

MANAGEMENT RESEARCH CENTER FOR ORGANIZATIONAL SUSTAINABILITY

Contact details

Name	Management Research Center for Organizational Sustainability
Acronym	MARCOS (CEMASO)
Logo	-
Site	www.cemaso.utcluj.ro
Address	Cluj-Napoca, B-dul Muncii, 103-105
Faculty Department	Faculty of Industrial Engineering, Robotics and Production Management Management and Economic Engineering Department
Telephone	+40 264 401600
Fax	+40 264 401617
Director	Prof. eng. ec. Laura Bacali
e-mail	Laura.Bacali@mis.utcluj.ro

Areas of expertise

**Business and Management.
New Marketing and Entrepreneurial Development Managerial Methods for Organizational Competitiveness**

Team

Prof. Eng. Ec. Laura Bacali, Prof. Ec. Emilia Ciupan, Prof. Eng. Florin Lungu, Assoc. Prof. Ec. Monica Bogdan, Assoc. Prof. Roxana Cordos, Assoc. Prof. Eng. Daniel Filip, Assoc. Prof. Eng. Violeta Firescu, Assoc. Prof. Eng., Ec. Cristina Feniser, Assoc. Prof. Eng. Carmen Maria Muresan, Assoc. Prof. Eng. Calin Otel, Assoc. Prof. Eng., Ec. Adriana Sava, Assoc. Prof. Eng. Sorin Suteu, Assoc. Assoc. Prof. Eng. Ec. Camelia Ucenic, Prof. Eng. Radu Vlad, Lect. Eng. Ec. Claudiu Ioan Abrudan, Lect. Eng. Gabriela Bacila, Lect. Eng. Dan Simion, Lect. Eng., Ec. Daniela Jucan.

Representative projects

- 1.Processing Complexity with Emotional, Sensorial and Spiritual capacities, 621398-EPP-1-2020-1-FR-EPPKA2-KA.
- 2.Engineer's Innovation Challenge, Junior Achievement Romania.
- 3.Identification of an IT solution for the management of enterprise resource planning (ERP system).
- 4.Mathematics online learning model in engineering education.
- 5.Proiect Structuration et accompagnement de l'Entrepreneuriat etudiant au Maghreb, SALEEM, funded by AUF.
- 6.Research and opportunity to regarding the activity expansion of in the North-Western area of Romania.

Significant results

1. BIRLEANU L., **LUNGU F.**, BIRLEANU C., 2025, Leveraging Centralized Procurement for Digital Innovation in Higher Education: Institutional Capacity and Policy Gaps in Romania, ADMINISTRATIVE SCIENCES, 15/8, DOI 10.3390/admsci15080317.
2. GHERMAN I.E., **LUNGU F.**, **DAN I.S.**, 2024, Trasarea principiilor economiei circulare in evolutia managementului productiei la comanda, RMEE 9th International Management Conference.
3. CIUPAN C., **CIUPAN E.**, CIUPAN M., 2025, Recyclable Composite Materials for the Upholstered Furniture Industry, MACROMOLECULAR SYMPOSIA, 414/3, DOI 10.1002/masy.70039.
4. RITI R., **ABRUDAN C.I.**, **BACALI L.**, BALC N., 2025, Command Redefined: Neural-Adaptive Leadership in the Age of Autonomous Intelligence, AI, Vol. 6, Issue 8, p. 176, MDPI.
5. RITI R., **OTEL C.**, **BACALI L.**, , 2025, Queue-Theoretic Priors Meet Explainable Graph Convolutional Learning: A Risk-Aware, Scheduling Framework for Flexible Manufacturing Systems, Machines, Vol. 13, Issue 9, p. 796, MDPI.

6. **VLAD R.C.**, 2024, SOLVING THE LOT STREAMING AND SCHEDULING PROBLEMS: A CASE STUDY FROM THE AUTOMOTIVE INDUSTRY, Acta Tehnica Napocensis, Applied Mathematics, Mechanics and Engineering, Vol. 67, No. 1 s.
7. **LUNGU R.**, **SAVA A.**, **NOVEANU S.**, **ŞUTEU S.**, **FIRESCU V.**, 2023, ENGINEERING STUDENTS' PERCEPTION ON DEVELOPING SOLVING COMPLEX PROBLEM-SOLVING SKILLS, Acta Tehnica Napocensis, Applied Mathematics, Mechanics and Engineering, Vol. 66, No. IV.
8. **RATIU C.I.**, **UCENIC C.I.**, 2023, SMART SOLUTION FOR A GREENHOUSE WITH CONTROLLED BIOCLIMATE, Acta Tehnica Napocensis, Applied Mathematics, Mechanics and Engineering, Vol. 66, No. 1 s.
9. **BOGDAN M.**, 2025, AN ANALYSIS ON ROMANIAN SMES ON INVESTEMENT AND FINANCING SOURCES, MTEM 2025, Cluj-Napoca.
10. **CORDOS R.**, s.a., 2025, Challenges and solutions for the implementation of a cultural project, RMEE, Vol. 24, No 1(95), p. 2-13, <https://doi.org/10.71235/rmee.192>.
11. **FIRESCU V.**, **FILIP D.**, 2025, Human Factors and Ergonomics in Sustainable Manufacturing Systems: A Pathway to Enhanced Performance and Wellbeing, Machines, 13/7.
12. Radu C.F., **FENISER C.**, s.a., 2025, Tax Wedge and its Impact on Employment in OECD Countries, STUDIA UNIVERSITATIS Vasile Goldis Arad, 35/3.
13. **DIACONEASA Z.**, **MURESAN C.M.**, 2025, FROM LAB TO MARKET: A LITERATURE REVIEW OF INNOVATION MANAGEMENT STRATEGIES IN NATURAL PRODUCT DRUG DEVELOPMENT, 24/4, pg. 241-250.
14. **TUCAN P.**, **JUCAN D.**, s.a., 2025, Design of an innovative robotic surgical instrument for circular stapling, Proceedings of I4SDG Workshop 2025 - IFToMM for Sustainable Development Goals. I4SDG 2025. Mechanisms and Machine Science, vol 180. Springer, Cham. https://doi.org/10.1007/978-3-031-91179-8_20.
15. **SUCIU V.**, **BACILA G.C.**, s.a., 2025, Calculus Through Transfer-Matrix Method of Continuous Circular Plates for Applications to Chemical Reactors, Mathematics 13(17), mathematics-3814497; DOI: 10.3390/math13172708..

The offer addressed to the economic environment

Research & development	Development of cooperation with other research groups Strategies for sustainability Elaboration and implementation of managerial systems which drive to performance on the three sustainability poles: long run economic performance, social and environmental performance Organizational development toward the learning organization Using AI within departments in a company to increase its sustainability.
Consulting	Collaboration with the economic environment and other sectors of the social life for relevant topics regarding sustainability Transfer of the research results toward the end users, Support for start-ups and innovative spinoffs Market research, Business plan, Feasibility studies, Cost benefit analysis Optimizing work regimes and energy consumption to reduce costs (including by using AI).
Training	Training and research opportunities for PhD students Training and research opportunities for young researchers Training for economic environment Integration of Management Systems, Change and Learning Organization, Communication Strategies, Cleaner Productionm, Corporative governance, Business simulation games

Last updated 2026