



Romanian-French MBA Program

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Marieta Blatu

Professor, PhD, Department of Business, Consumer Sciences and Quality Management, The Bucharest University of Economic Studies, Romania

Present position

- Director of the Doctoral School in Business Administration, <http://www.doctorat.ase.ro/Business-Administration> (2013)
- Director of the Research Center for Business Administration <http://businessadministration.researchcenter.ase.ro/> (2005)
- Member of the Doctoral Council for Doctoral Studies, <http://doctorat.ase.ro/> (2014)
- Member of the Teacher's Council of the Faculty of Bucharest Business School, <http://bbs.ase.ro/theschool.html> (2014)
- President of the Policy and Strategy Committee of SC CERTIND SA Romania, <http://www.certind.ro/> (2006)
- American Society for Quality (ASQ) Local Member Community Chair, Romania (2016), <http://asq.org/communities-networking/local-member-communities.html>

Former Head of the UNESCO Chair – Business Administration, Faculty of Business Administration (in foreign languages), <http://www.fabiz.ase.ro/>, Bucharest University of Economic Studies, <http://www.ase.ro/>, Romania (1999-2008)

Professional qualification

- Certified Quality Management Systems Auditor - Certificate CERTIND 2013, ARC 2007, AEROQ 2003, Bucharest, Certificate TÜV- Akademie Rheinland, Köln 1999, <http://www.tuv.com/de/deutschland/akademie/koeln.html>
- Certified EOQ - Management System Consultant –Certificate EOQ 2006 (The European Organization for Quality, Brussels, <http://www.eoq.org/home.html>)
- Certified Specialist in Information Systems Security Procedures and Tools (Certificate CERTIND, Bucharest, 2014, www.certind.ro/)
- Certified Project Manager - Certificate CERTIND, Bucharest, 2014, www.certind.ro/



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Education

- Postgraduate certificate for the Environmental Management and Packaging Economy Course, The Leipzig Chamber of Industry and Commerce (Industrie – und Handelskammer zu Leipzig), <http://www.leipzig.ihk.de/> and Duales System Deutschland AG, <http://www.gruener-punkt.de/en.html>, Germany (1999, 2000, 2003)
- Graduate certificate, two modules in the “European Masters Program in Total Quality Management”, Universität Kaiserslautern, Chair of Prof. Dr. Klaus J. Zink, Germany, https://www.ita-kl.de/institut/mitarbeiter/mitarbeiter-detail.html?no_cache=1&tx_itaextension_pi1%5BshowUid%5D=2 (1995)
- Postgraduate Diploma in International Management, Niederösterreichische Landesakademie (Wissenschaftliche Landesakademie für Niederösterreich, Krems, Austria, <http://noe-lak.at/> (1992)
- Ph.D. in Economics, The Bucharest University of Economic Studies, Romania, <http://www.ase.ro/>, (1991)
- **Postgraduate Diploma in Informatics**, The Bucharest University of Economic Studies, Romania, <http://www.ase.ro/> (1988-1989)
- **Postgraduate Diploma in Management – Marketing**, The Bucharest University of Economic Studies, Romania, <http://www.ase.ro/>, The Romanian Association of Marketing – Bucharest <http://aromar.ro/>, European Fondation Dragan, <http://www.decebalusrex.ro/en/dragan-european-foundation>, The City University Business School of London, <http://ufp.uk.com/> (1980-1981)
- **Higher Education Graduate with the highest grade as economist, Trade specialization**, The Bucharest University of Economic Studies, Romania, <http://www.ase.ro/> (1974)

Research Areas

- Developing an entrepreneurial culture in Europe, through promoting values and practices specific to entrepreneurial management
- Defining models of business excellence in a multicultural context; Increasing the SME-s competitiveness, through developing their innovation capacity
- Increasing quality performance within the cooperative processes in SMEs through expert systems in innovation engineering and management; Improving business performance through implementing integrated management systems quality-environment-safety-social responsibility
- Designing and implementing models, tools and techniques for increasing the competitiveness of the Romanian business environment
- Improving the quality and the performance of the education and scientific research system in Romanian universities, through the integration of new management practices oriented towards the business environment;

Career

Marieta Olaru is a professor of Quality Management (Romanian, German and French), Integrated Management Systems Quality –Environment –Security (Romanian), Process and Quality Management (German), Innovation Management (German) - Romanian-German - MBA „Entrepreneurial Management”, organized by the Faculty of Business Administration (in foreign languages), <http://www.fabiz.ase.ro/>, in collaboration with Westphalian University of Applied Sciences, Germany, <http://www.en.w-hs.de/>, Operations Management Romanian – French MBA Program INDE,



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organized by the Faculty of Bucharest Business School, <http://bbs.ase.ro/theschool.html> and the National Conservatory of Arts and Crafts of Paris - Conservatoire National des Arts et Metiers –CNAM Paris, <http://www.cnam.fr/> , <http://www.inde.ro/index.asp>.

She has been Head of the UNESCO Chair – Business Administration, at the Faculty of Business Administration (in foreign languages), <http://www.fabiz.ase.ro/>, Bucharest University of Economic Studies, <http://www.ase.ro/>, Romania (1999-2008), Member of the Teacher’s Council of the Faculty of Business Administration (in foreign languages) and member of the Senate of the Bucharest University of Economic Studies (199-2008), member Comisiei Centrale de Evaluare și Asigurare a Calității al ASE (2003-2012), Director of the Master Program Quality Management (2005 – 2009), Interim Director of Doctoral Council for Doctoral Studies, Bucharest University of Economic Studies <http://doctorat.ase.ro/>(2014).

Marieta Olaru has been a visiting professor at the Centre Arts et Metiers ParisTech University - Cluny, France, <http://www.ensam.eu/Campus-et-instituts/Campus-Cluny> (2006-2010), Member of the Consultative Working Group for the Strategic Planning and Quality Assurance in Romanian Higher Education (1999-2003), Director of the National Research Program Quality – Standardization CALIST (2000-2001), President of the Censors’ Commission of Romanian National Register of the Quality Auditors – ARNA (1992-2008).

Publications

- 62 books, studies, university and high-school textbooks, workbooks, as first author, coordinator or co-author
- 94 articles/studies published in scientific reviews from Romania and abroad, of which 8 were published in ISI reviews, indexed in the international database Thomson Reuters and 55 in reviews classified as B+ according to the CNCSIS classification and/or indexed in international databases (EBSCO Publishing, Scopus etc)
- 134 published studies, of which 45 in ISI volumes, indexed in the “ISI Web of Knowledge” ISI Proceedings Database (Romania, Italy, Austria, Poland, Greece, Slovenia, Hungary, Portugal, Spain, Croatia, Japan, China, Ukraine, Republic of Moldova, Russia, Serbia)
- Citation index: total number of citations=407, h-index 10, i10 –index =11
https://scholar.google.com/citations?view_op=list_works&hl=ro&user=oxGejXMAAAAJ

Research Projects

- Participation at the elaboration and implementation of 66 grants/national research contracts obtained after a competition (CNCSIS, CERES, Orizont 2000, INFRAS, CEEX, IDEI, Parteneriate) and contracts with the business community, as Project Director or member in the project team.
- As a PhD Supervisor in Economic Sciences - Business Administration (1999 - present), she coordinates PhD research activities for PhD students from Romania, Germany, Austria, Switzerland, Luxembourg, Israel, United Kingdom in Economic Sciences – Business Administration. 32 PhD Students have obtained their PhD degree.

Marieta Olaru is member of the Advisory Board of the journal "Calitatea – acces la succes" (Quality – access to success). The review is published monthly by the Romanian Society for Quality Assurance and focuses on management systems. It is also rated B+ according to the CNCSIS classification and is indexed in the international databases SCOPUS, EBSCO, PROQUEST și CABELL'S Directory Management, www.calitatea.srac.ro and member of of the Editorial board



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of the journal „Amfiteatru economic” (Economic Amphitheatre), published by the University of Economic Studies Bucharest, which is indexed by ISI Thomson Reuters Services: Social Sciences Citation Index®, Social Scisearch®, Journal Citation Reports/ Social Sciences Edition, and indexed in the following international: [Elsevier B.V. Bibliographic Databases \(SCOPUS\)](#), [ProQuest LLC](#), [Directory of Open Access Journals \(DOAJ\)](#), [Journal of Economic Literature \(EconLit\)](#), [Research Papers in Economics \(RePEc\)](#), EBSCO Publishing, www.amfiteatruconomic.ase.ro.

She is co-organiser/moderator and member of the scientific committee of the international, co-organiser of workshops involving faculty, researchers, representatives of government and professional bodies and representatives of the business community from Romania and abroad.

Merit Awards:

- “Excellence award” for the most cited article in Web of Science in 2014 (published in the Journal Amfiteatru Economic, www.amfiteatruconomic.ase.ro)
- “Excellence award” for the most cited article in Google Scholar in 2014 (published in the Journal Amfiteatru Economic, www.amfiteatruconomic.ase.ro)
- Students Award for Bologna Professors, granted by the National Alliance of Student Organizations from Romania (ANOSR), 09.05. 2009. Ateneul Roman, <http://www.profitari.ro/editii-anterioare/gbp-2009.html>
- “Nicolae Georgescu – Roegen” award, received in 2000, 2001, 2002, 2003, 2004, 2005, 2006 from the Bucharest University of Economic Studies <http://www.ase.ro/>, for the scientific research activity carried out within the projects financed by national and international bodies
- “Excellence award”, received in 2003 from the The Bucharest University of Economic Studies <http://www.ase.ro/>, for the entire professional and scientific activity and the contribution to the development of the higher economic education
- “Opera Omnia” award, received in 2006 from the Bucharest University of Economic Studies, <http://www.ase.ro/>, for the entire scientific research activity.