



UNIVERSITY OF
LINCOLN

LINCOLN INTERNATIONAL
BUSINESS SCHOOL

**Developing Communities
through a Transnational Social Entrepreneurship Initiative**

A Romanian – UK Case Study

Dr Georgiana Els & Teodora Chifor (PhD)



Dr Georgiana Els, Associate Professor, LIBS

- Georgiana is the Programme Leader for MSc International Tourism Management. She is also the Director of Teaching & Learning for the Department of Marketing, Tourism and Languages
- Joined the team in September 2013 after previously working and collaborating with Salford Business School, Manchester; Romanian-American University and Academy of Economic Studies, Bucharest;
- Several years of management experience in the travel and tourism industry. Her business experience enabled opportunities to work in countries such as England, Scotland, Romania, Spain, Turkey, Egypt and China;
- Georgiana's role involves teaching, research, leadership, civic engagement, and collaborative projects in education. Her research interests span from **education** and **team learning** to tourism with a focus on **destination management, community projects, and social entrepreneurship**.
- Georgiana is a team coach, trained in the Finnish Team Academy model of coaching and keen in developing new ways of learning;
- In 2019 Georgiana received the Teaching Excellence Award from the *Vice Chancellor and the Senior Leadership Team*.



Teodora Chifor (PhD)

Director and co-founder RISE Institute

Since 2022 Teodora, with dr. Craig Marsh and prof. Urs Hauenstein have been developing **RISE Institute** = Research. Innovation. Sustainability. Excellence in Education

In 2013 Teodora **founded EduBiz**, today a dynamic foundation developing non-formal educational programs for teenagers in Romania. We managed to build a community of over 1000 youth, working with industries, colleges, universities, national and international entities.

Teodora worked with International Microfinance Institutions, and contribute for the growth of 380 companies.
She built up business education programs and community development programs.

Teodora graduated SciencesPo Paris, Catholic University Leuven, Solvay School of Economics in Brussels, in economy and micro-finance.

Now she is developing her PhD study at Lincoln International Business School in UK, searching how youth perceive transition from education to work and how leadership is viewed by youth today.

RISE Institute

bridging people & communities, generate sustainable growth



RISE Institute

Research. Innovation. Sustainability. Excellence in Education

trade: EU hub / UK – RO business partnerships

research: technology transfer / EU grants / Innovation and Science HUB/ Parks

education: TNT / common educational projects

health: hospital management, diagnosis, blueprint / med-tech / technology transfer

defence: partnership with NATO / facilitate universities cooperation

Bridging people, bridging communities

01

EDUCATIONAL
PROJECTS

02

BUSINESS
PARTNERSHIPS

03

RESEARCH

04

GENERATE
GROWTH

01 EDUCATIONAL PROJECTS

PROJECT COLLABORATIONS

(e.g., students/ professors projects)

MICROCREDENTIALS

ROMANIAN - UK UNIVERSITIES
PARTNERSHIPS

MULTI – STAKEHOLDERS APPROACH



02 BUSINESS PARTNERSHIPS

Bridging companies, develop industry

Ex: Ro & UK business delegations - with DIT & Chambers Commerce

EU hub for UK companies

DIRECT CONNECTION = TRUST

MULTI-STAKEHOLDERS PARTNERSHIP: SCHOOL – INDUSTRY – RESEARCH
EX. EXPERTS FROM UK FOR RO START-UPS IN MEDTECH



03 RESEARCH

MILITARY (NATO/ RAF)

IT/ AI/ ENGINEERING

THE VISITOR ECONOMY

HEALTH/ MEDTECH

AGRI-FOOD

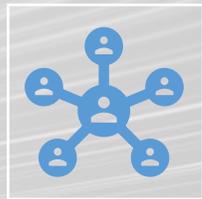
PLURI-DISCIPLINARITY

INNOVATION: RESEARCH + INDUSTRY

04 generate sustainable growth



Educational



Social



Business



Research



gels@lincoln.ac.uk

teodora.chifor@riseins.org