

ACADEMIC CURRICULUM VITAE

MUNTEANU Claudiu-Cătălin

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Professional Profile

Claudiu-Cătălin Munteanu is a scientific researcher at the Romanian Academy, within the Institute of Agricultural Economics. His research activity focuses on agricultural economics, agri-food marketing, and the economic dynamics of agricultural markets. His work places a particular emphasis on marketing strategies in the agri-food sector, including market positioning, consumer behavior, branding of agricultural products, B2B marketing, and the development of competitive value chains. His research integrates economic analysis with marketing perspectives to better understand how agri-food producers and rural enterprises can improve market access, competitiveness, and sustainability.

Research Interests

Agricultural Economics; Agri-food Marketing; Strategic Brand Management; Consumer Behavior; B2B Marketing; Value Chains

Education

PhD in Marketing (2011–2015) – Bucharest University of Economic Studies
Focus: Strategic Brand Management

Master's Degree in Marketing Management (2009–2011) – Bucharest University of Economic Studies

Bachelor's Degree in Marketing (2006–2009) – Bucharest University of Economic Studies

Professional Experience

Senior Scientific Researcher III (since 2024), Institute of Agricultural Economics, Romanian Academy

Junior Scientific Researcher (2019–2024), Institute of Agricultural Economics, Romanian Academy

Freelance Marketing Consultant (2011–present)

Teaching Assistant, Faculty of Marketing, Bucharest University of Economic Studies (2011–2015)

Collaborator – International Relations & Protocol, British Council Romania (2006–2012)

Publications & Research Output

- 3 ISI journal articles (including 1 ABS 4-ranked journal)
- 2 ISI articles under publication
- 5 ISI proceedings papers
- 14 BDI-indexed articles
- 5 book chapters

Citation Metrics

- Over 300 citations (over 120 in ISI journals)
- H-index: 9 (Google Scholar)
- H-index: 4 (Clarivate Analytics)

Research & Analytical Skills

Advanced marketing research competencies: complex data analysis, multiple regression, structural equation modeling (SEM), agent-based simulations.

Strong ability to identify essential characteristics of studied phenomena and to clearly communicate conclusions and underlying reasoning.

Languages

Romanian (Native); English (C1); Spanish (B2)