

INFORMAȚII PERSONALE



☎ [REDACTED]

✉ matei.purcarea@rau.ro

Sexul Masculin | Data nașterii [REDACTED] | Naționalitatea Română

EXPERIENȚA PROFESIONALĂ

Tipul sau sectorul de activitate Educație

19.06.2025

Susținut examen asistent universitar – Rezultatul concursului: Admis

Universitatea Româno-Americană

Discipline: Distribuție și Merchandising, Distribuție și Merchandising (Lb. Engleza), Marketing Digital, Marketing Digital (Lb. Engleza), Business to Business Marketing

De la 01.10.2023 până în prezent

Cadru didactic asociat

Universitatea Româno-Americană

Seminare în română și engleză: (2023-2024) Distribuție și merchandising; Distribuție și merchandising (lb. engleză); (2024-2025) Distribuție și merchandising; Distribuție și merchandising (lb. engleză); Marketing digital; Marketing digital (lb. engleză); Business to Business Marketing

De la 01.11.2020 până în prezent

Research Economist

Universitatea Româno-Americană

- Reprezentant al Universității Româno-Americane la Conferințe internaționale, evenimente și webinarii internaționale (de ex. 1-2, Competitive Intelligence International Conference – Competitive Intelligence Analysis in the Age of AI (2025 și 2024) - <https://www.rau.ro/competitive-intelligence/>; 3, From Data Center World 2025, Washington, D.C. to DataCenter Forum, Bucharest, 4, <https://www.crd-aida.ro/2025/05/from-data-center-world-2025-washington-d-c-to-datacenter-forum-bucharest/>; 5, <https://www.crd-aida.ro/2023/10/the-collaborative-management-of-supply-chains-facing-aggregated-challenges-in-sustainability-geopolitics-and-economic-development/>; 6, <https://holisticmarketingmanagement.ro/distinsul-profesor-eliot-sorel-consecvent-in-demersurile-de-catalizator-in-promovarea-culturii-romaniei-in-sua/>; 7, <https://www.sanabuna.ro/1-iulie-2024-rectorul-umfcd-viorei-jinga-discurs-de-inalta-tinuta-academica-dedicat-profesorului-eliot-sorel/>), precum și naționale sau în cadrul URA (de ex. 8, Forumul Euro-Atlantic, 7 iunie 2024, <https://www.rau.ro/forumul-euro-atlantic-2024-la-universitatea-romano-americana-dialog-asupra-provocarilor-de-securitate-si-cooperari-transatlantice/>; 9, AI Tutor 18 septembrie 2024 etc.) sau expunere la Conferințe Internaționale în prezența unui Laureat al Premiului Nobel (10, <https://holisticmarketingmanagement.ro/european-retail-academy-webinar-sustainability-18-19-march-2022/>)

- Realizarea de proiecte de cercetare, inclusiv în parteneriat cu alte instituții științifice naționale și internaționale; Realizarea de teme și studii de cercetare, organizare Conferințe.

- Reprezentarea Universității Româno-Americane la European Research and Innovation Days 2022, September 28-29, 2022.

- Reprezentarea Universității Româno-Americane la „Final Event – Presentation of the PSF Country Report”, June 8, 2022 etc.

- Organizare Microsoft Teams pentru Sesiunile de Comunicări Științifice Studentești (2020-2025), inclusiv creare grupuri și adăugare studenți, actualizare pagină sesiune, corespondența cu studenții, redactare finală broșură etc.

De la 01.07.2020 până la 31.10.2022

Specialist în E-commerce, Marketing Digital și Relații Publice

Universitatea Româno-Americană

- Fundamentează strategia de marketing universitar și comunicare, pe care o prezintă spre analiză și aprobare Rectorului Universității; Implementează programele operaționale anuale în domeniul de competență; Identifică parteneriate media și oportunități de comunicare; Promovează Universitatea Româno-Americană la evenimentele educaționale și tangent educaționale; Monitorizează prezența Universității Româno-Americane în media tradițională și social-media; Oferă sprijin Facultăților și Departamentelor pentru promovarea ofertei educaționale, a proiectelor universitare, de cercetare științifică și în organizarea evenimentelor instituționale (workshop-uri, conferințe, seminarii, ceremonii academice etc.); Concepe instrumente și/sau aplică instrumente și metode/tehnici consacrate de monitorizare a imaginii Universității în comunitate (chestionare, sondaje etc.).
- Reprezentantul Universității Româno-Americane la Academics and Business Partnerships SCM4ECR Conference din 2016 și până în prezent, fiind, de exemplu: a) în 2016, Primul Speaker după Keynote Speaker Ruediger Hagedorn, Senior Manager, Collaborative Value Chain Initiatives & Projects, The Consumer Goods Forum, Paris; b) în 2017, Primul Speaker după Keynote Speaker Prof. Michael Boulakis, Director of Research for Cranfield School of Management Group, Head Logistics, Procurement and Supply Chain Management, and Director of Centre for Logistics & Supply Chain Management, Cranfield University, UK (în ambele cazuri, în calitate de atunci de masterand, fiind felicitat de Keynote Speakers).

De la 04.11.2016 până la 30.06.2020

Specialist în Marketing Digital și Relații Publice

Universitatea de Medicină și Farmacie “Carol Davila”, Rectorat și Direcția Sisteme Informatice și Comunicații Digitale.

- Comunicare de marketing digital, administrare canale sociale online, administrare sistem de informare comunitate, dezvoltarea și administrarea website-urilor și platformelor digitale instituționale, participare la organizarea/realizarea de materiale PR, conferințe internaționale, ceremonii Doctor Honoris Causa etc. și realizarea de comunicate în legătură cu evenimentele respective, gestionarea informațiilor personale pentru utilizatorii platformelor digitale instituționale asigurând respectarea protecției datelor cu caracter personal, asigurarea vizibilității informațiilor de interes public și gestionarea canalelor de comunicații digitale ale Universității.

IUNIE - SEPTEMBRIE 2015

Stagiar/Business Model Analyst

JF Conseil & Innovation, Saint Malo, France

- Studiu de piață internațional în legătură cu Realitatea Augmentată și UHD TV
- Practica de lucru în marketing și vânzări
- Contact direct cu partenerii de afaceri ai companiei și clienții acesteia

Tipul sau sectorul de activitate Activități de consultanță pentru afaceri și management

EDUCAȚIE ȘI FORMARE

2020-2023

Doctorat 11 septembrie 2023 (DOCTOR în domeniul ECONOMIE, Ordinul Ministrului Educației Nr. 3670/30.01.2024), **Studii universitare de doctorat la Școala de Studii Avansate a Academiei Române, Școala Doctorală de Științe Economice, Institutul Național de Cercetări Economice „Costin C. Kirițescu”**

2016-2018

Studii Universitare de Masterat Master

Masterat “Marketing în afaceri”, Facultatea de Management-Marketing, Universitatea Româno-Americană, sesiunea iulie 2018 (Șef de promoție, media 10)

2013-2016

Studii Universitare de Licență Licențiat în Economie

Licențiat al Facultății de Management-Marketing, Specializarea Marketing, Universitatea Româno-Americană, sesiunea iulie 2016 (Șef de promoție, media 9.82)

Iunie - Septembrie 2015

Stagiu de practică Erasmus+ la JF Conseil & Innovation, Saint Malo, France

Septembrie – Decembrie 2014

Studii Erasmus+ la Novancia Business School Paris, afiliată CCI Paris Ile-de-France, membră Grande Écoles Association (CGE), EFMD Association and AACSB International

COMPETENTE PERSONALE

Limba(i) maternă(e)

Română

Alte limbi străine cunoscute

	INTELEGERE		VORBIRE		SCRIERE
	Ascultare	Citire	Participare la conversație	Discurs oral	
Engleză	C2	C2	C2	C2	C2
	• First Certificate in English, Grade B, Council of Europe Level B2, Cambridge ESOL Level 1 Certificate in ESOL International, Number 0032242134/18.08.2011 • Atestat Profesional Competențe Lingvistice Avansate în Limba Engleză (10), Nr. 49/18.07.2012 • Certificat Proficiency, Certificat Advanced, Certificat Upper Intermediate eliberate de British Council				
Franceză	C2	C2	C2	C2	C2
	• Certificate of participation for online French language courses (during the internship in France) on the Erasmus+ OLS website between 01/07/2015 - 19/09/2015. Attestation de participation - Ce document certifie que Ioan-Matei Purcărea a suivi un total de cours de langue en 32 heures(s) français via le soutien linguistique en ligne Erasmus+ OLS (01/07/2015 - 19/09/2015)				

Niveluri: A1/A2: Utilizator elementar - B1/B2: Utilizator independent - C1/C2: Utilizator experimentat

Cadrul european comun de referință pentru limbi străine

Competențe de comunicare

- Comunicarea în echipă; Ascultarea activă; Comunicarea clară; Comunicarea strategică; Comunicarea mesajelor complexe; Clarificarea mesajului pentru a fi înțeles; Inteligență emoțională; Empatie; Coeziune și claritate; Negociere etc.

Competențe organizaționale/manageriale

- Experiență bună în managementul echipei, bună gestionare a timpului, simț organizatoric foarte bun, gândire analitică, gândire creativă etc.

Competențe digitale

AUTOEVALUARE				
Procesarea informației	Comunicare	Creare de conținut	Securitate	Rezolvarea de probleme
Utilizator experimentat	Utilizator experimentat	Utilizator experimentat	Utilizator experimentat	Utilizator experimentat

Niveluri: Utilizator elementar - Utilizator independent - Utilizator experimentat

Competențele digitale - Grilă de auto-evaluare

- ECDL Core Certificate RO 088981/16.03.2012
- Atestat Profesional de Informatică, Nr. 49/30.07.2012

- E-commerce și Tehnologii Disruptive (AI, GenAI etc.), Marketing Digital, Blockchain
- Capacitate foarte bună de utilizare a dispozitivelor bazate pe Inteligență Artificială, Realitate Augmentată, Realitate Virtuală etc.
- Bune cunoștințe de Web design, Wordpress, Cpanel, Google Analytics, Google Ads, Google Pay-per-click, Google Search Console, Adobe Photoshop, Mailchimp, Microsoft Office, SPSS etc.
- Acreditări digitale de la MMC Learning** (care lucrează în parteneriat cu Chartered Institute of Marketing, Chartered Management Institute și Manchester Metropolitan University, UK pentru a oferi o serie de calificări de marketing și management, sprijinind specialiștii în marketing în fiecare etapă a carierei lor), atât pentru introducere în strategie și analiză AI (**Certificat de finalizare cu succes, 25 aprilie 2025**), cât și (**Certificat de finalizare cu succes, 6 mai 2025**) pentru AI generativă pentru crearea video și audio (proces de creare, integrare și livrare media care combină atât elemente sonore, cât și vizuale). Lucrând cu reputatul Chartered Institute of Marketing, MMC a dezvoltat prima calificare de marketing online în 2000, iar mai recent a preluat conducerea primului Masters of Sciences (MSc) în Digital Marketing din Marea Britanie, red dezvoltând în întregime programa pentru a satisface nevoile actuale ale industriei.
- 26 Certificări de participare la Seminarele online organizate de platforma de marketing B2B** (pentru marketing de conținut și generarea cererii) **BrightTALK de la Informa TechTarget (Nasdaq: TTGT; liderul global în tehnologia B2B):** "Revoluționarea învățării: Sinergia calității audio, AI și comunicațiile unificate în învățământul superior", "Îmbunătățiri educația cu Microsoft AI, securitate și managementul dispozitivelor cu perspectivă", "Tendințe în evaluare: idei, oportunități și probleme pentru învățământul superior", "Îmbunătățirea predării și a învățării prin integrarea ePortfolio", "Optimizarea conținutului pentru căutarea AI generativă", "Tech Talk: Modernizarea experienței în magazin cu Unified Commerce" (online, în magazin și mobil), "Starea marketingului B2B: Ce își doresc 20 de milioane de lideri" și "O inițiativă de parteneriat a Industriei și Academiei" (această ultimă temă, de ex., a fost abordată de un expert de la Universitatea din Washington) etc.

Alte competențe

- Responsabilitate, Adaptabilitate, Proactivitate, Flexibilitate etc.

Permis de conducere

Categoria B (din 2011)

INFORMATII SUPLIMENTARE

Asociații, Organizații

Membru al Comitetului Român al Distribuției

Membru al Comunității de e-commerce GPeC (<https://www.crd-aida.ro/2023/05/e-commerce-and-digital-marketing-driving-the-digital-success-and-mastering-excellence-gpec/>)

Publicații

Carte Autor: "Impactul tehnologiilor disruptive asupra e-commerce", ISBN 978-973-159-306-7, Colecția SED VITAE DISCIMUS, Coordonator Colecție: Prof. Dr. Valeriu IOAN-FRANC, membru al Academiei Române, Centrul de Informare și Documentare Economică, Institutul Național de Cercetări Economice „Costin C. Kirițescu”, Academia Română

Capitole de carte:

1. Valeriu Ioan-Franc, Ioan-Matei Purcărea, The gait of ideas and of economic reflections on the path to the next normal and the touch point between citizens and their local community represented by a retail progressively adapting to the technology trends, Carte: "30 Years of Inspiring Academic Economic Research – From the Transition to Market Economy to the Interlinked Crises of 21st Century", Sciendo, 21 Iunie 2022 (publicat online: 22 Aprilie 2022), pp. 342-356, ISBN: 978-83-66675-26-1, <https://doi.org/10.2478/9788366675261-023>
<https://sciendo.com/chapter/9788366675261/10.2478/9788366675261-023>
<https://sciendo.com/book/9788366675261>

2. Ioan-Matei Purcărea (coautor), „China și SUA într-un război rece digital?”, Capitol Carte: „China și ordinea mondială multipolară în secolul al XXI-lea”, Editura Militară, București, 2022, pp. 273-291, ISBN 978-973-32-1239-3

Autor și Coautor 5 articole indexate Web of Science:

- The Tech-Enabled Shopper Impacting a Phygital Retail Complex System Stimulated by Adaptive Retailers' Valorization of an Increasingly Complex E-Commerce;
- Major Shifts in Sustainable Consumer Behavior in Romania and Retailers' Priorities in Agilely Adapting to It;
- The Profound Nature of Linkage Between the Impact of the Use of Artificial Intelligence in Retail on Buying and Consumer Behavior and Consumers' Perceptions of Artificial Intelligence on the Path to the Next Normal;
- The Test of VUCA Time for Retail 4.0 Impacted by the Industry 4.0 Technologies, by Creating Customers' Real-Time Digital Experience, Faster Recovering from the Pandemic, and Adapting to the Next Normal" (prim autor);
- Digital Technologies for Public Health Services after the COVID-19 Pandemic: A Risk Management Analysis.

Autor (53) și coautor (25) articole indexate in IDEAS/EconPapers/REPEC:

<http://ideas.repec.org/e/ppu105.html>

<https://econpapers.repec.org/RAS/ppu105.htm>

WOS index: 3

Scopus (h-index): 3

Google Scholar (h-index): 7

ResearchGate: https://www.researchgate.net/profile/Ioan_Matei_Purcare

MDPI SciProfiles: <https://sciprofiles.com/profile/ioanmateipurcare>

ORCID: <https://orcid.org/0000-0001-5804-9462>

În clasamentul **ADScientific Index 2024** al cercetătorilor influenți și cei mai citați (selectați după ultimii 6 ani/Citation Index) mă aflu în Top 10 la Universitatea Româno-Americană (Romanian American University Scientists Citation Rankings (Sort by last 6 years Citation Index) 2024
AD Scientific Index ID: 5334786

La data de 15 mai 2025, în Top RePEc (Research Papers in Economics) autori din România (ultimii 10 ani) mă aflu pe locul 8, iar pentru toți anii pe locul 18.

Speaker Conferințe

- 2024 - Presentation of the paper **“Digital marketing and e-commerce in AI era”** (Ioan Matei Purcarea), 5th International Conference Global Interferences of Knowledge Society (GIKS 2024), 24-25 October 2024
- 2024 - Presentation of the paper **“A Pressing Issue in Higher Education: Developing AI Literacy, Getting Students Ready for the Gen AI-Driven Workforce, Considering Supply Chains’ Social, Economic, and Environmental Impact at Each Stage of E2E Process in SCM”** (Costel NEGRICEA, Ioan Matei Purcarea), 15th Supply Chain Management for Efficient Consumer Response, Conference, 17-18 October 2024
- 2023 - Presentation of the papers **“Key Supply Chain Management challenges, considerations and solutions in higher education deeper digital transformation”** (Costel NEGRICEA, Ioan Matei Purcarea) and **“Addressing Sustainability Challenges in Supply Chain Management through Artificial Intelligence and other disruptive technologies”** (Ioan Matei Purcarea), 14th Supply Chain Management for Efficient Consumer Response, Conference, 12-13 October 2023
- 2022 - Presentation of the paper **“The continuing challenge of Sustainable Development and the major shifts in Sustainable Consumer Behavior in Romania and Globally while mapping the current reality”**, Ioan Matei Purcarea, **EUROPEAN RETAIL ACADEMY WEBINAR – SUSTAINABILITY**, Organized by the EUROPEAN RETAIL ACADEMY, Germany/Online, 18-19 martie 2022
- 2022 - Presentation of the paper **“Delivering seamless customer experiences in e-commerce through the use of disruptive technologies”**, Ioan Matei Purcarea, **The SIVAS INTERNATIONAL CONGRESS ON SCIENTIFIC AND INNOVATION RESEARCH**, Turkey (Online) October 13-15, 2022
- 2022 - Presentation of the papers **“The importance of disruptive technologies in e-commerce for higher education”** and **“E-commerce and disruptive technologies for higher education”**, Ioan Matei Purcarea, **RESHAPING EDUCATION THROUGH INNOVATION AND TECHNOLOGY INTERNATIONAL CONFERENCE**, September 23-24, 2022
- 2022 - Presentation of the papers **“Improving the efficiency of the e-commerce supply chain through the use of disruptive technologies”** and **“Using disruptive technologies to empower student experiences and increase satisfaction metrics”**, Ioan Matei Purcarea, **Data Management of Digital Supply Chain in the Whirlwind of Disruptions, Adapting Shoppers to these (Ab) Normal Times, Academic Partnership 2022 Supply Chain Management for Efficient Consumer Response Conference**, 13 – 14 October 2022
- 2021 - Presentation of the paper **“Disruptive technologies and e-commerce at the forefront of the new normal”**, Ioan Matei Purcarea, **The 8th International Conference - ESPERA 2021 “The crisis after the crisis. When and how the New Normal will be”**, December 9-10, 2021
- 2021 - Presentation of the paper **“Disruptive technologies and e-commerce for a lean transition to the post-pandemic world”**, Ioan Matei Purcarea, **“Knowledge Economy - Challenges of the 21st Century. Europe in transition: the path to recovery and resilience” International Conference**, November 26, 2021
- 2021 - Presentation of the papers **“Building Supply Chain Resilience by Using Blockchain and other Disruptive Technologies”** and **“The Alternative of Flipped Learning in Higher Education Enabled by the Development of Technologies and Innovation”**, Ioan Matei Purcarea, **Building supply and demand network resilience through digital transformation, Academic Partnership 2021 Supply Chain Management for Efficient Consumer Response Conference**, October 21 – 22, 2021
- 2021 - Presentation of the paper **“The role of disruptive technologies in higher education digitization”**, Ioan Matei Purcarea, **RESHAPING EDUCATION THROUGH INNOVATION AND TECHNOLOGY INTERNATIONAL CONFERENCE**, May 14, 2021
- 2021 - Presentation of the paper **“TECHNOLOGIES IN HIGHER EDUCATION IN THE CONTEXT OF COVID-19 PANDEMIC”**, Ioan Matei Purcarea (co-author), Spain (Online), **15th International Technology, Education and Development Conference**, organized by the International Academy of Technology, Education and Development (IATED), March 8-9, 2021
- 2020 - Presentation of the paper **“The Test of VUCA Time for Retail 4.0 Impacted by the Industry 4.0 Technologies, by Creating Customers' Real-Time Digital Experience, Faster Recovering from the Pandemic, and Adapting to the Next Normal”**, Ioan Matei Purcarea (co-author, first author), **THE INTERNATIONAL E-CONFERENCE „ENTERPRISES IN THE GLOBAL ECONOMY UNDER PANDEMIC”**, December 14, 2020
- 2020 - Presentation of the papers **“Increased Sustainability through Artificial Intelligence and Blockchain in Supply Chain Digitization”** and **“The Digitization of Higher Education in the Context of a Pandemic”**, **The Management of Digitization in Supply Chain with Shoppers and Users, Academic Partnership 2020 Supply Chain Management for Efficient Consumer Response Conference**, 22 – 23 October 2020
- 2020 - Presentation of the paper **“The gait of ideas and of economic reflections on the path to the next normal and the touchpoint between citizens and their local community represented by a retail progressively adapting to the technology trends”**, Ioan Matei Purcarea (co-author), **The 7th International Conference - ESPERA 2020 “30 Years of Inspiring Academic Economic Research – From the Transition to Market Economy to the Interlinked Crises of 21st Century”**, November 26-27, 2020

- 2019 - Presentation of the paper "Artificial Intelligence (AI) and Blockchain – Drivers of the Future Supply Chain in the Digital Era", Ioan Matei Purcarea, **Technology and Innovation in Supply Chain Management for Creating New Value for Consumers, Academic Partnership 2019 Supply Chain Management for Efficient Consumer Response Conference**, 17 – 18 October 2019
- 2018 - Presentation of the paper "Artificial intelligence and blockchain, the drivers of digital life changers", Ioan Matei Purcarea, **Future Leadership and Artificial Intelligence Drive Value Network, Academic Partnership 2018 Supply Chain Management for Efficient Consumer Response Conference**, 18 – 19 October 2018
- 2017 - Presentation of the paper "From the Digital Supply Chain to the Augmented Reality Supply Chain", Ioan Matei Purcarea, **Physical Internet and New Challenges in Supply Chain Management. Rethinking the Supply Chain 4.0 for Consumer Value, Academic Partnership 2017 Supply Chain Management for Efficient Consumer Response Conference**, 19 -21 October 2017
- 2016 - Presentation of the paper "**The Challenge of a distinctive Customer Journey into an Augmented Reality Supply Chain**", Ioan Matei Purcarea, Future Value Chain – Rethinking Networks Through Omni-Channel for Consumer. New challenges of IoT in Supply Chain Management, Academic Partnership 2016 Supply Chain Management for Efficient Consumer Response Conference, 28-29 October 2016.
- Activ participant at the "**Management, Leadership and Innovation Towards A Better Changing World**" International Conference, Romanian-American University; Paperwork entitled "**Digital conversations with tourists at the center of the new wave of innovations in the tourism industry**" (co-author), November 5-6 2015

Proiecte

- Digital Marketing, PR and Brand Building (ResearchGate)
- Retail marketing and the store of the future (ResearchGate)
- 2016 - Team leader "Comb4Inn" Team, calificată în a doua etapa a "P&G CEO Challenge 2016".
- 6-7 Mai 2014, Membru al echipei care a prezentat: "Analyze PIGNA's strategic position in the next five years by identifying it's changing markets and trends re their suppliers, competitors and buyers", on the occasion of the Workshop "The future impact of disruptive technologies on traditional industries and solutions with an Italian company as live case study, PIGNA Ltd," conducted by Joanna Symms, MA, MBA, CASS Alumni, Senior Partner Fraser Lloyd & Partners LLP UK.

Distincții

- *Speaker at „The Academic Partnership 2016 SCM4ECR Conference”, October 28-29, 2016, unde am prezentat tema „The Challenge of a Distinctive Customer Journey into an Augmented Reality Supply Chain”, fiind felicitat personal de Keynote Speaker Ruediger Hagedorn, Director E2E Value Chain & Standards Pillar, The Consumer Goods Forum, Paris: RAU Master Student Matei Purcarea at 2016 SCM4ECR Conference: <https://www.youtube.com/watch?v=VSrjIGDQOQ> ; <http://holisticmarketingmanagement.ro/scm4ecr-conference-2016/>)*

Certificări

- **Generative AI Course for Video & Audio Creation**, MMC Learning, Certificate of Completion, 6 May 2025
- **AI Strategy and Analytics Introduction**, MMC Learning, Certificate of Completion, 25 April 2025
- **Certificat „Manager de Proiect”** acreditat de Autoritatea Națională pentru Calificări (ANC), seria L, numărul 00191243, data eliberării: 09.10.2019

Februarie 2014 – Aprilie 2017

- Certificate (5 ECTS), Design Factory - Developing innovation, March 7, 2014
- Certificate (5 ECTS), Start-up Garage: Tuning the Entrepreneurial Process, March 14, 2014
- Certificate (5 ECTS), The World in the Era of Globalization, April 11, 2014
- Certificate (4 ECTS), Applied Business Management, April 17, 2014
- Certificate (2 ECTS), Internet Marketing, May 9, 2014
- Certificate (2 ECTS), Negotiation Skills, May 23, 2014
- Certificate (4 ECTS), Applied Business Management, March 20, 2015
- Certificate (3 ECTS), Digital Marketing, March 20, 2015
- Certificate (5 ECTS), Project Management, November 20, 2015
- Certificate (3 ECTS), Intercultural Communication, April 28, 2017
- Certificate (5 ECTS), The World in the Era of Globalization, May 5, 2017
- Certificate (2 ECTS), Internet Marketing, April 28, 2017

Altă experiență profesională

- 2022 - prezent, membru Editorial Board of the Supply Chain Management Journal, UVT.
- 2011 - prezent, membru al Comitetului Român al Distribuției (Asociație Științifică), analist E-commerce, responsabil cu "Romanian Distribution Committee Magazine" și responsabil cu conceperea designului, editarea și introducerea articolelor în baze de date internaționale REPEC/IDEAS/EconPapers.
- 2013 - prezent, responsabil cu activități redacționale ale revistei Facultății de Management-Marketing din Universitatea Româno-Americană, inclusiv în introducerea articolelor din "Holistic Marketing Management" Journal în baze de date internaționale REPEC/IDEAS/EconPapers.
- 2011 - prezent, responsabil cu activități în legătură cu site-urile: www.crd-aida.ro ; www.distribution-magazine.eu ; www.holisticmarketingmanagement.ro ; www.sanabuna.ro
- 2016 - Membru în Consiliul Facultății de Management-Marketing, Universitatea Româno-Americană (ca reprezentant al studenților).

Referințe

- Rectorul Universității Româno-Americane, Prof. univ. dr. habil. Costel Negricea;
- Professor Michael BOURLAKIS, Ph.D., Director of Research for Cranfield School of Management, Group Head (Logistics, Procurement and Supply Chain Management) and Director of Centre for Logistics & Supply Chain Management, Cranfield University;
- Ruediger Hagedorn, Director E2E Value Chain & Standards Pillar, The Consumer Goods Forum, CGF, Paris – the Global Network Serving Shopper & Consumer Needs;
- Prof. John L. Stanton, Saint Joseph's University, Philadelphia, Pennsylvania, USA;
- Prof. Bernd Hallier, President of the European Retail Academy, Germany ("Matei Purcarea, a good benchmark for the young academic generation!" - European Retail Academy's EuCVoT - European Competence Centre for Vocational Training - news website reported on 20.10.2017: Romania; <http://www.european-retail-academy.org/eucvot/>;
- Prof. D.H.C. Léon F. Wegnez, Member of France's Academy of Commercial Sciences, Secretary General of AIDA Brussels, Administrator Secretary General of the Diplomatic Club of Belgium, and Co-Founder of the Diplomatique Gazette, Brussels;
- Prof. James K. McCollum, University of Alabama in Huntsville, USA.
- Autorul video prezentării pe YouTube: Romanian-American University and its Challenging HMM Digital Education Content, Published on 27 Mar 2015, <https://www.youtube.com/watch?v=w2ulgDTwIwU>
- (YouTube) RAU Master Student Matei Purcarea at 2016 SCM4ECR Conference, Published on 30 Oct 2016, <https://www.youtube.com/watch?v=VSrjIGDQOQ>

Declar pe propria răspundere că datele prezentate sunt în conformitate cu realitatea.

Data completării:

Semnătura,

UNIVERSITATEA ROMÂNNO-AMERICANĂ

Facultatea: Management - Marketing

Departamentul: Management - Marketing

Nume, Prenume, grad didactic: Ioan Matei Purcărea, Dr.; Susținut examen asistent universitar pe

19.06.2025 - Rezultatul concursului: Admis

L I S T A

lucrărilor științifice în domeniul disciplinelor din postul didactic

A. Teza de doctorat - Ioan-Matei PURCĂREA, IMPACTUL TEHNOLOGIILOR DISRUPTIVE ASUPRA E-COMMERCE susținută la Institutul Național de Cercetări Economice, Academia Română, la data de 11 septembrie 2023, DOCTOR în domeniul ECONOMIE, Ordinul Ministrului Educației Nr. 3670/30.01.2024.

B. Cărți (1) și capitole în cărți (2) publicate în ultimii 10 ani

Cărți (1)

1. Ioan-Matei PURCĂREA, IMPACTUL TEHNOLOGIILOR DISRUPTIVE ASUPRA E-COMMERCE, Editura Centrul de Informare și Documentare Economică, Colecția SED VITAE DISCIMUS, Academia Română, 481 pagini, 2024, ISBN 978-973-159-306-7. Coordonator Colecție: Prof. Dr. Valeriu IOAN-FRANC, membru al Academiei Române, Centrul de Informare și Documentare Economică, Institutul Național de Cercetări Economice „Costin C. Kirițescu”, Academia Română.

Capitole în cărți (2)

2. Ioan-Matei Purcărea (coautor), „China și SUA într-un război rece digital?”, Capitol Carte: „China și ordinea mondială multipolară în secolul al XXI-lea”, Editura Militară, București, pp. 273-291, 2022, ISBN 978-973-32-1239-3
3. Valeriu Ioan-Franc, Ioan-Matei Purcărea, The gait of ideas and of economic reflections on the path to the next normal and the touch point between citizens and their local community represented by a retail progressively adapting to the technology trends, Carte: “30 Years of Inspiring Academic Economic Research – From the Transition to Market Economy to the Interlinked Crises of 21st Century”, Sciendo, pp. 342-356, 21 Iunie 2022 (publicat online: 22 Aprilie 2022), ISBN: 978-83-66675-26-1, <https://doi.org/10.2478/9788366675261-023>
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C. Lucrări indexate ISI/BDI publicate în ultimii 10 ani

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2. Purcărea, T (Purcărea, Theodor) ; Ioan-Franc, V (Ioan-Franc, Valeriu) ; Ionescu, SA (Ionescu, Ștefan-Alexandru) ; **Purcărea, IM (Purcărea, Ioan Matei)** ; Purcărea, VL (Purcărea, Victor Lorin) ; Purcărea, I (Purcărea, Irina) ; Mateescu-Soare, MC (MateescuSoare, Maria Cristina) ; Platon, OE (Platon, Otilia-Elena) ; Orzan, AO (Orzan, Anca Olguța), Major Shifts in Sustainable Consumer Behavior in Romania and Retailers' Priorities in Agilely Adapting to It, SUSTAINABILITY, Vol. 14, Nr. 3, pp. 1-51, nr. articol: 1627, Februarie 2022, eISSN: 2071-1050, Accession Number: WOS:000756133500001 , DOI: 10.3390/su14031627, AIS: 0.533, Factor de impact (FI): 3.9 (2022), Factor de impact (5 ani): 4.0 (2022), Quartila: Q2, revistă indexată în Web of Science, Science Citation Index Expanded (SCI-EXPANDED), Social Sciences Citation Index (SSCI), Scopus etc., MDPI, Basel, Elveția 1050/14/3/1627 <https://doi.org/10.3390/su14031627>, <https://www.mdpi.com/2071-1050/14/3/1627>
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D. Lucrări publicate în ultimii 10 ani în reviste și volume de conferințe cu referenți (neindexate)

- Reviste (3)

1. Costel NEGRICEA, Ioan Matei PURCĂREA, A Pressing Issue in Higher Education: Developing AI Literacy, Getting Students Ready for the Gen AI-Driven Workforce, Considering Supply Chains' Social, Economic, and Environmental Impact at Each Stage of E2E Process in SCM, 15th Supply Chain Management for Efficient Consumer Response Conference, How Generative AI Supports the Optimization of Sustainable & Innovative Value Network Processes, 17-18 October 2024, Universitatea Valahia din Târgoviște, România, <https://www.scm4ecr.com/past-conferences/conference-2024/> . Articol publicat în Supply Chain Management Journal, Vol. 15, Nr. 1, pp. 37-48, 2024, ISSN: 2069 – 5519, <https://scm-journal.com/archive/supply-chain-management-journal-2024-volume-15-number-1/>
2. Purcărea Ioan-Matei, Implications of disruptive technologies for further progress in supply chain resiliency, 14th Supply Chain Management for Efficient Consumer Response Conference. The Collaborative Management of Supply Chains facing aggregated challenges in sustainability, geopolitics and economic development (International Conference), 12-13 octombrie 2023, Universitatea Valahia din Târgoviște, România, <https://www.scm4ecr.com/past-conferences/conference-2023/> . Articol publicat în Supply Chain Management Journal, Vol. 14, Nr. 2, pp. 45-51, 2023, ISSN: 2069 – 5519, <https://scm-journal.com/archive/supply-chain-management-journal-2023-volume-14-number-2/>
3. Purcărea Ioan-Matei, Building Supply Chain Resilience by Using Blockchain and other Disruptive Technologies, 12th Supply Chain Management for Efficient Consumer Response Conference. Building supply and demand network resilience through digital transformation (International Conference), 21-22 octombrie 2021, Universitatea Valahia din Târgoviște, România, <https://www.scm4ecr.com/past-conferences/conference-2021/> . Articol publicat în Supply Chain Management Journal, Vol. 12, Nr. 2, pp. 20-26, 2021, ISSN: 2069 – 5519, <https://scm-journal.com/archive/supply-chain-management-journal-2021-volume-12-number-2/>

- Selecție cu maximum 20 lucrări în volume de conferințe (2)

1. Purcărea Ioan-Matei (coautor) Disruptive technologies in higher education in the context of covid-19 pandemic, 15th International Technology, Education and Development Conference (INTED2021), Track: Digital Transformation of Education, Session: Digital technologies and resources for learning under lockdown, 8-9 Martie 2021, Valencia, Spania, Online, INTED2021 Proceedings, pp. 9960-9964, ISBN: 978-84-09-27666-0, ISSN: 2340-1079, IATED DIGITAL LIBRARY, DOI: 10.21125/inted.2021.2076 , <https://library.iated.org/publications/INTED2021/start/1425>
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2. Purcărea Ioan-Matei, Delivering Seamless Customer Experiences In E-Commerce Through The Use of Disruptive Technologies, SİVAS International Conference on Scientific and Innovation Research, 13-15 Octombrie 2022, Sivas University of Science and Technology, Sivas, Turcia, Online, Conference Proceedings Book (24/10/2022), pag. 110, ISBN: 978-625-8246-21-6 https://www.iksadkongre.com/_files/ugd/614b1f_690aae641b6b448d9e2539ffad4cfb28.pdf

E. Brevete obținute în întreaga activitate

F. Proiecte de cercetare-dezvoltare-inovare obținute prin competiție, naționale (Pn1, Pn2 etc.) și/sau internaționale (Pi1, Pi2 etc.)

Data: 15.07.2025

Semnătura:

E – Brevete (pentru întreaga activitate)

