

**PERSONAL INFORMATION**

**RODICA IANOLE-CĂLIN**

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**SUMMARY**

Rodica Ianole-Călin is an applied microeconomist, researcher and educator, focusing on how to best put at use behavioral and data analytics insights to improve personal and societal wellbeing. In her research work she examines attitudes, decisions and behaviors related to sustainable consumption, health and financial decision-making, social norms, and collective governance. She teaches behavioral and experimental economics, game theory, and topics in health and environmental economics, at the University of Bucharest (Department of Applied Economics and Quantitative Analysis), where she co-founded the first master program in behavioral economics from Romania.

**WORK EXPERIENCE**

February 2023 – Present

**(Full) Professor**

University of Bucharest, Faculty of Business and Administration, Romania

- Teaching and Research (in Romanian and English): Microeconomics, Behavioral Economics, Game Theory, Experimental Economics, Data Analysis (Distinguished with the award **Most Prestigious Research Paper in Social Sciences** in 2020, by the Senate of University of Bucharest)
- Academic Coordinator and co-founder of the interdisciplinary Master Program in Behavioral Economics (distinguished with the award **Most Innovative Graduate Program in Social Sciences** in 2017, by the Senate of University of Bucharest)
- External PhD supervisor at TalTech - Tallinn University of Technology (Estonia)
- Advising in PhD committees at the Doctoral School in Administrative Sciences, University of Bucharest and referee for PhD theses at Al.I.Cuza University of Iasi, Bucharest Academy of Economic of Studies, Lucian Blaga University of Sibiu

2010– 2022

**Associate Professor, Lecturer and Assistant**

University of Bucharest, Faculty of Business and Administration, Romania

2014- 2021

**Editor-in-Chief**

International Journal of Applied Behavioral Economics, IGI Global, USA (indexed in the Web of Science Emerging Sources Citation)

<http://www.igi-global.com/journal/international-journal-applied-behavioral-economics/49170>

- Planning, coordination, reviewing and editing academic papers in Behavioral Economics, Consumer Research, Financial Behaviors, Health decision-making.

**Short-term visiting lecturer**

May 2023

**Sapienza University of Rome, Italy**

Invited lecture: Nudges and choice architecture in Healthcare

May 2022

**University Carlo Bo of Urbino, Italy**

Erasmus lectures; Behavioral Insights and Experiments for Public Policy

July-August 2018

**CEBEX Summer School on Behavioral Sciences, Cevro Institute, Prague, Czech Republic**

Lectures: Referent-dependent preferences, Prospect theory, Social preferences

May 2018

**University Carlo Bo of Urbino, Italy**

Invited lectures: Nudging and Choice Architecture in Financial Decision-Making

March 2018

**University of Zaragoza (campus Teruel), Spain**

Erasmus lectures: Applications of Behavioral Economics in Consumer Behavior Research

July-August 2017

**CEBEX Summer School on Behavioral Sciences, Cevro Institute, Prague, Czech Republic**

Lectures: Research Methods, Behavior Changing Strategies, Intertemporal Choice

May 2017

**University of Luneburg, Germany**

Lectures: A module in Behavioral Economics under the optional course Applied Topics in Economics

- March 2016 **University of Tallinn, Estonia**  
PhD seminar: Understanding quantitative papers: case study instrumental variables
- August 2015 **University of Coruna, Spain**  
International Summer School, coordinator of the Economics and Finance module, teaching two full-classes: "Behavioral economics: understanding economic behavior through the lens of psychology" and 'Behavioral Finance' (<http://www.iss.udc.es/courses/economicsandfinance>)
- May 2014 **University of Aveiro, Portugal**  
Erasmus lectures: Behavioral Game Theory
- May 2013 **University Castilla-La Mancha, Spain**  
Erasmus lectures: An introduction to Behavioral Economics

**Research Projects**

- 2023-present **Coordinator at the level of the University of Bucharest**  
Horizon MSCA 2021 – PRESILIENT (Post-pandemic resilient communities: is the informal economy a reservoir for the next generation of digitalized and green businesses in the Global South?) (101073394 – Industrial Doctorates),
- 2022- present **Expert**  
COST action CA21114 – CLIL Network for Languages in Education: Towards bi- and multilingual disciplinary literacies (CLILNetLE)
- 2022- present **Expert**  
iLAB – Increasing innovation capacities in local public administration (module on behavioral public policies)
- 2021-present **Researcher and PhD Advisor**  
Horizon 2020 - MARKETS - Mapping Uncertainties, Challenges and Future Opportunities of Emerging Markets: Informal Barriers, Business Environments and Future Trends in Eastern Europe, The Caucasus and Central Asia (<https://www.markets-itn.eu/team>)
- 2018 – 2022 **Coordinator at the level of the University of Bucharest**  
Horizon 2020 Research project SHADOW (Marie Curie Research and Innovation Staff Exchange) Research on the measurement of the level of shadow activities in the post-USSR region and shadow practices in a cross-country and cross-regional perspective (<http://shadow-rise.eu>)
- 2020 **Expert**  
Structural European Funds EXCIA - doctoral and postdoctoral lectures on entrepreneurship and behavioural economics (<http://www.excia.ase.ro>)
- 2019 - 2021 **Expert**  
COST "Multi-disciplinary innovation for social change" - <https://www.cost.eu/actions/CA18236/#tabs|Name:overview>
- 2014-2017 **Researcher**  
Research Project PN-II-PT-PCCA-2013-4-1802 - 'The adoption and impact of innovative video technologies in public education services and local administration'
- 2011-2013 **Junior Expert**  
EU Structural Funds Project - Academic Community for Quality Management in Higher Education Qualitative and quantitative research in the area of quality management in higher education
- 2011-2012 **Research Assistant**  
National Research Project CNMP: Interdisciplinary Research for Active Economic –Financial Strategies Design in High Risk Events. Natural Hazards and Technological Accidents
  - Quantitative and qualitative analyses for preventing and minimizing the effects of high risk events

**Professional Projects**

- 2020 – present **Research Coordinator of the Urban Innovation Centre, Romania**  
Urban INC
  - Consultancy, training, and research on how to apply behavioural insights and innovation methods at the level of cities, and how to develop multi-sectorial collaboration.
- September 2023 – July 2024 **Short-term consultant for Allianz-Tiriac**
  - Consultancy, training, and research on how to apply behavioural insights to understand mental representations of the future among the young, with reference to financial decision-making and financial behaviors (saving, insurance, investments etc.
- 2022 **Contributor to the National Bank newsletter on financial education**
  - Articles and discussion about the foundations of a national strategy on financial education based on the latest research trends in financial wellbeing and behavioral economics (<https://www.bnr.ro/DocumentInformation.aspx?idDocument=39733&directLink=1>)

- May 2022 – October 2023 **HEALTHESIS project (POCU funding)**  
 ▪ Developing a postgraduate course in Health Economics for graduates of Medicine and related fields
- April – September 2021 **Mentor/consultant for the Innovation Scholarship Program**  
 Urban Innovation Unit Cluj-Napoca, Romania  
 ▪ Guiding a team to generate sustainable behaviour changes in the local public administration, on a project focused on the implementation of green public procurement
- March – December 2018 **In-Country Research Analyst**  
 Euromonitor International (<http://www.euromonitor.com/>)  
 January-February 2017  
 ▪ Data collection and data analysis for the Alcoholic Drinks Project 2017
- 2016 **Lecturer/Researcher**  
 “Smart in Health” project, financed by the Association of Chronic Patients, Romania  
 Delivering two presentations and working papers on primary medical care and decision-making at the hospital level

**EDUCATION AND TRAINING**

- July 2022 **Habilitation in Business Administration**  
 Bucharest Academy of Economic Studies, Faculty of Business Administration (in foreign languages), Romania  
 ▪ Habilitation thesis Behavioral Insights for Transformative Consumer Research
- June 2013 – October 2015 **Postdoctoral Fellow**  
 National Institute of Economics, Romanian Academy  
 ▪ SOCERT Project – Knowledge Society. Dynamism through research
- August - September 2015 **Marie Curie/IAPP Summer School Multiple moralities and shadow economies in post-socialism, Zagreb, Croatia**  
 ▪ Informal economic practices and policy making
- 2010-2013 **PhD in Economics (Magna Cum Laude)**  
 National Institute of Economic Research, Bucharest, Romania  
 ▪ Economic theory, econometrics, behavioural economics
- September 2014 **CSI-ABM Summer School - Agent-Based Modelling in Economics**  
 University of Ghent, Belgium  
 ▪ Complexity economics, agent-based modelling, genetic algorithms
- September 2013 **Summer School of Mathematics for Economics and Social Sciences**  
 University of Pisa, San Miniato, Italy  
 ▪ Information Theory, Entropic Measures of Data Analysis, Dynamical System, Network Theory
- June 2013 **OS/APB/EACES Summer Academy on Central and Eastern Europe**  
 Institute for East-European Studies (Regensburg), Tutzing, Germany  
 ▪ Subjective well-being, life satisfaction, transition economies
- October 2012-December 2012 **Visiting PhD Fellow**  
 Erasmus University of Rotterdam, The Netherlands  
 ▪ Behavioral Economics, Decision Theory
- June 2012 **Doctoral Workshop - Academic Writing for Publishing Scientific Papers in International Journals**  
 International School for Social and Business Studies, Celje, Slovenia  
 ▪ Academic writing and publishing
- August 2011 **PhD Course and international workshop on Behavioral Economics and Decision Theory**  
 Johannes Gutenberg University, Mainz, Germany  
 ▪ Behavioral economics, Emotional economics, Decision Theory
- August-September 2010 **IAREP/SABE/ICABEEP Summer School in Behavioral Economics and Economic Psychology**  
 IAREP/SABE/ICABEEP Associations and Higher School of Economics in Moscow, Russia  
 ▪ Behavioral and Experimental Economics, Economic Psychology

- June-July 2010 **16th Asia Europe Foundation University on “Public Health and Vulnerable Groups: Access to Quality Health Care Services” (awarded the prize Best Speaker of the 16th ASEF University)**  
Asia-Europe Foundation and Medical University of Lodz, Poland
  - Public Health, Health Economics, Public Policy, Paper Policy Writing
- June-July 2009 **Fred J. Hansen Summer Institute on Leadership & International Cooperation**  
San Diego State University, USA
  - Leadership, Intercultural Communication, Conflict Management and Diplomacy, Negotiation
- 2008-2010 **Master in Quantitative Economics and Economic Cybernetics**  
Bucharest Academy of Economic Studies, Faculty of Cybernetics, Statistics and Business Information Technology, Romania
  - Operational Research, Economics of Information, Game Theory, Data Analysis, Neural Networks
- 2008-2010 **Master in Human Resources Management**  
University of Bucharest, Faculty of Business and Administration, Romania
  - Organizational Studies, Evaluation Techniques, Change Management, Risk Management
- 2005-2008 **Bachelor of Business Administration (Valedictorian)**  
University of Bucharest, Faculty of Business and Administration, Romania
  - Economics, Statistics and Econometrics, Project Management, Marketing, Entrepreneurship

**PERSONAL SKILLS**

Mother tongue(s)	Romanian				
Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
French	C1	C1	B1	B1	B2
Spanish	B2	B2	B1	A2	A2

**Computer skills** ▪ Microsoft Office (advanced), R for statistical and econometrical analysis, SmartPLS

**PEER-REVIEWED JOURNAL PUBLICATIONS (selection)**

Rosu, M. M., Cosmoiu, A. M., **Ianole-Calin, R.**, & Cornoiu, S. (2023). Stories worth sharing—why do people spread news online?. *Online Information Review*.

Puiu, A. I., **Ianole-Călin, R.**, & Druică, E. (2023). Exploring the Consumer Acceptance of Nano Clothing Using a PLS-SEM Analysis. *Stats*, 6(4), 1095-1113.

Druică, E., **Ianole-Călin, R.**, & Puiu, A. I. (2023). When Less Is More: Understanding the Adoption of a Minimalist Lifestyle Using the Theory of Planned Behavior. *Mathematics*, 11(3), 696.

Vâlsan, C., Druică, E., Goschin, Z., & **Ianole-Călin, R.** (2023). The Perception of Economic Growth and the Romanian “Mioritic Syndrome”. *Journal of the Knowledge Economy*, 1-22.

Druică, E., Gîbea, T., **Ianole-Călin, R.**, & Socaciu, E. (2023). Do Moral Judgments in Moral Dilemmas Make One More Inclined to Choose a Medical Degree?. *Behavioral Sciences*, 13(6), 474.

**Ianole-Călin, R.**, & Druică, E. (2022). A risk integrated technology acceptance perspective on the intention to use smart grid technologies in residential electricity consumption. *Journal of Cleaner Production*, 370, 133436.

**Ianole-Călin, R.**, Horodnic, I. A., & Plopeanu, A. P. (2022). Intrinsic versus Extrinsic Drivers: An Investigation into Young People’s Motives to Engage in Under-Declared Employment and Undeclared Work. *Eastern European Economics*, 1-19.

Horodnic, I. A., Williams, C. C., **Ianole-Călin, R.**, & Horodnic, A. V. (2022). Exploring the illegal practice of under-reporting wages in the construction industry: some lessons from Romania. *Applied Economics*, 1-15.

Mațcu, M., Zaiț, A., **Ianole-Călin, R.**, & Horodnic, I. A. (2022). Undeclared activities on digital labour platforms: an exploratory study. *International Journal of Sociology and Social Policy* (ahead of print).

Rosu, M. M., Cosmoiu, A., **Ianole-Călin, R.**, & Podina, I. R. (2021). When is reliable data effective? The role of media engagement in reducing the impact of fake news on worry regarding terrorism. *Current Psychology*, 1-15.

Homocianu D, Plopeanu A-P, **Ianole-Calin R.** (2021). A Robust Approach for Identifying the Major Components of the Bribery Tolerance Index. *Mathematics*; 9(13):1570.

- Roșu, M. M., **Ianole-Călin, R.**, Dinescu, R., Bratu, A., Papuc, R. M., & Cosma, A. (2021). Understanding Consumer Stockpiling during the COVID-19 Outbreak through the Theory of Planned Behavior. *Mathematics*, 9(16), 1950.
- Druică, E., **Ianole-Călin, R.**, Băicuș, C., & Dinescu, R. (2021). Determinants of Satisfaction with Services, and Trust in the Information Received in Community Pharmacies: A Comparative Analysis to Foster Pharmaceutical Care Adoption. In *Healthcare* (Vol. 9, No. 5, p. 562).
- Druică, E., **Ianole-Călin, R.**, Sakizlian, M., Aducovschi, D., Dumitrescu, R., & Sakizlian, R. (2021). Testing the Youth Physical Activity Promotion Model during the COVID-19 Pandemic, with Partial Least Squares Second-Order Latent Constructs. *International Journal of Environmental Research and Public Health*, 18(12), 6398.
- Caculidis-Tudor, D., Bică, A., **Ianole-Călin, R.**, & Podina, I. R. (2021). The less I get, the more I punish: A moderated-mediation model of rejection sensitivity and guilt in depression. *Current Psychology*, 1-13.
- Druică, E., Băicuș, C., **Ianole-Călin, R.**, Fischer, R. (2021). Information or Habit: What Health Policy Makers Should Know about the Drivers of Self-Medication among Romanians. *International Journal of Environmental Research and Public Health*, 18, 689.
- Ianole-Calin, R.**, Hubona, G., Druica, E., & Basu, C. (2020). Understanding sources of financial well-being in Romania: A prerequisite for transformative financial services. *Journal of Services Marketing*.
- Ianole-Călin, R.**, Francioni, B., Masili, G., Druică, E., & Goschin, Z. (2020). A cross-cultural analysis of how individualism and collectivism impact collaborative consumption. *Resources, Conservation and Recycling*, 157, 104762.
- Druică, E., Musso, F., & **Ianole-Călin, R.** (2020). Optimism Bias during the Covid-19 Pandemic: Empirical Evidence from Romania and Italy. *Games*, 11(3), 39.
- Vâlsan, C., Druică, E., & **Ianole-Călin, R.** (2020). State Capacity and Tolerance towards Tax Evasion: First Evidence from Romania. *Administrative Sciences*, 10(2), 33.
- Horodnic, IA., Williams, CC., **Ianole-Călin, R.** (2020). Does higher cash-in-hand income motivate young people to engage in under-declared employment?. *Eastern Journal of European Studies*, 11, 48-49
- Ianole-Calin, R.**, Druica, E., Hubona, G., & Wu, B. (2020). What drives Generations Y and Z towards collaborative consumption adoption? Evidence from a post-communist environment. *Kybernetes*.
- Vrabie, A., & **Ianole-Călin, R.** (2020). A Comparative Analysis of Municipal Public Innovation: Evidence from Romania and United States. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 112.
- Vrabie, A., & **Ianole-Călin, R.** (2020). *Regulating the Urban Commons: A Romanian Case Study of Improving Building Facades*, *Central European Public Administration Review*, 18(2), 183-198
- Druică, E., Vâlsan, C., **Ianole-Călin, R.**, Mihail-Papuc, R., & Munteanu, I. (2019). Exploring the Link between Academic Dishonesty and Economic Delinquency: A Partial Least Squares Path Modeling Approach. *Mathematics*, 7(12), 1241.
- Druică, E., Goschin, Z., & **Ianole-Călin, R.** (2019). Energy Poverty and Life Satisfaction: Structural Mechanisms and Their Implications. *Energies*, 12(20), 3988.
- Druică, E., & Ianole-Calin, R. (2018). Simply Clustering. Making New Sense In The Five Facets Mindfulness Questionnaire. *Romanian Statistical Review*, (1).

## BOOK CHAPTERS

- Druică, E., & **Ianole-Călin, R.** (2022). Perceived Pull and Push Factors of Healthcare Professionals Intention for Mobility: The Case of Romania. In *Informality, Labour Mobility and Precariousness* (pp. 301-320). Palgrave Macmillan, Cham.
- Ianole-Călin, R.**, Rădulescu, M., & Druică, E. (2020). Sustainable Consumption Behavior Among Romanian Students. In *Sustaining our Environment for Better Future* (pp. 159-174). Springer, Singapore.
- Druică, E., **Ianole, R.** (2017). *How Behavioral Economics Can Help When You Think You Don't Have Enough Money: A Glimpse into the Romanian Healthcare System*, in the edited volume *Applied Behavioral Economics Research and Trends*, IGI Global, SUA,
- Ianole R.**, Valsan C., Druică E. (2017) The Many Shades of the Grey Economy in Romania, in *The Informal Economy. Exploring Drivers and Practices*, Ed. Peter Rodgers, Ioana Horodnic, Colin Williams and Legha Momtazian, **Routledge**, ISBN: 9781138068377, pp. 25 - 40 <https://www.routledge.com/The-Informal-Economy-Exploring-Drivers-and-Practices/Rodgers-Horodnic-Williams-Momtazian/p/book/9781138068377>
- Ianole R.**, Druică E. (2017) Luarea deciziilor în perimetrul conceptual al teoriei prospectării, în *Teorii ale deciziei. Perspective psihoeconomice*, Ed. Cătălina Roșca, Andrei Vlăducu, Editura Universitară, ISBN:978-606-28-0593-7, DOI 10.5682/9786062805937, pp: 171-207
- Vâlsan, C., Druică, E., **Ianole, R.** (2015). *From Neo-Stalinism to sluggish markets: Transition in Romania*, în volumul *Strategies towards the New Sustainability Paradigm: Finding the Balance between Global Anarchy and Global Dictatorship*, coordonat de Odile Schwarz-Herion and Abdelnaser Omran, Springer International Press, p.35-48.
- Druică, E., **Ianole, R.**, Vâlsan, C. (2014). *Teoria deciziei și ajustarea involuntară a modelelor normative*, în volumul *Psihologia sănătății organizaționale*, vol.2, coordonat de Eugen Avram, Editura Universitară.

31.10.2023

