

## Curriculum Vitae



### Personal information

First name(s) / Surname(s)

E-mail

Nationality

Date and place of birth

**Theodor Valentin PURCĂREA**

theodor.purcarea@rau.ro

Romanian

18.10.1955, Calarasi, Romania

### Occupational field

**PROFESSOR**

at the Romanian-American University

- Editor-in-Chief of the “*Holistic Marketing Management*” Journal, School of Management-Marketing (<http://holisticmarketingmanagement.ro/>)
- Member of the Editorial Board of “*Romanian Economic and Business Review*” (REBE), Scientific Research Department of the Romanian-American University
- *Areas of Specialization:* Marketing and Competition, Marketing Management, Strategic Marketing, B2B Marketing, Relationship Marketing, Brand Management, Distribution and Merchandising, Consumer Behaviour, Customer Experience Management, Logistics and Distribution Management, Customer Relationship Management
- Associate Scientific Researcher, Romanian Academy, National Institute for Economic Research, 2004
- Member of the Romanian Academy’s Commission for the Prospective Studies, 2010

### Work experience

*Recent evidence for:*

- As a Speaker at the “*SHOP 2015*” Conference (3-6 May), *Expo Milano 2015*, on the occasion of the opening of the Conference, approached the topic of “*Distribution, the challenge of the super agility. From following the trends to actually doing something about them*”, within this context presenting a “*Road Map for the Store of the Future between connectivity and convergence*”, as a World Premiere, by launching an invitation to work together to build the foundation accordingly
- Received the Romanian Association for Consumers’ Protection (APC Romania) honor award, on 25 February 25, 2015, on the occasion of its 25th anniversary marked with a special event that took place at the InterContinental Hotel in Bucharest
- Editorial Consultant and Co-author of the Volume “*Pages from the Romanian Economic Higher Education History, 1843-2013*”, ASE Publishing House, launched by the Association of Faculties of Economics in Romania (AFER), Friday, November 22, 2013, at the Aula Magna of the Bucharest University of Economic Studies (ASE)
- Honorary President of the National Students Studying Economics and Business Competition,

Section Marketing – ONEF 2013, organized by the Association of Faculties of Economics in Romania (AFER), on May 23 and May 24, 2013, at the University of Oradea.

- Included in Acknowledgments section of the book „China and the Global Economy in the 21st Century”, Routledge, 1 edition, September 20, 2011, ISBN-10: 0415670519, ISBN-13: 978-0415670517), published by „Routledge, Taylor and Francis Group” in the USA, UK and Canada, Author Profesor John Sae, Chairman - Global Divisions, Association of Management and International Association of Management, USA
- Member of the Editorial Boards of „Journal of Food Products Marketing” and „Journal of International Food and Agribusiness”, Published by Routledge, Taylor & Francis.
- Associate Editor, “International Journal of the Academy of Organizational Behavior Management” (IAOBM), NAISIT and IAOBM, Toronto, Canada
- First author of the book „*The ongoing challenge: How to remain competitive in the global service economy*”, presented in September 2010, in Brussels, in “Distribution d’Aujourd’hui” and “Distributie vandaag”

## Public appointments

- President of the Romanian Competition Council (December, 2001- March, 2004), and Competition Counselor (September, 1996 - December, 2001)
- General Director and Secretary of State in the Ministry of Trade (1991-1996)
- Member of the Board of the State Ownership Found (1993-1994)
- Vice-President of the Interdepartmental Committee for vital Imports for the National Economy (1993-1994)
- Member of the Coordinating Bureau of the Central Advisory Council for Consumer Protection (1994-1996).

## In his official positions held

- ▶ **had full governmental power certified by the Romanian Ministry of Foreign Affairs to sign different Agreements:**
  - Agreement on trade and economic relations between Romanian Government and Latvian Government, May 1994,
  - Agreement on economic, industrial, and technical-scientific cooperation between Romanian Government and Portuguese Government, November 1993,
  - Technical Assistance Protocol between the Romanian Government and the Government of the Federal Republic of Germany, for the project “Bucharest Wholesale market for vegetables, fruits and other food products”, December 1993,
  - Agreement on trade and economic cooperation between Romanian Government and Tunisian Government, February 1993.
- ▶ was a **Member of the Advocacy Working Group, International Competition Network (ICN)**, being **Co-author of the First ICN Report: “Advocacy and Competition Policy”**, ICN’s Conference, Naples, Italy, September, 2002 (doc358.pdf)
- ▶ was **Co-president**, at the proposal of the European Commission, along with the representative of

the Federal Trade Commission, USA, **of the Working Group for the Capacity Building of the Competition Authorities** (ICN, 2003)

► was reporting the findings of the **Second Annual Reunion of ICN** (Merida, Mexico, 2003)

► His intervention was presented in position 1 of the Final Report of the Working Group for Trade and Competition Policy of the World Trade Organisation, **April 2002**

► was Lead discussant OECD, Paris, **2003; in January and February 2004** OECD broadcasts two of its documents presented by: **“Challenges/ Obstacles Faced By Competition Authorities In Achieving Greater Economic Development Through The Promotion Of Competition - CCNM/GF/COMP/WD(2004)6 - by Theodor Valentin Purcărea, PhD; „How Enforcement Against Private Anti Competitive Conduct Has Contributed To Economic Development” - CCNM/GF/COMP/WD(2004)7, OECD) - by Theodor Valentin Purcărea, PhD**

► **Opening speech** among other two personalities, European Commissioner and the President of the Federal Trade Commission, USA) at **Competition Policy Forum - OECD, UNCTAD, KFTC, Seoul**, November 2002 and two Reports presented: „Potential WTO approaches to hard cartels”, and „The relations between competition authorities and sectoral regulators”

► **Promoter of the competition culture in Romania**, pointing out the imperative need to speed up adoption of the Competition Law in Romania (“An intersection towards future, competition – consumer protection”, in “Adevărul Economic”, no.51-52/17-31 dec.1994; “There are chances for a normal competitive environment”, in “Adevărul Economic”, no. 48(194)/25 nov.-1 dec.1995), fact recorded in 1996, at the first hearing in the Parliament of those who were about to become the first representatives of the Competition Council; in 2000 he **emphasized the significance of the competition’s constructive uncertainty** (“From << growth and certainty limits>> to <<competition’s constructive uncertainty >>”, C.I.D.E., I.N.C.E., Romanian Academy, no. 8/2000), and on May 5, 2003 he proposed, in writing, to the Romanian Academy, a partnership with the goal of promoting the competition culture; following, **the partnership proposal with the goal of promoting the competition culture was introduced on May 13, 2003, at the Romanian Chamber of Commerce and Industry headquarters**, on the occasion of the Forum that marked four years of activity of the Alliance for Romania’s economic development (ADER); *the well-known European Commissioner Mario Monti* congratulated him personally (*letter no. D/001049/6.11.02*) for **his commitment to building an effective competition policy** ([http://www.consiliulconcurentei.ro/uploads/docs/items/id6431/rev\\_2002\\_nr\\_2.pdf](http://www.consiliulconcurentei.ro/uploads/docs/items/id6431/rev_2002_nr_2.pdf))

► In November 1996 he was the representative of the Competition Council at the first meeting organized by the Romanian Chamber of Commerce and Industry with the topic **„The impact of the Competition Law on the economic undertakings’ activities”**, the debate being reflected by the „Economic Messenger” no. 51/2 – 8.12.1996, **the event being registered in the first Competition Council Report**

► He was the initiator and the author of the letter no. 265/08.02.2002, representing a first form of systematization of accelerated steps necessary for the integration in the national effort with **Romania’s accession to the European Union** (the recipients of the letter are registered in the 2002 Report of the Competition Council, p. 8: „*This timetable had been complied with, the actions being fulfilled*”)

► For his intervention on the occasion of the debate organized at the headquarters of the **International Chamber of Commerce in Paris** („The effectiveness of competition policy”, February 2002, in the eve of the opening of the Competition Global Forum, OECD; it was recorded in “La Gazette du Palais”, 29-30, Paris) he received congratulations from **Mario Monti, Al. Schaub and F. Jenny**

## Education and training

► **Courses completed, 1991-1999:** Training on “*New trends in competition law and their implications for business in Central and Eastern Europe*”, UN / ECE (Brno, 1999); Training on “*The application of EU competition law*” under British Program of bilateral technical assistance “Know How Fund” at the University of Cambridge, the Competition Commission, Chamber of Commerce and Industry in London (1998); Commerce with industrial products (Strasbourg, 1998, European Commission), American and international legislation regarding the fight against dumping and the application of compensation customs duties (1997, Department of Justice, USA); The horizontal regulation of commodities in the European Union (1996, TAIEX); Policy and the right of the consumer in the European Union (1996, OPC and Leuven University); American and international legislation regarding State Aid (1995, Department of Trade - USA); Communitarian law and harmonization of legislation (1994, European Commission); Privatization and Joint-Ventures (1992, Athens, PHARE); Marketing Program (1991, USA, Food Marketing Institute – NAWGA)

► (1990-1993) **PhD in Economy**, Bucharest University of Economic Studies, Specialization International Economic Relations; Thesis Title: „Improving business management”. Empirical and applicative research that: directly contributed to debates on privatization and evolution of trade in the transition economy; introduced total marketing management (focusing on consumer, complete customer service and experience marketing), new relationships of cooperation between the demand side and the supply side in the distribution network (producers – distributors – consumers chain); this thesis was reworked into a book entitled „Business Management”, Expert Publishing House, June 1994, book that was the first book distributed in *Romania Privatization Public Awareness Campaign*, according to “The Final Report Deloitte Touche Tohmatsu ([pdf.usaid.gov/pdf\\_docs/PDABL817.pdf](http://pdf.usaid.gov/pdf_docs/PDABL817.pdf) p. 19) within *Eastern Europe Enterprise Restructuring and Privatization Project*, U. S. Agency for International Development, April 1995, Tohmatsu, May 1, 1995)

► (1975-1979) Bucharest University of Economic Studies, Faculty of Commerce, Specialization International Economic Relations (9,93); after this he worked at ICRM Bucharest, Biggest Wholesaler in Romania (as economist, Consumer Goods Importation ), and in 1985 began the collaboration with the Bucharest University of Economic Studies

► (1970-1974) High School No. 2 (Mihai Eminescu) Calarasi, and after the admission to the Bucharest Academy of Economic Studies a period of 9 months of military service according to the law

## Personal skills and competences

Mother tongue(s)

**Romanian**

Other language(s)

**English, French, German**

## Social, organizational and technical skills and competences

Communications Skills, Analytical/Research Skills, Computer/Technical Literacy, Flexibility/Adaptability/Managing Multiple Priorities, Interpersonal Abilities, Leadership/Management Skills, Multicultural Sensitivity/Awareness, Planning/Organizing, Problem-Solving/Reasoning/Creativity, Teamwork, Personal Values

## Publications

► **Author (9) and co-author (21) of a number of books and courses:** “Compensation - Factor of Exports Promotion” (1989); Business Management” (1994); “Merchant Profession” - coordinator (1995); “The Distribution of Goods” - co-author (1996); “The Quality and Consumers' Protection

Management" - co-author (1997); "The Competition. Regulations. Institutions. Procedures" - co-author (1997); "The Protection of a normal competitive environment" - co-author (1998); "The Competition" - co-author (1998); "The Quality Management" - co-author (1999); "The Partnership between consumers and producers", co-author (1999); "The economic history of Romania" (II), co-author (2000); "From << the limits of growth and certainty >> to the << constructive uncertainty of competition >> (2000); "Marketing : Evolutions, experiences, conceptual developments", first author (April 2000); "Sustainable development: principles and action" (Globalization. Integration. National Identity) – coordinator (2000); "Strategic Marketing", coordinator (2000); "Marketing. Preparation of the way to competitiveness", first author (2001); "Diplomatic and protocol customs" (2004); "Economy of Distribution", co-author (2005); "Enterprises' institutional-spiritual reconstruction, request of sustainable development within knowledge-based society", co-author (2006); "Marketing, innovation and alternative" (2006); "Health Care Services Marketing", co-author (2007); "Consumer Behavior", first author (2007); "Distribution and Merchandising" (2007); "Treatise of Commercial Management", co-author (2007); "Dictionary of Commercial Management Terms" (2008); "The ongoing challenge: How to remain competitive in the global service economy", first author (2010); "B2B Marketing" (2011); "Customer Relationship Marketing" (2011); "Logistics and Distribution Management" (2011); "Customer Relationship Management" (2011)

► **Over 300 articles published**; his profile is available on the web on various RePEc services, such as EconPapers and Ideas; quoted in international data bases since 1985 and 1987: a) /tardir/mig/a338567.tiff, Theodor Purcarea; REVISTA ECONOMICA, No 40, 4 Oct 85) ... 30 ..... Article by Theodor Purcarea: "Restructuring in the Export Offerings of Romanian ...www.stormingmedia.us/76/7658/A765833.pdf; b) /tardir/tiffs/A356937.tiff, Theodor Purcarea; REVISTA ECONOMICA, No 51, 19 Dec 87). FACTORY AUTOMATION, ROBOTICS. Automation of GDR Industrial Production ... handle.dtic.mil/100.2/ADA356937; c) „Retailers and suppliers with shared ambition”, 5/17/1998, PURCAREA THEODOR, AIDA International Conference, [www.labmarketing.it/labmkt/Relatore.asp](http://www.labmarketing.it/labmkt/Relatore.asp); d) „How to better and guarantee the future of your business”, 6/7/2004, PURCAREA THEODOR, AIDA International Conference, [www.labmarketing.it/labmkt/Relatore.asp](http://www.labmarketing.it/labmkt/Relatore.asp). etc.

## Scientific research projects (number)

► 13 (Ex.: **Project manager** in Grant contract, Romanian Academy, *no. 196 from 13.08.2007* with the title: The increase in the competitiveness of the FMCG sector by the operationalization of the knowledge transfer from the academic partnership ECR – Romania towards Romanian enterprises providers/Evaluation of the situation of the FMCG sector in Romania and the possibilities for operationalization of the knowledge transfer from the Academic Partnership ECR – Romania towards Romanian enterprises providers: “...it is required a new competition law because the nature of the competition has been changed, competition taking place less in the open market and more inside corporate control, thus tending to become less creative in nature”)

## Conferences

► Koln (1990), Tokyo (1990), Chicago (1991), Athena (1992), Essen (1992), Basel (1995), Viena (1996), Strasbourg (1996), Paris (1997), Edinburgh (1997), Bruxelles (1997), Amsterdam (1997), Malta (1998), Strasbourg (1998), Paris (1999), Damasc (2000), London (2000), Dresden (2001), Tunis (2002), Napoli (2002), Seul (2002), Paris (2002), Geneve (2002), Madrid (2002), Roma (2003), Merida (2003), Vilnius (2004), Sofia (2005), Parma (2006), Köln and Düsseldorf (European Retail Academy and EuroShop, 2011), Bruxelles (2013 ) etc.

## Honours and Awards

► Thanks (Letter) received from European Rapporteur (for the “Green Book on Commerce” prepared by the European Commission), in March 1997, for his “contribution to the professional development of European Commerce”

► Honorary Member of the Chamber of Commerce and Industry of Romania and Bucharest Municipality (1998)

► Diploma for „Personality of Romanian Science and Technique”, Tehnică Publishing House, 27

May 2000;

- ▶ Honorary Diploma, Bucharest Polytechnic University, June 9, 2001
- ▶ Anniversary Medal “10 years since Romania’s admission into the Council of Europe”, awarded by the Romanian Parliament, no. 58/07.10.2003
- ▶ The “Virgil Madgearu” Prize awarded by the Romanian Academy on 19th December 2003 (“Marketing. Preparation of the way to competitiveness”, first author)
- ▶ Brussels Diplomatic Gazette, no. 45/December 2004, introduces him as a „personality of the associative International World, enjoying a great reputation”
- ▶ The “Introduction” which the distinguished President of the Belgian Diplomatic Club, Rene Boissin made in 2004 to the book „Diplomatic and protocol customs”
- ▶ Romanian Competition Council Award for outstanding contribution to its activity, 2007 Romanian Competition Council Award for outstanding contribution to its activity, 2007 ([www.consiliulconcurentei.ro/uploads/docs/presa/evenimente/11/distinctii\\_membri.pdf](http://www.consiliulconcurentei.ro/uploads/docs/presa/evenimente/11/distinctii_membri.pdf) ; [www.crd-aida.ro/2007/09/romanian-competition-council%e2%80%99s-10th-anniversary/](http://www.crd-aida.ro/2007/09/romanian-competition-council%e2%80%99s-10th-anniversary/) )
- ▶ The “Victor Babeş” Prize awarded by the Romanian Academy on December 2009 (“Healthcare Services Marketing”, co-author)
- ▶ The “Victor Slăvescu” Prize awarded by the Romanian Academy on December 2009 (“Business Management Treaty”, co-author)
- ▶ Honorary Member of the Romanian Scientific Society of Management (SSMAR), 2010
- ▶ Diplomas „SANABUNA Award”, October 2011, The First International Congress SANABUNA, and October 2012, The Second International Congress SANABUNA
- ▶ The Romanian Association for Consumers’ Protection (APC Romania) honor award, received on 25 February 25, 2015, on the occasion of its 25th anniversary marked with a special event that took place at the InterContinental Hotel in Bucharest

## Memberships

- ▶ Chairman of the Romanian Distribution Committee (1996 – present; [www.crd-aida.ro/](http://www.crd-aida.ro/)); [www.sanabuna.ro/](http://www.sanabuna.ro/)); Editor-in-Chief of “Romanian Distribution Committee Magazine” ([www.distribution-magazine.eu/](http://www.distribution-magazine.eu/));
- ▶ Member of the Board of the International Association for the Distributive Trade (A.I.D.A. Brussels, 1996 - present)
- ▶ President of the Executive College of Romanian Scientific Society of Management (2013 - present), and Vice President of the Scientific Council of SSMAR (2010 - present)
- ▶ Member of the Romanian Marketing Association – AROMAR

## Additional information

- ▶ Member of the Scientific Committee of the International Congress SANABUNA, highlighting the urgent need for more multidisciplinary, interdisciplinary and trans disciplinary research on food, nutrition and health, breaking down the “silos” between the sectors, taking into account that nutrition represents the bridge between agriculture and health, and food is one of the greatest contemporary actors on the political scene, as well as the fact that public health aspects are often marginalized

amid the competing interests of producers, processors, wholesalers, retailers, caterers and consumers; his article “*Why is now the best time for approaching the significant relation between life and medicine*”, *J Med Life*; 2008 Jan-Mar; 1(1):7-12, PMID: 20108472, occupies the top spot in the top 20 articles published on the same topic, according to BioMedLib Journal

- ▶ Member of the Scientific Council of „*Journal of Medicine and Life*”, Carol Davila University of Medicine and Pharmacy, Bucharest
- ▶ Member of the Scientific Council of “*Romanian Competition Journal*”, Romanian Competition Council
- ▶ Member of the Scientific Committee of “*Business and Leadership*” Journal, Romanian Scientific Society of Management (SSMAR)
- ▶ External reviewer, „*Amfiteatru Economic*” Journal of ASE Bucharest, indexed in Thomson Reuters - ISI Web of Knowledge, category Social Sciences Citation Index
- ▶ Reviewer, „*African Journal of Business Management*” (ISI Indexed Journal)
- ▶ Member of the Editorial Board of „*Marketing-Management*”, Romanian Marketing Association – AROMAR
- ▶ Member of the Editorial Board of „*The International Journal of Economic Behavior*” (*IJEB*) – Faculty of Business and Administration, University of Bucharest , indexed by EBSCO-CEEAS Database
- ▶ Member of the Editorial Board of “*Supply Chain Management Journal*”, Valahia University of Targoviste
- ▶ Member of the Editorial Team of “*Ecoforum*” Journal, “Stefan cel Mare” University of Suceava
- ▶ Organiser of the first event regarding Sustainable Development which took place at the Romanian Parliamentarians Club, The House of Parliament, May 16, 2000, being one of the two coordinators (Beniamin Cotigaru, Theodor Purcărea) of the interdisciplinary research work - “*Sustainable development. Principles and actions*” - which the debates were based on, formulating a decisive proposal towards a national sustainable development strategy; this inter-disciplinary research work has introduced in Annexe 1 a Program, having 4 sub-programs, of research and development); this Symposium („*Knowledge economy and sustainable development*”) has been signalled as first topicality by „*Tribuna Economica*” Magazine, no. 18/ May 3, 2000
- ▶ Lead discussant, “*The retail market*” Conference, June 4, 2002, World Trade Center, Bucharest, June 4 2002, „*Conferences - The financial markets*” (his intervention: “*Competition on the retail and distribution market at international level*”)
- ▶ Organiser of the 24<sup>th</sup> International Congress of AIDA Brussels, in Bucharest, Athenée Palace Hilton, 18-19 May, 1998 (with the participation of distinguished personalities such as: Léon F. Wegnez, Riccardo Garosci, Louis Guelette, Henry R. Hidell III, William Web, Jean-Jacques Van den Heede, Bernd Hallier, Georges Chetochine, Paul Schulz, Pierre Arnold, Claude Sordet, Mario Bertolini, Claude Magnan etc.)
- ▶ Lead discussant, in February 1997, of the International Seminar - organized by European Center for Technical and Professional competence and ASE Bucharest at Continental Hotel, Bucharest– with the topic „*Present and perspectives regarding quality assurance of products and services, in the context of the globalization of markets*”

- ▶ Member in the Conference's Scientific Committee (and one of the four moderators of the sessions) „*Corporate social responsibility and sustainable development*“, organized by the National School of Political and Administrative Studies (SNSPA), April 10, 2009, Bucharest
- ▶ Special invitee at the opening of the first “Center of Excellence in Health and Tourism” which took place on Thursday, March 5, 2015, at the RIN Grand Hotel in Bucharest
- ▶ President of the Jury, Master's Section, the National Students Studying Economics and Business Competition, Section: Marketing – ONEF 2015, 26-27 May, the International Conference Center of Valahia University, Targoviste