsch Index Scopus = 13,620 citations**  
**Hirsch Index Google Scholar = 17, 1440 citations**

APPENDICES

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- copies of diplomas and qualification certificates;
- recommendations from the workplace;
- publications or research.

Prof. Micu Angela-Eliza