About the Contributors

Simona Vasilache, PhD, is Associate Professor of Cross-Cultural Management and Organizational Behavior at the UNESCO Department for Business Administration, Bucharest University of Economic Studies. Her research interests include: Knowledge Management, Organizational Culture, Organizational Intelligence. She has published over 10 books, 20 chapters in books, and 100 research articles nationally and internationally.

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Simona Agoston is a lecturer at the Academy of Economic Studies of Bucharest, Faculty for Business Administration (German and English Department). She holds a PhD in the field of Business Administration since 2011. Her scientific interests include: social entrepreneurship, cross-cultural management, intellectual capital, European business environment. Besides international academic experience (e.g. Germany, Spain) Simona Agoston proves engagement in various other projects, especially in the field of adult education conducted in collaboration with national and international organizations.

Ramona Cantaragiu, Assistant Professor at the UNESCO Department for Business Administration, Bucharest University of Economic Studies, is completing a PhD in Business Administration and a PhD in Sociology. Her research interests include General Management, Entrepreneurship, European Business Environment.

Alina Mihaela Dima, PhD, is Professor of International Business, Head of the UNESCO Department for Business Administration, Bucharest University of Economic Studies. Her research interests include: Competition Policy, International Commercial Law, Organizational Culture. She is editor-in-chief of the Management & Marketing journal, editor for academic titles and co-author of over 20 books. She has co-authored over 200 chapters, articles, conference papers and reports.
Andra Florina Irinca is 24 years old and she has graduated both bachelor and master programs in Business Administration at Bucharest University of Economic Studies. At the moment she is working as a Management Consultant on projects in the public sector, having already 1 year and a half experience in European projects. So far, Florina published few articles related to Structural Instruments in Romania, within brochures and newsletters that appeared in 2013 under Ministry of European Funds. Further on, she is interested in evaluating the economic growth of Romanian regions in the period 2007-2013 and the population awareness regarding the next EU programming period.

Katja Lasch is the director of the Information Centre of German Academic Exchange Service (DAAD) in Bucharest. She finished her PhD in 2013 in the field of modern history and has completed postgraduate courses in management. Her current research interests include: higher education marketing, educational policies and entrepreneurship.

Krzysztof Leksowski (Professor DSc MD) graduated from Military Medical Academy of Lodz, Faculty of Medicine. At present the Head of the Department of General, Thoracic and Vascular Surgery Military Hospital in Bydgoszcz, and Chair of Public Health Collegium Medicum in Bydgoszcz, Nicolas Copernicus in Toruń. Experience in practical application of non-invasive surgery gained during courses, seminars and workshops in Poland and abroad. Member of national and international science associations and editorial boards of medical journals. Author of many scientific works on the subject of the use of non-invasive techniques in various branches of surgery.

Anna Rosiek’s scientific work is closely related to the author’s interest in health issues and a broad range of issues aimed at improving the functioning of medical institutions. Since 2002 author worked for both the medical community and the business community. Opportunity to exchange experience in the medical and business fields with countries such as Switzerland, the United States and United Kingdom has contributed to the start of author’s research in the field of Public Health. A degree of doctor of health sciences received in 2012 at the Nicolas Copernicus University in Toruń, Collegium Medicum in Bydgoszcz. Since 2012 I am a member of Society for the Promotion of Quality of Health Care in Poland.

Dina Rusnac has completed a master thesis within the Bucharest University of Economic Studies, based on an intensive research on the regime of private healthcare providers. Her insights have linked marketing and strategy studies, as well as organizational behavior aspects.

Joanna Sułkowski is a medical doctor specializing in hospital management issues. She works as an assistant professor in University of Social Sciences and the Clinical Hospital of the Medical University of Lodz. She published over 30 articles on marketing and managing medical units in Poland. Currently she is doing research on the social aspects of management problems in Polish hospitals.
Lukasz Sulkowski is a professor of economics specializing in management sciences. He works as a head of department in Institute of Public Affairs of the Jagiellonian University and director of the Academic Development Center and the Clark University in University of Social Sciences. He is a member of academic societies: Academy of Management (PM), Reseau Pays du Groupe de Vysegrad (PGV), and Polish Accreditation Committee (PAC Presidium). He published more than 300 publications on: cognitive and methodological problems of management and marketing, management, family businesses, corporate culture and human capital and management in the medical sector. He is the author of seven monographs including “Evolution in management sciences. Managers Darwin “(PWE, 2010) and” Family businesses - how to succeed in the relay generations “(Poltext, 2009). Lukasz Sulkowski is a promoter of eight doctoral dissertations defended on several institutions of higher education in Poland. He is the editor of the “Journal of Intercultural Management”, as well as leading international conferences: “Congress of Intercultural Management. Intercultural Management” and “Family Business”. He serves on the scientific boards and serves as a reviewer in several, well-known Polish and foreign scientific journals. He participates in the work of the scientific committees of several conferences, including: “Human Resource Management” (University of Wroclaw, Wroclaw University of Economics), “Current trends of research in the sciences Management” (Jagiellonian University), “Strategic Management practice and theory” (Wroclaw University of Economics). He has participated in several international research projects funded by the EU, State Committee for Scientific Research (KBN) and Ministry of Science and Higher Education (MNiSW). He currently directs projects: “Cultural Determinants of organizational changes in Polish hospitals” and “Integrated reporting - new communication model of performance and social responsibility as a challenge for polish companies” (National Science Centre).