



## Alexandru Roja

**Date of birth:** 04/11/1979

**Nationality:** Romanian

## CONTACT

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## WORK EXPERIENCE

**2018 – CURRENT** Cluj - Napoca, Romania

**PhD Lecturer** Babeş - Bolyai University, Faculty of Political, Administrative and Communication Sciences

2019 - 2020 and 2020 - 2021 E-Governance courses and seminars for Public Administration and Management at bachelor level for second year students.

2020 - 2024 E-Governance courses and seminars for Public Administration and Management at master level.

**31/12/2017 – CURRENT** Bruxelles, Belgium

**Expert European Research Council** European Commission

Evaluator for Horizon 2020 innovation grants.

Rapporteur and reviewer for Horizon 2020 projects Digital Europe and Green Deal.

**2018 – 2021** Cluj - Napoca, Romania

**PhD Lecturer** Babeş - Bolyai University, Doctoral School

Creative Thinking and Entrepreneurship courses for doctoral students

**2018 – 2020** Cluj - Napoca, Romania

**PhD Lecturer** Babeş - Bolyai University, Transilvania Business School

Entrepreneurship masteral courses and seminars for second grade students.

**31/01/2017 – CURRENT** Timisoara, Romania

**Senior consultant** Strategic Insights

Consultancy in the field of strategic management, organisational development, digital transformation, open innovation, innovation and technological ecosystems.

**30/06/2017 – CURRENT** Timișoara, Romania

**President of Entrepreneurial Students Association, West University of Timișoara** West University of Timișoara

Development of West University of Timișoara entrepreneurial ecosystem  
Responsible for UNITA Universities Network for Entrepreneurial Education  
Projects and activities for students entrepreneurial skills development  
West University of Timișoara Entrepreneurship and Innovation Summer School

UStart entrepreneurship program coordinator

STiNO - Students Innovation Challenges program coordinator

Future Science project

**31/12/2007 – 31/12/2014** Timișoara, Romania

**Coordinator of Students Management Club** West University of Timișoara, Faculty of Economics and Business Administration

Designing and organising events, trainings, workshops with professionals and internships for students part of „Management Club”.

**31/10/2016 – 31/05/2017** Cluj-Napoca, Romania

**Executive director** ROTSA - Romanian Tech Startups Association

Strategic orientation of the Centre  
development of InnovateIT, the first incubation program for Tetapolis - Science and Technology Park.

**30/09/2016 – 30/06/2017**

**Associate professor** Griffiths School of Management

Entrepreneurial organisations design course at the „Master in Entrepreneurial Management”

Strategic management courses and seminars at the „Master in Entrepreneurial Management”.

**31/12/2015 – CURRENT** Bucuresti, Romania

**Innovation Labs Ambassador for West University of Timișoara** Romanian - American Foundation and Tech Lounge

Mentoring and training activities on the following topics: entrepreneurship, business models, digital economy, digital transformation, strategic management

**09/02/2013 – CURRENT** Timișoara, Romania

**PhD Lecturer** West University of Timișoara, Faculty of Economics and Business Administration

Didactical activities and research.

Bachelor degree:

2004 - 2019 Strategic management (Management 3rd year, first semester seminars)

2008 - 2014 Strategic management (Finance and banking, 2nd year, second semester courses + seminars)

2010 - 2012 Strategic management (International Economic Relations, 3rd year, first semester seminars)

2012 - 2019 Business ethics (Economic and Informatics 2nd year, first semester courses + seminars)

2012 - 2019 Business ethics (Accounting and cybernetics, 2nd year, second semester courses + seminars)

2008 - 2016 Business administration (Management 3rd year, second semester courses + seminars)

2017 - 2019 Managerial simulations (Management 3rd year, second semester courses + seminars)

**09/03/2013 – CURRENT** Timișoara, Romania

**PhD Lecturer** West University of Timișoara

Master degree

2019 - 2020 Digital innovation (Strategic and Digital Marketing and Management, 1st year, first semester courses + seminars)

2019 - 2020 Digital transformation (Strategic and Digital Marketing and Management, 1st year, second semester courses + seminars)

2014 - 2019 Strategic analysis (Human Resource Management, 1st year, first semester seminars)

2014 - 2019 Strategic analysis (Business Administration, 1st year, first semester seminars)

2010 - 2016 Strategic analysis (Entrepreneurial Management, 1st year, first semester seminars)

2010 - 2019 Strategic analysis (Publicity and Sales Management, first year, first semester seminars)

2010 - 2016 Strategic analysis (Business Organisations Master, first year, first semester courses + seminars)

2010 - 2016 International entrepreneurship (Business Organisations Master, first year, first semester courses + seminars)

2006 - 2014 Organisational strategies (Human Resource Management, first year, first semester courses + seminars)

2006 - 2014 Organisational strategies (Strategic Management Master, first year, first semester seminars)

2006 - 2010 Strategy, structure, performance (Sales Management and Marketing, first year, first semester seminars)

2006 - 2012 Strategic management (Economy and Business Administration, first year, first semester seminars)

2008 - 2012 Strategies and corporate social responsibility (Finance and Banking, second year, second semester)

**31/12/2007 – 31/12/2012** Timișoara, Romania

**PhD Assistant** West University of Timișoara, Faculty of Economics and Business Administration

Didactical activities and research at:

Bachelor degree: Strategic management, Organisational strategies

Master degree: Strategy, structure and performance, Organisational development strategies

**30/09/2004 – 31/12/2007**

**Associated professor** West University of Timișoara, Faculty of Economics and Business Administration

Didactic and research activities at bachelor degree: Strategic management, Business ethics

**31/12/1998 – 31/08/2001** Baia Mare, Romania

**Software developer and network engineer** Siemens Business Services

Software developer, online services development and implementation, network and telecommunication services.

## EDUCATION AND TRAINING

**30/06/2018 – 30/06/2019** Bucharest, Romania

**Leadership for Public Service** Aspen Institute

**05/2019**

**Certificate on communication and negotiation** l'Ena Ecole Nationale de Administration Paris

**01/2019**

**Business modelling for shared values ecosystems** FSG Harvard

**10/2017** Munchen, Germany

**SEA Certificate on Social Entrepreneurship** Munchen University

**30/04/2014 – 31/07/2016**

**Postdoctoral research** Bucharest Economic Studies Academy & Lille 1 Science and Technology University

Postdoctoral research on „Entrepreneurial and technology ecosystems development, and strategic management for technology startups”.

**30/09/2014 – 19/12/2014** Lille, France

**Postdoctoral research scholarship** Lille 1 University of Science and technology

Research scholarship at CLERSE Research Centre on the information and technology, entrepreneurship, ecosystem emergence, digital innovation and transformation.

**04/2014**

**Planning the Entrepreneurial Venture Certificate** Kauffman Foundation

**11/2012 – 01/2013** Bucharest, Romania

**Human resource training and development specialist** Romanian Authority for Certifications

Code COR 242401

**08/2012** Timisoara, Romania

**ECREB Basic Econometrics School** Faculty of Economics and Business Administration, West University of Timișoara

**31/03/2012 – 29/04/2012** Grenoble, France

● **Doctoral research scholarship in management and technology** IAE Pierre Mendes University Grenoble, France

**31/01/2011 – 30/06/2012**

● **Blended learning certificate „Student centred education and institutional strategies. Teaching, lea** University of Bucharest

**09/10/2006 – 13/07/2011** Timișoara, Romania

● **Doctoral research in management** West University of Timișoara, Faculty of Economics and Business Administration

Doctoral thesis: „Virtual organisations management”

**28/02/2010 – 30/05/2010** Lille, France

● **Erasmus scholarship for postdoctoral research** University of Science and Technology Lille 1

**30/09/2009 – 29/06/2010** Timisoara, Romania

● **Pedagogy Level 2 postgraduate courses certificate** West University of Timișoara

**30/09/2008 – 29/06/2009** Timisoara, Romania

● **Pedagogy Level 1 postgraduate courses certificate** West University of Timisoara

**30/09/2004 – 09/07/2006** Timisoara, Romania

● **Master in Organisational Strategic Management** Licenced at Faculty of Economics and Business Administration, West University of Timișoara

**30/09/2001 – 09/07/2004** Timisoara, Romania

● **Bachelor in Finance and Banking** Licensed at Faculty of Economics and Business Administration, West University of Timisoara

**31/08/1995 – 06/07/1998** Baia Mare, Romania

● **High-school studies** Vasile Lucaciu High-School  
„Mathematics and Physics, intensive english” specialisation

## LANGUAGE SKILLS

**MOTHER TONGUE(S):** Romanian

**Other language(s):**

English

Listening C2

Spoken production C1

Reading C2

Spoken interaction C1

Writing C1

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## French

**Listening** B2

**Spoken production** A2

**Reading** B2

**Spoken interaction** A2

**Writing** B2

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*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## SKILLS

Microsoft Products

## NETWORKS AND MEMBERSHIPS

### Memberships

Member of Romanian Academic Management Association - SAMRO since 2018

Member of Romanian Engineers Association - AGIR since 2009

## HONOURS AND AWARDS

### Honours and awards

„Teachers that give us confidence” distinction offered by Romanian Commercial Bank of Romania in 2017

„Bologna Teacher” national distinction offered by Romanian Alliance of National Students Associations in 2015

## JOB-RELATED SKILLS

### Job-related skills

Strategic analysis and intelligence developed within projects, consultancy and ecosystems development.

Analytic, critical and creative cognitive skills developed within projects with entrepreneurs, students and managers.

Team working competences, developed within Siemens Business Services, Management Department - FEAA UVT, and other projects with institutions and business environment.

Business and organisational process mapping, patterning, analysis and optimisation.

Trends strategic analysis and forecasting developed within research and consultancy projects.

Teaching competences and information dissemination developed through courses and seminars at the university.

Consultancy competences and abilities developed within projects with business organisations and European funded projects.

Innovation management skills developed within projects with European Commission, Horizon 2020 projects and private projects with companies.

Digital transformation strategies development for public institutions and private companies.

## VISITING PROFESSOR

### Visiting professor

Visiting professor at Paris XII Creteil, Paris, France, teaching „Strategic management and digitalisation strategies” at General Management and Human Resource Management masters - april 2018

Visiting professor at Coruna University, A Coruna, Spain, teaching „Entrepreneurship and Business Economics” at the „Coruna International Summers School 2016”, august 2016

## PUBLISHED BOOKS

### Published books

„Handbook of Research on the Digital Transformation of Enterprise Architecture Markets”, Richard Pettinger, Brij Gupta, Alexandru Roja, Diana Cozmiuc, IGI Global 2023 (<https://www.igi-global.com/book/handbook-research-digital-transformation-enterprise/287834>)

„Handbook of Research on Digital Transformation Management and Tools”, Richard Pettinger, Brij Gupta, Alexandru Roja, Diana Cozmiuc, IGI Global, 2022 (<https://www.igi-global.com/book/handbook-research-digital-transformation-management/281268>)

„Entrepreneurial strategies for technology start-ups”, Alexandru Roja, ASE Bucharest, 2015

„Collaborative networks. The emergence of virtual organisations”, Alexandru Roja, Mirton, 2013

## BOOK CHAPTERS

### Book chapters

Alexandru Roja, Ioana Nisioi, Nicolae Urs, „Ethical Perspectives of Digital Innovation and New Value Creation in Public Administration” in Ethics and Innovation in Public Administration, Springer, 2024

Lavinia Gruia, Nicolae Bibu, Alexandru Roja, Doina Dănaiață, Marian Năstase, „The Future of Innovation and Creativity in an Era of Artificial Intelligence” in Reimagining Capitalism in a Post-Globalization World, Springer, 2024

Alexandru Roja, Nicolae Urs, „City as a Platform and the Role of Participative Democracy in Big Romanian Cities”, in Participatory and Digital Democracy at the Local Level, Springer, 2023

Lavinia-Andreea Gruia, Nicolae Bibu, Alexandru Roja, Doina Danaiață, Marian Năstase, „Digital Transformation of Businesses in Times of Global Crisis” in Navigating Through the Crisis–A special Issue on the Covid 19 Crises, Springer, 2022

## SCIENTIFIC ARTICLES

### Scientific articles 2020-2024

Lavinia-Andreea Gruia, Alexandru Roja, Nicolae Bibu, „Education in the Age of Artificial Intelligence”, in Research and Education, Nr. 10, 2024

Nicolae Urs, Alexandru Roja, Ioana Nisioi, „Digital Transformation in Organizational Management: A Bibliometric Analysis” in NISPAcee Journal of Public Administration and Policy, Volume 17, Issue 1, pp. 198-127, 2024

Lavinia-Andreea Gruia, Nicolae Bibu, Alexandru Roja, Doina Danaiață, Marian Năstase, „Digital Transformation of Businesses in Times of Global Crisis” in Navigating Through the Crisis – A special Issue on the Covid 19 Crises, pp 73-80, Springer, 2021

Marian Năstase Lavinia-Andreea GRUIA, Alexandru Roja, Nicolae Bibu, „Education as the Main Entry Point in a Digitally Transformed Future of Work”, Annals of „Dunărea de Jos” Fascicle I. Economics and Applied Informatics, Issue 3, 2021

Alexandru Roja, Mihaela Boc „Administrație publică digitală — propunere de model de transformare digitală a instituțiilor publice”, Revista Transilvană de Științe Administrative, Volume 48, Issue 1, Revista Transilvană de Științe Administrative, 2021

Alexandru Roja Lavinia Gruia, Nicolae Bibu, „Artificial intelligence powers the digital transformation for organizations”, 19th International Conference on INFORMATICS in ECONOMY. Education, Research and Business Technologies, 2020

Lavinia-Andreea Gruia, Nicolae Bibu, Marian Nastase, Alexandru Roja, Nicoleta Cristache, „Approaches to Digitalization”, Review of International Comparative Management/Revista de Management Comparat International, Volume 21, Issue 3, 2020

Marian NĂSTASE Lavinia GRUIA, Nicolae BIBU, Alexandru ROJA, „Digital transformation of the working environment”, Proceedings of the 14th International Management Conference, 2020

Lavinia Gruia, Alexandru Roja, Nicolae Bibu, „Artificial Intelligence Powers the Digital Transformation for Organizations”, Proceedings of the IE 2020 International Conference on Informatics and Economy, 2020, ISSN 2284-7472, ISSN-L 2247-1480, DOI: 10.24818/ie2020.02.07

Marian Năstase, Alexandru Roja, Sorin Burlacu, Laurentiu Coroban, Cosmin Matis, Ioan Cristescu, Nicoleta Cristache, „Perspectives regarding the organizational culture within the Romanian textile industry”, The Textile Industry Journal, Romanian Textile Research and Development Institute, Bucharest, Volume 71, Issue 1, pages 73-80, 2020

Lavinia-Andreea Gruia, Nicolae Bibu, Alexandru Roja, „Digital transformation generates a new business paradigm: “human-made in the age of artificial intelligence”, Strategica, 2020

## Scientific articles

Alexandru Roja, „Technology entrepreneurial ecosystems and entrepreneurship in the West Region of Romania”, The Journal of Studia Universitatis „Vasile Goldiș”, Arad, Economic Sciences, Volume 25, Nr. 1, 2015

Alexandru Roja „Technology entrepreneurial ecosystems structure and entrepreneurial strategies contingency factors”, The University of Craiova Annals Journal – Economic Sciences Series, Volume III, 2015

Alexandru Roja, Marian Năstase, Ileana Vălimăreanu, „Collaborative networks and Strategic Axes, fundamental pillars of the development of technology entrepreneurial ecosystems”, Review of International Comparative Management, Volume 15, Nr. 5, 2014

Alexandru Roja, Marian Năstase, „Technology entrepreneurship and entrepreneurial Strategies”, Management Challenges for Sustainable Development – Proceedings of the 8th International Management Conference, ASE Bucharest, 2014

Alexandru Roja, Marian Năstase, „Leveraging organizational capabilities through collaboration and collaborative competitive advantage”, Review of International Comparative Management, Volume 14, Nr. 3, 2013

Alexandru Roja, „The implications of technical and technological progress in the emergence of virtual organizations”, Review of management and economic engineering, Volume 11, Issue 4, December 2012

Alexandru Roja, Nadia Săndulescu, „Dimensions and particular characteristics of collaborative networks”, Review of general management, Issue 2, november 2012

Alexandru Roja, Marian Năstase, „Perspectives and distinctive particularities of collaborative networks”, Review of international comparative management, Volume 13, Issue 4, October 2012

Marian Năstase, Alexandru Roja, „Collaborative networks development based on the convergence of strategic axes for increasing competitiveness”, Economia - Management series, Volume 15, Issue 2, 2012

Alexandru Roja, Marian Năstase, „Synergic role of collaborative networks”, Oeconomica Review Issue 4, 2012

Alexandru Roja, „Strategies to capitalize on the organizational potential through collaborative networks”, Timișoara Journal of Economics and Business, Volume 5, Nr. 2, Issue 18, 2012

Alexandru Roja, „Technology and the emergence of virtual organizations”, AGIR Bulletin Nr. 3, 2012  
Alexandru Roja, „The role of innovation networks in sustainable regional competitiveness”, AGIR Bulletin Nr. 2, 2011

Alexandru Roja, „Contingency factors of virtual organizations emergence”, Timișoara Journal of Economics and Business, Volume 3, Nr. 4, Issue 12, 2010

Alexandru Roja, „The emergence of virtual organizations”, Technological Management Scientific Bulletin, Volume 4, Nr.1, 2007

Alexandru Roja, „Information technology strategy alignment with business strategy in virtual organizations”, Technological Management Scientific Bulletin, Volume 3, Nr.1, 2007

## HORIZON 2020 RESEARCH PROJECTS

### Horizon 2020 research projects

Transilvania Digital Innovation Hub



SEISMEC Piloting the shift to Human-Centric Industry Horizon Nr.

BOWI Horizon 2020 Nr. 873155 - Boosting Digital Innovation in Europe - Connecting Digital Innovation Hubs and SMEs

ROCK Horizon 2020 Nr. 730280 - Digitising Cultural Heritage

DIH2 Horizon 2020 Nr. 824964 - Robotics and AI for Agile Manufacturing

Urban Innovative Action - Cluj Future of Work - organising the educational programs: Digital Transformation for Culturepreneurs and Work 4.0 for future value chains based on digital transformation.

Urban Innovative Action - SPIRE Baia Mare

RE-ACT - Self Reflection Tools for Smart Universities Acting Regionally

Smart my Design, ERASMUS project - research and curricula for Smart City Digital Transformation

## EUROPEAN PROJECTS

### European projects

Lecturer for Strategic analysis and Entrepreneurship courses and seminars for doctoral and postdoctoral students at Babes Bolyai University - „Educație antreprenorială și consiliere profesională pentru doctoranzi și cercetători postdoctorali în vederea organizării transferului de cunoaștere din domeniul științelor socio-umaniste către piața muncii - ATRIUM” POCU/380/6/13/123343 (01.12.2019 - 01.12.2020)

Entrepreneurial course curricula expert- „Acces și echitate în universități. Demersuri antreprenoriale inovatoare pentru studenți și cadre didactice” POCU Cod 124874 (1.12.2019 - 30.04.20200)

Mentor and monitor for start-ups - „Susținerea și Motivarea Antreprenorilor Responsabili și Talentați – SMART Start Up” nr. POCU/82/3/7/105482 (01.09.2019 - 01.11.2020)

Marketing expert and consultant cod COR: 263104 - „Susținerea și Motivarea Antreprenorilor Responsabili și Talentați – SMART Start Up” nr. POCU/82/3/7/105482 (11.01.2019 – 10.07.2019)

Management expert and consultant cod COR: 263107 - „Susținerea și Motivarea Antreprenorilor Responsabili și Talentați – SMART Start Up” nr. POCU/82/3/7/105482 (11.04.2018 – 10.09.2018)

Practical stage evaluator cod COR: 241210 - „Susținerea și Motivarea Antreprenorilor Responsabili și Talentați – SMART Start Up” nr. POCU/82/3/7/105482 (04.01.2019 – 10.01.2019)

Business plans selection expert / Enterprises selection expert cod COR: 241251- „Susținerea și Motivarea Antreprenorilor Responsabili și Talentați –SMART Start Up” nr. POCU/82/3/7/105482 (18.10.2018 – 17.12.2018)

Lecturer for the Entrepreneurial courses and seminars cod COR: 242401 - „Susținerea și Motivarea Antreprenorilor Responsabili și Talentați – SMART Start Up” nr. POCU/82/3/7/105482 (02.10.2017 – 15.12.2017)

Business plans expert evaluator cod COR: 242104 - „Stimularea spiritului antreprenorial în rândul tinerilor din Regiunea de Vest – Start Smart” nr. POCU/82/3/7/104255 (01.08.2017 – 29.09.2017)

Curricula development expert - „Inovarea educației universitare la nivelul ciclului de licență a viitorilor specialiști economiști în management și administrarea afacerilor pentru dezvoltarea durabilă a organizațiilor din România în economia bazată pe cunoaștere - INOVMAN” nr. POSDRU/9156/1.2/G/136372 ( 24.01.2015 –23.07.2015)

Mentor - „Începe o carieră de succes” nr. POSDRU/161/2.1/G/141573 (03.12.2014 – 28.10.2015)

Short term expert - „Academia de antreprenoriat bazat pe cunoaștere” nr. POSDRU/92/3.1/S/56330 (01.06.2013 – 30.06.2013)

Short term expert - „Perfecționarea cadrelor didactice din învățământul liceal care predau discipline economice” nr. POSDRU/87/1.3/63908 (18.04.2013 – 30.06.2013)

Mentor and short term expert - „Tineri antreprenori de succes” (october – december 2013)

Short term expert - „Perfecționarea cadrelor didactice din învățământul liceal care predau discipline economice” nr. POSDRU/87/1.3/63908 (10.05.2012 – 31.05.2012)



Project manager assistant - „Dezvoltarea abilităților și competențelor practice prin întreprinderea simulată - SimBiz” nr. POSDRU/109/2.1/G/82776 (01.01.2012 –30.12.2013)

Short term expert - „Calitate și competențe la standarde europene pentru personalul didactic din învățământul superior în vederea creșterii competitivității școlii de economie din România” nr. POSDRU/86/1.2/S/53365 (15.03.2012 –31.07.2012)

Short term expert - „Dezvoltarea sistemului european demanagement al calificărilor universitare și valorificarea competențelor informale” nr. POSDRU/86/1.2/S/63252 (15.10.2011 – 31.03.2012)

Short term expert - „Comunitatea virtuală interuniversitară pentru știință, tehnologie, inovare și valorificare a proprietății intelectuale”, desfășurat de Universitatea de Vest din Timișoara, predarea modulului „Managementul inovării și al proprietății intelectuale”, calitatea în cadrul proiectului: expert pe termen scurt (october 2012 – decembrie 2012)

## FDI PROJECTS

### FDI Projects

Project manager SAS UVT CNFIS-FDI-2020-0588 (01.05.2020-20.12.2020)

Project manager SAS UVT CNFIS-FDI2019-0177 (01.06.2019-19.12.2019)

Project manager SAS UVT CNFIS-FDI-2018-0557 (01.07.2018 –20.12.2018)

Expert for curricula and lecturer for entrepreneurship, business models and management course for SAS FDI nr. CNFIS-FDI-2017-0413 (02.10.2017- 15.12.2017)

## INTERESTS

### Interests

strategic management, innovation, digital transformation, innovation management, entrepreneurship, education, critical and creative thinking, technology transfers, knowledge management, strategic intelligence, innovation and entrepreneurial ecosystems, flying

## ORGANISATIONAL SKILLS

### Organisational skills

Leadership competences and skills developed in the institutional and international projects, activities with students and projects organised in partnership with business environment.

Managerial skills and competences developed within European funded projects, joint projects with business environment, CNFIS funded projects, Entrepreneurial Students Association, Stino Entrepreneurship and Innovation Summer School, UStart Business Incubator, Students Innovation Challenges and as a mentor for Students Management Club.

Management, team engagement and organisational skills developed within projects for students, entrepreneurs and for consolidation of entrepreneurial and innovation ecosystems.

Managerial and cognitive skills developed within European funded projects.

## COMMUNICATION AND INTERPERSONAL SKILLS

### Communication and interpersonal skills

Excellent communication and presentation competences and skills developed in courses, seminars, trainings and events where I was speaker, guest, trainer and teacher in the university and private projects with companies.