

TATIANA STOICA

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Academic CV, June, 2026

Academic profile

PhD in Management Sciences (University of Lorraine, 2026)

Innovation management researcher specialising in innovation ecosystems, social innovation and value creation. My research examines how governance arrangements, coordination mechanisms and evaluation practices shape the creation, distribution and legitimisation of economic, social and societal value.

Drawing on ecosystem theory, social innovation and public policy perspectives, I investigate how innovation ecosystems address societal challenges such as ageing, social inclusion and territorial development through qualitative and comparative research designs.



Research interests

- Innovation ecosystems
- Social innovation
- Governance of innovation ecosystems
- Value creation, capture and evaluation
- Public policy and territorial innovation

Current research projects and manuscripts

Stoica, T., Muller, P., Zsostak, B.L., Burger-Helmchen, T., Tracing the Evolution of Value in Ecosystem Literature, 1993-2021 (target journal: Journal of Management History)

Stoica, T., Reconceptualising value in social innovation ecosystems: evidence from elderly mobility in France (target journal: to be determined);

Stoica, T., Mobility innovation models for ageing populations: a comparative ecosystem perspective (target journal: to be determined).

Teaching

- Strategy
- Organisational Behaviour
- Project Management

Languages

Languages: Romanian (native), English, French and Russian (professional proficiency). Extensive experience conducting multilingual interviews and qualitative research in four languages.

Academic highlights

- PhD in management sciences, University of Lorraine (2026)
- Visiting researcher, HEC Montréal (2022)
- Selected for CEFAG2021 doctoral programme
- Presentations at EGOS2020, EGOS2022, DRUID2022 and Forum Innovation 2022
- Three manuscripts derived from doctoral research
- 100+ interviews and multiple-case qualitative research experience

Grants, funding and scholarships

- CEFAG2021 Doctoral Program (selected candidate out of 10 candidates in France)
- DreAM Mobility Grant, LUE, University of Lorraine;
- Partial scholarship for the Executive MBA, Maastricht School of Management Romania (2011-2013)
- Full scholarship awarded by the Romanian Government for Master's studies (2003-2004 and 2007–2009)
- Partial scholarship awarded by the Romanian Government for undergraduate studies (1999-2003)
- Merit-based academic scholarship, University of Oradea (2001-2003)

International research experience

- Visiting researcher, Mosaic, HEC Montréal (2022), supervised by Patrick Cohendet and Laurent Simon.
- Contributor to a collaborative research project on public-sector innovation management in open innovation contexts commissioned by the Québec Commissioner for Health and Well-being (2022–2023).

Member of national and international scientific networks

- European Group for Organisational Studies, EGOS;
- Réseau de Recherche sur l'Innovation, RRI ;
- Les Ateliers de Thésée: Association of doctoral students and teacher-researchers in management sciences who have completed the CEFAG programme of the FNEGE.

Reviewer for the following journals and conferences:

Management International (FNEGE 2025 – 2) starting in 2022

DRUID, starting with 2023

Groupe Thématique Innovation AIMS, starting in 2026

Member of scientific clubs

Member of 'Qualitative Methods Reading Club', initiated by Charlotte Cloutier, HEC Montréal, 2021-2022

References

Thierry Burger-Helmchen, University Professor, BETA, University of Strasbourg,
61, avenue de la Forêt-Noire 67085 STRASBOURG Cedex
Tel: +33 (0) 368852108, Email: burger@unistra.fr

Hervé Laroche, Professor Emeritus, ESCP Europe Paris Campus
3 Rue Armand Moisant, 75015 Paris
Email: laroche@escp.eu

Research statement and program

Research statement

My research examines how innovation ecosystems create, distribute and legitimise different forms of value. Specifically, I investigate how governance arrangements, coordination mechanisms, and evaluation practices shape the creation and sustainability of economic, social, and societal value within ecosystems that address societal challenges.

Drawing on ecosystem theory, social innovation, and public policy perspectives, my work focuses on hybrid ecosystems that bring together public authorities, private organisations, and civil society actors. Through qualitative and comparative research designs, I seek to understand how actors coordinate around multiple, sometimes competing, conceptions of value, and how these dynamics influence the legitimacy, performance, and sustainability of innovation initiatives.

My doctoral research, based on a multiple-case study of mobility services for older people in France, shows that value in innovation ecosystems extends beyond economic performance to encompass social and societal dimensions that stakeholders interpret differently. It highlights the role of governance and evaluation practices in shaping value creation and appropriation processes within hybrid ecosystems.

Research streams

My future research programme is structured around three complementary streams:

- 1. Governance of innovation ecosystems:** This research stream examines how governance arrangements and coordination mechanisms influence value creation, value appropriation and collective action within ecosystems involving public, private and civil-society actors.
- 2. Value assessment and societal impact:** This stream investigates how organisations and policymakers evaluate social and societal outcomes, and how evaluation systems influence decision-making, legitimacy and resource allocation.
- 3. Comparative perspectives on innovation ecosystems:** This stream develops comparative analyses across sectors, territories, and institutional contexts to identify the conditions that support sustainable and socially beneficial innovation.

Methodological expertise

- Multiple case study research
- Semi-structured interviews (100+ interviews conducted)
- Participant and non-participant observation
- Systematic and narrative literature reviews
- Qualitative data analysis
- Comparative research designs
- Multilingual fieldwork (French, English, Romanian and Russian)

Current research projects

- Tracing the evolution of the concept of value in ecosystem research (1993–2021);
- Reconceptualising value in social innovation ecosystems: evidence from elderly mobility in France;
- Mobility innovation models for ageing populations: a comparative ecosystem perspective;
- Innovation and the Ukrainian refugee reception ecosystem in Romania

Publications and publication pipeline

Articles under review/preparation

- [10] Stoica, T., Muller, P., Zsostak, B.L., Burger-Helmchen, T., *Tracing the Evolution of 'Value' in Ecosystem Literature, 1993-2021* (target journal: Journal of Management History)
- [11] Stoica, T., *Reconceptualising value in social innovation ecosystems: evidence from elderly mobility in France* (target journal: to be determined);
- [12] Stoica, T., *Mobility innovation models for ageing populations: a comparative ecosystem perspective* (target journal: to be determined).

Conference Proceedings / Peer-Reviewed Conferences/ Paper Development Workshops

- [9] Stoica, T., *Reconceptualising Value in Innovation Ecosystems: Evidence from Elderly Mobility in France*, PDW in Organization and Management Studies, October 25-27, 2026, Trinity Centre for Social Innovation, Trinity College Dublin, Ireland (to be confirmed)
- [8] Stoica, T., *Reconceptualising Value in Innovation Ecosystems: Evidence from Elderly Mobility in France*, GT Innovation 2026, 16 -17 September 2026, Université Grenoble Alpes, Grenoble, France (accepted)
- [7] Stoica, T., P. Muller, B.L. Szostak, 2022, *Value in ecosystems. A systematic literature review*, Paper Development Workshop, The origin, robustness and future of responsible innovation, 2022, École Polytechnique, Palaiseau, France
- [6] Stoica, T., Muller, P., Szostak, B.L., *Value in ecosystems. A systematic literature review*, 36th EGOS Colloquium, WU Vienna, 2022, Vienna, Austria;
- [5] Stoica, T., Muller, P., Szostak, B.L., *Value and ecosystems*, XVeme Colloque AGECSO, Ecosystèmes, Connaissances, Innovation et Territoires, 2022, Nice, France;
- [4] Stoica, T., Muller, P., Szostak, B.L., *What value in ecosystems?*, DRUID2022, Copenhagen Business School, 2022, Copenhagen, Denmark;
- [3] Stoica, T., Muller, P., Szostak, B.L., *What value in ecosystems? A systematic literature review*, Forum Innovation 2022 Research and Innovation Policies in Europe: Evolution, Scope and Perspectives Bruges, 2022;
- [2] Stoica, T., P. Muller, B.L. Szostak, 2020, *Organising outside mobility of the elderly people in Lorraine region, France. How to create and capture value*, 36th Conference EGOS, Hamburg, Germany, 2020, <http://www.beta-umr7522.fr/productions/WP/article.php?SELECTWP=2020-52> (online)
- [1] Stoica, T., P. Muller, B.L. Szostak, 2019, *Mechanisms for Value Creation and Capture in Ecosystems*, Dixièmes journées du Groupe Thématique Innovation de l'AIMS (Association Internationale de Management Stratégique), Grenoble, France, 2019, <https://hal.archives-ouvertes.fr/hal-03041856>

Thesis

Reconceptualising Value in Innovation Ecosystems: A Case Study of Elderly Mobility in France. accompanied by a long summary in both English and French, <https://hal.science/tel-05647031>

Parental leave (2024-2025). Following this period of career interruption, the doctoral dissertation was completed and successfully defended in March 2026.

International research project resulting in publications

Benomar, N., Fayolle, V., Simon, L., Cohendet, P., Cyr, G., Sultana, N., Lourenço da Ascensao, C., Stoica, T. (2023), *Les modes de gestion de l'innovation publique en santé en contexte d'innovation ouverte - Rapport de recherche remis à la Commissaire à la santé et au bien-être*, 38 p. [Approaches to managing public innovation in healthcare within the context of open innovation – Research report submitted to the Commissioner for Health and Wellbeing]

Working papers

[2] Stoica, T., P. Muller, B.L. Szostak, 2020, *Organising outside mobility of the elderly people in the Lorraine region, France. How to create and capture value*, <http://www.beta-umr7522.fr/productions/WP/article.php?SELECTWP=2020-52>

Presentations at seminars and doctoral workshops

Outside the laboratory

- Stoica, T., *Reconceptualising Value in Innovation Ecosystems: Evidence from Elderly Mobility in France*, 09.10.2026, APESA, Centre technologique au service des transitions, Dax, France (scheduled)
- Stoica, T., P. Muller, B.L. Szostak, 2022, *Value in ecosystems. A systematic literature review*, Team seminar "Innovations et Dynamiques Entrepreneuriales", CEREFIGE, 2023, Metz, France
- Stoica, T., P. Muller, B.L. Szostak, 2022, *Value in ecosystems. A systematic literature review*, THEMA, TMM Seminar, 2023, Cergy, France
- Stoica, T., P. Muller, B.L. Szostak, 2022, *Value in ecosystems. A systematic literature review*, Midi-Conférence, 2022, HEC Montreal, Canada
- Stoica, T., P. Muller, B.L. Szostak, *The concept of value in ecosystems. Assessment and perspectives*, CEFAG2021, Séminaire II, La publication: la scène et les coulisses, 2021, Moulin Play, France
- Stoica, T., *Value Creation and Capture Mechanisms in Innovation Ecosystems*, presenting my research project, CEFAG2021, Séminaire I: La thèse en chantier, 2021, La Baule, France

At BETA

- Stoica, T., *Reconceptualising Value in Innovation Ecosystems: Evidence from Elderly Mobility in France*, 24.09.2026 (scheduled)
- Stoica, T., P. Muller, B.L. Szostak, 2022, *Value in ecosystems. A systematic Literature Review*, 2022, Axe de Recherche Créativité, Stratégie Innovation, BETA, Nancy, Strasbourg
- Stoica, T., P. Muller, B.L. Szostak, 2020, *Organizing outside mobility of the elderly people in Lorraine region, France. How to create and capture value*, mai 2020, Axe de Recherche Créativité, Stratégie Innovation, BETA, Nancy, Strasbourg
- Stoica, T., *Value Creation and Capture Mechanisms in Innovation Ecosystems*, presenting my research project, PhD students' workshop, 2019, BETA, Nancy

Dissemination of research outside the academic world

- Member of Wimoov's Circle of Committed Partners, a national initiative dedicated to mobility for older people, 2022–2026
- Presentation of the results at the Grand Est Inclusive Mobility Day, organised by Wimoov Grand Est, Girancourt, Vosges, 21 September 2023

Teaching experience

Teaching experience in France

In terms of teaching experience, I have taught at CY Cergy Paris Université as a temporary teaching and research assistant, at EM Strasbourg, and at IUT Charlemagne (University of Lorraine). I prepared the course materials, exercises, and case studies for seminars. I developed and ran the evaluation. The following table summarises my teaching activities:

No of h	Level	Course title	CM/ TD	No of students	Academic year	University	Lang.	Online /in person
10	L1	Stratégie d'entreprise	CM	160	2020-2021	EM de Strasbourg	FR	online
50	L1	Stratégie d'entreprise	TD	160	2020-2021	EM de Strasbourg	FR	online
4	DUT	Méthodologie de gestion de projet	CM	137	2021-2022	GEA, IUT Charlemagne, Université de Lorraine	FR	in person
10	L1	Stratégie entreprise	CM	143	2021-2022	EM de Strasbourg, UNISTRA	FR	in person
50	L1	Stratégie d'entreprise	TD	143	2021-2022	EM de Strasbourg, UNISTRA	FR	in person
22	L3	Comportements organisationnels	CM	107	2022-2023	CY Cergy Paris Université	FR	in person
30	M 1	Management de projet	CM	50	2022-2023	CY Cergy Paris Université	FR	in person
35	M2	Business strategy	TD	24	2022-2023	CY Cergy Paris Université	ENG	in person
18	L3	Stratégie d'entreprise	CM	97	2022-2023	CY Cergy Paris Université	FR	in person
66	L3	Stratégie d'entreprise	TD	97	2022-2023	CY Cergy Paris Université	FR	in person

Leadership and management experience

- Managing Director, Maastricht School of Management Romania (2016-2017)

Directed the operations of a business school and coordinated collaborations with international academic partners, including Maastricht School of Management (Netherlands) and Harvard Business School field projects.

- HR Operations Manager Europe, Wipro Technologies / Levi Strauss & Co. (2015-2016)

Managed a multinational team of 24 professionals delivering HR services across 16 countries in Europe and Asia.

- Head of Technical and HR Department, General Petrol (2012-2014)

Led organisational development, team building and operational restructuring during a period of organisational growth and transformation.

Education

Diplomas

- PhD in Management Sciences, University of Lorraine, 2026
- Executive MBA, Maastricht School of Management, Romania and the Netherlands, 2013;
- Master's in International Relations: Conflict Analysis and Resolution, National University of Political Studies and Public Administration, Romania, 2014;
- Master's in Public Policy and European Integration, National University of Political Studies and Public Administration, Romania, 2014;
- Master's degree in English Applied Linguistics, University of Bucharest, Romania, 2004;

Summer schools

- The Cybercriminology Summer School, 29 June-3 July 2026, University of Lorraine, Nancy, France;
- CEFAG, Seminar 3, Roles and careers of the research-teaching academic in management, 10-12 Jan 2022, ESCP Business School, Paris, France;
- CEFAG2021, Seminar 2, Publishing: on stage and behind the scenes, 5-10 Sep 2021, Moulin Pley, France;
- Summer School on Management of Creativity, Resilience & Creativity, Mosaic HEC Montreal, Montreal, Barcelona, 2021, online;
- Advanced Course 2021 in innovation, growth and international production. Models and data Analysis, 17-21 May 2021, Rome, Italy, online;
- CEFAG 2021, Seminar 1: The thesis in progress, 29 March - 2 April 2021, 5-6 June 2021, La Baule, France;
- The 2020 Autumn School in Creativity Management (CreaSXB 2020), 2-6 November 2020, Strasbourg, , France;
- Workshop: The Music Industry: New Directions, New Questions, 5-6 Dec 2019, Strasbourg, France;

Additional training

Innovation Management and Innovation Culture (ERSTE Foundation NGO Academy, Vienna, 2018);

Selected professional experience

2016-2017, Managing Director, MAASTRICHT SCHOOL OF MANAGEMENT ROMANIA, Romania

Management of the business school and business development in two key areas: EMBA programmes and the design of bespoke skills development programmes for companies.

2015-2016, HR Operations Manager for Europe, WIPRO TECHNOLOGIES, Romania

Establishment and management of HR operations for Levi Strauss Europe: recruitment, training and management of a multinational team of 24 staff members, coordination of process transfer, change management, planning and execution of the transition.

2012-2014, Technical and HR Department Manager, GENERAL PETROL, Poland and Romania

Establishment and development of a subsidiary providing branding, design, construction and maintenance services. Coordination of the in-sourcing of Rompetrol's technical department by General Petrol, including

contract negotiation, staff transfer, transfer of the shared services centre, and development of the virtual and physical infrastructure required to manage maintenance services.

2006–2011, Advisor, EMBASSY OF THE REPUBLIC OF LITHUANIA, Romania

Acting as a political analyst, advising Lithuanian entrepreneurs on economic matters, and preparing detailed written responses to requests for economic information from Lithuanian authorities or private-sector representatives.

Professional and community engagement

- Co-founder and communications manager, Data Science Nancy, France (2018–2021)
- Advisor, Inimă de Copil Foundation, Romania (2017–2018)
- Co-founder, Romanian Association for Baltic and Nordic Studies, Romania (2009–2012)

Contact details

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