

Curriculum vitae



Name / Surname

Biea Elena Adriana

Work Experience

Period

01.11.2023 - present

Position

Communication & CSR Specialist / Manager

Company

DIGI Romania S.A.

Responsibilities

- Develop and execute communication plans and strategies to enhance brand image and organizational reputation.
- Coordinate corporate social responsibility (CSR) initiatives, including community outreach programs and partnerships with non-profit organizations.
- Manage internal and external communications, including internal announcements and newsletters, as well as press releases and social media content.
- Cultivate relationships with key stakeholders, including media representatives and business community leaders.
- Conduct impact assessments of CSR initiatives and presented findings to the Board of Directors to inform strategic decisions and drive continuous improvement.
- Organize and facilitated employee engagement and volunteer activities, such as charity runs, tree planting campaigns, and blood donation drives, to promote corporate citizenship and strengthen community ties.
- Monitor industry trends and best practices in communication and CSR to support strategic planning and effective implementation.
- Collaborate cross-functionally with all departments across the organization to align communication efforts with overall business objectives.
- Ensure all communication and CSR activities complied with applicable regulatory requirements and adhered to ethical standards.
- Measure and assess the effectiveness of communication and CSR programs using key performance indicators including media exposure, SM engagement, and workforce involvement.

Period

01.10.2023 - present

Position

Associate Professor

Company

Faculty of Management, SNSPA

Responsibilities

- Deliver lectures and seminars on Corporate Communication, focusing on both internal and external communication strategies, stakeholder engagement, and corporate reputation management.

- Provide students with theoretical knowledge and practical skills in managing organizational communication effectively across multiple channels.

Period 01.04.2019 - 01.12.2023
 Position Retail Marketing Manager Digi | RCS&RDS
 Company RCS & RDS S.A.
 Responsibilities

- Managed all national and local Digi shops' retail activities and campaigns.
- Developed plans and negotiated budget proposals for retail activities; monitored payment flow within the company's system.
- Developed trade marketing activities to increase company sales.
- Initiated, planned, and implemented merchandising activities, promotional materials, shop displays/fixtures, mobile units for exposure, and other materials for the telecommunications division.
- Maintained and developed relationships with vendors, retail partners, and retail agencies by providing necessary information and supervising the development and implementation of activities.
- Identified brand growth opportunities; developed medium- to long-term brand strategy, adapting the company's strategy to local needs to ensure consistency and strategic brand development.
- Assisted in planning store operation strategy and regional sales strategy.

Period 08.09.2016 – 31.03.2019
 Position Brand Manager Business & Partners DIGI, PR Officer DIGI | RCS&RDS (2018)
 Company RCS & RDS S.A.
 Responsibilities

- Created and launched cross-functional marketing campaigns; successfully developed and implemented several B2C and B2B branding campaigns, internal events, and partnerships, enhancing and applying strategic marketing.
- Organized the first 5G network launch event in Romania in May 2018 for Digi Group.
- Organized the first Investors Day event for Digi Communications N.V.

Period 01.10.2015 – 01.10.2017
 Position Assistant lecturer
 Company Transilvania University of Braşov, Faculty of Economic Science and Business Administration
 Responsibilities

- Delivered seminars in General Management, Marketing Research, and Marketing Strategies.

Period 05.08.2014 – 15.01. 2016
 Position Economic adviser
 Company Asociation for Inter-community Development ISO Mediu Braşov

Period 11.07.2013 -02.06.2014
 Position Economic development coordinator
 Company Association Club Ecotur Dora D'Istria Romania

Academic Background

Period 01.10.2022 – present
 Degree / Diploma PhD on Management - " B2B Managerial Strategies and Practices of

Internationalization: From Digitalization and Competitiveness to Organizational Performance"

Institution The National University of Political Studies and Public Administration

Period 2012 – 2014

Degree / Diploma Master on Management & Business Strategy

Institution Transilvania University of Brasov, Faculty of Economics Science and Business Administration

Period 2009 – 2012

Degree / Diploma Bachelor's degree in Economy, Management Domain

Institution Transilvania University of Brasov, Faculty of Economics Science and Business Administration

Period 2005 – 2009

Degree / Diploma High-school diploma on Mathematics – Computing with in-deep Computing

Institution Theoretical High-school „ Spiru Haret” Moinești, Bacău

Foreign Languages

Understanding					Speaking				Writing	
	Listening		Reading		Spoken Interaction		Spoken production			
EN	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User
FR	B2	Independent User	B2	Independent User	B2	Independent User	B2	Independent User	B2	Independent User
ES	B2	Independent User	B2	Independent User	B1	Independent User	B1	Independent User	B1	Independent User

Skills

- Strong communication and negotiation skills (Public Relations, academic lecturing, volunteering); excellent interpersonal abilities, strengthened by participation in international conferences.
- Effective team player with the ability to influence and deliver results across large organizations.
- Skilled in project coordination, budgeting, negotiation, and implementation; capable of managing multiple projects simultaneously with strong attention to detail.
- Self-motivated, solution-oriented, and adaptable; proficient in digital streaming tools and workflows.

International Conferences

- Participant, 9th Business Systems Laboratory International Symposium "Technology and Society: Boon or Bane?", Varese, Italy, 2025
- Participant, 12th Strategica International Conference "Innovation and Responsibility: Leading People and Building Sustainable Economies", Bucharest, Romania, 2024
- Participant, 8th Business Systems Laboratory International Symposium "Great Reset: Opportunity or Threat?", Palermo, Italy, 2024
- Participant, 11th Strategica International Conference "Managing Business Transformations during Uncertain Times", Bucharest, Romania, 2023

- Participant, 41st International Business Information Management Association (IBIMA) International Conference, Granada, Spain, 2023
- Participant, 10th Strategica International Conference "Sustainable Development and Strategic Growth", Bucharest, Romania, 2022
- Participant in the "Business Diplomacy Conference" (2018 and 2017 editions) organized by Romanian Business Exchange and the Center for Applied Strategies
- Participant in the Political School "Days of National Security" organized by the Institute of Popular Studies and Martens Centers – 2017
- Researcher and PhD student at the European Parliament and Vives University of Kortrijk, Belgium – November 2015
- Participant in the Romanian Academy project "Excellentia" – 2015

Scientific Articles

- Ciuciuc, V.-E., Bunica, A., **Biea, E.A.**, Treapat, L.-M., & Edu, T. (2025). *Managerial insights on sustainable practices in today's business: mapping economic, social, cultural, and environmental dimensions and their organizational outcome*. *Kybernetes*, ahead-of-print(ahead-of-print), 1–31. <https://doi.org/10.1108/K-07-2024-1997>
(Indexed in Web of Science, IF: 2.9, AIS: 0.348; WOS: 001388490700001)
- **Biea, E.A.**, & Ciuciuc, V.-E. (2025). *From strategy and practice to organizational success in internationalization: A qualitative approach*. *Ekonomicko-manazerske spektrum*, 19(1), 55–68. <https://dx.doi.org/10.26552/ems.2025.1.55-68>
(Indexed in ERIH Plus, EBSCO, Ulrich's, Gale)
- Vintilă, F., **Biea, E.A.**, & Dominici, G. (2024). *Looking into the new normal after COVID-19 pandemic: Leadership styles and job-related affective well-being*. *Kybernetes*. <https://doi.org/10.1108/K-10-2024-2909>
(Indexed in Web of Science, IF: 2.9, AIS: 0.348; WOS: 001383231600001)
- **Biea, E.A.**, Dinu, E., Bunica, A., & Jerdea, L. (2023). *Recruitment in SMEs: the role of managerial practices, technology and innovation*. *European Business Review*, 36(3), 361–391. <https://doi.org/10.1108/EBR-05-2023-0162>
(Indexed in Web of Science, IF: 3.7, AIS: 2.64; WOS: 001087162600001)
- Vătmănescu, E.-M., Alexandru, V.-A., Stratone, M.-E., & **Biea, E.A.** (2023). *Networking B2B relationships and SMEs internationalization in search of competitiveness*. In S.S. Khalid (Ed.), *Proceedings of the 41st International Business Information Management Association (IBIMA)* (pp. 1051–1054). Granada, Spain. ISSN: 2767-9640
- **Biea, E.A.** (2023). *A bibliometric analysis of a four-construct framework: Internationalization, business strategies, digital technologies (AI, blockchain, cloud-computing), and digital transformation*. In F. Anghel, B. Hrib, A. Mită, V. Stoica, & A. Zbucă (Eds.), *Proceedings of the 11th Strategica International Conference "Managing Business Transformations during Uncertain Times"* (pp. 61–82). Tritonic. ISBN: 978-606-749-760-1. ISSN: 2734-746X
- **Biea, E.A.** (2022). *B2B strategies and management practices in business internationalization in the digital transformation era*. In F. Anghel, V.-E. Ciuciuc, B. Hrib, A. Mită, & M.-E. Stratone (Eds.), *Proceedings of the 10th Strategica International Conference "Sustainable Development and Strategic Growth"* (pp. 935–947). Tritonic. ISBN: 978-606-749-628-4. ISSN: 2734-746X

