

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)
- **Founding member and adjunct director of Centre for Applied Behavioral Economics**
- **Academic Coordinator 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), under the European Training Network entitled 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

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

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

- Planning, coordination, reviewing and editing scientific papers for online publication.
- Journal indexed ESCI (Web of Science Emerging Sources Citation Index)

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: Standard versus behavioral economic models, Referent-dependent preferences, Prospect theory, Social preferences

May 2018

University Carlo Bo of Urbino, Italy

Invited lectures: Nudging and Choice Architecture

March 2018

University of Zaragoza (campus Teruel), Spain

Erasmus lectures: Applications of Behavioral Economics in Business and Human Resources Management

July-August 2017

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

Lectures: Research Methods, Behavior Changing Strategies, Mental Accounting, 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
- 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),
- 2023-present **Researcher**
National centre for competencies related to the adaptation of local communities to climate change through public-private partnerships (funded through the national plan for resilience - PNRR-III-C9-2022 – I5)
- 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)
Objective: to construct an index to provide an accurate measurement of the level of shadow activities in the post-USSR region and to conceptualise a taxonomy of 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 (measuring impact and satisfaction of stakeholders, study visits in international universities)
- 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 (econometric studies, financial modeling, impact studies, cost benefit analysis) 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
- May 2022 – Present
HEALTHESIS project
 - Developing a postgraduate course in Health Economics
- 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 procurements
- January-February 2017
In-Country Research Analyst
Euromonitor International (<http://www.euromonitor.com/>)
 - 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

- 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 economics, Emotional economics, Decision Theory
- 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

 - Behavioral and Experimental Economics, Economic Psychology
- 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

 - Advanced Microeconomics and Macroeconomics, 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, Communication and Public Relations, Risk Management
- 2005-2008 **Bachelor of Business Administration (Valedictorian)**
University of Bucharest, Faculty of Business and Administration, Romania

 - Economics, Statistics and Econometrics, Financial Management, Project Management, Marketing, Managerial Accounting, 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

JOURNAL PUBLICATIONS (selection)

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.
- Cacluidis-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).
- Ghosh, B., Le Roux, C., & **Ianole, R.** (2017). *Fear Estimation—Evidence from BRICS and UK*, *International Journal of Applied Business and Economic Research* 15(4): 195-207
- Ianole-Călin, R.**, Bratu, A. (2017), *Principles of Behavioral Economics for Personal Development*, Proceedings of the International Conference in Economics and Administration, pp. 65-70, ISBN 978-88-95922-92-8

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