

## ARMINA LETIȚIA POPEANU

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hello

Hello, I'm Armina Letiția Popeanu, I am an architect, entrepreneur, educator, and interdisciplinary researcher working at the intersection of creativity, innovation management, entrepreneurship education, and business modelling for creative industries.

My doctoral research, completed at the "Ion Mincu" University of Architecture and Urban Planning in Bucharest, developed a business model framework for architects, interior designers, and creative entrepreneurs, addressing the relationship between creative mindset, entrepreneurial decision-making, and financial sustainability.

In parallel with my academic work, I founded ABC • Agency. Business. Community. and co-founded ABC\*School the aBC — a Business of Creativity School, an educational ecosystem for creative industries leaders. Through these initiatives, I have designed and delivered learning contexts, workshops, mentoring programmes, conferences, and executive education formats focused on business growth, innovation, and entrepreneurial capability in creative sectors. My teaching experience spans university-level architectural design, entrepreneurship education, business mentoring, and creative business education.

Over 13 years of entrepreneurial and professional experience, I have worked across a wide range of teaching scenarios, including executive education, students, high school, primary school, kindergarten, and universities. Also, over those years, I founded several businesses.

**Creativity, innovation, and education** are values and core disciplines in all the projects where I'm involved - whether we are speaking about entrepreneurial or educational contexts, business consultancy, teaching students, mentoring creative businesses, or volunteering to promote architecture among children.

### EDUCATION

2020 – 2025

#### **PhD in Business of Architecture**

"Ion Mincu" University of Architecture and Urban Planning • Bucharest, RO

Supervisor: Prof. PhD Arch. Marius Marcu-Lapadat

Lecturer, PhD Vlad Petre Glăveanu

Lecturer PhD Roxana Voicu-Dorobanțu

Prof. PhD Arch. Cristina Olga Gociman


PhD. thesis title: **Business Modelling in Architectural Entrepreneurship — An Interdisciplinary Roadmap to Financial Sustainability for Practices within Architecture, Design and Creative Sectors**

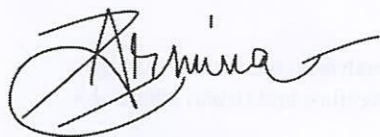
2025 - present

**Leadership in Education MBA**, Bucharest Business School, Bucharest University of Economic Studies ASE • Bucharest, RO

2023

**Fast Track MBA, BISM** • Bucharest, RO

 <https://www.linkedin.com/in/armina-popeanu/>



2008 – 2014

**Integrated BA + MA in Architecture**

Architecture Faculty, "Ion Mincu" University of Architecture and Urban Planning • Bucharest, RO

ACADEMIC, ENTREPRENEURIAL AND PROFESSIONAL EXPERIENCE

Starting 2023 - present

**Co-Founder and Educational Programme Designer for Business Growth in**

aBC — a Business of Creativity School that started with a mini-MBA program for creative industries leaders • Bucharest, RO

Starting 2022 - present

**Founder and Creative Ecosystem Builder**

ABC • Agency. Business. Community. • Bucharest, Romania

2021 – 2023, 2024 – present

**Studio Lecturer**

Urban Design and Planning Faculty, "Ion Mincu" University of Architecture and Urban Planning • Bucharest, RO

2020 – 2024

**Founder, Creative Mind and Architect**

AArchitects.Design • Bucharest, RO

2014 – 2022

**Founder and Creative Director**

Lyria – Hand Painted Leather Design • Bucharest, RO

2015 – 2018

**Owner, CEO and Production Manager**

Desirette – Leather Accessories Factory • Brasov, RO

TEACHING

2021 – 2023, 2024 – present

**Architectural Design Workshop** (undergraduate lectures), Senior Lecturer FUDPT Ion Mincu, Urban Design and Planning Faculty, "Ion Mincu" University of Architecture and Urban Planning • Bucharest, RO

2023 – 2024

**Business Mentor, 2<sup>nd</sup> Academic Year** (undergraduate lectures)

The Entrepreneurship Academy • Bucharest, RO

2021

**Business Tools and Business Planning in Creative Industries** (student workshop)

UAUIM Business Hub, "Ion Mincu" University of Architecture and Urban Planning • Bucharest, RO

2019 – 2020

**Creative Business Foundation** (undergraduate lectures)

Business Institute for Creative Industries • Bucharest, RO

2012 – 2015

**German High School Teacher** (high school students)  
Cambridge School of Bucharest • Bucharest, RO

2008-2012

Several German Teacher Positions in private Kindergarten & After Schools and state schools. • Bucharest, RO

#### PUBLICATIONS, ARTICLES

Popeanu, A. L. (2026). *Sustainable Futures in Creative Industries: Integrating Business Acumen into Educational Contexts to Generate*, chapters for a book to be published in the World Sustainability Series, <https://www.springer.com/series/13384> (publication in progress: May 2026). Springer Nature Switzerland, Electronic ISSN 2199-7381, Print ISSN 2199-7373

Popeanu, A. L. (2025). **Educational Business Tactics in Architectural Enterprises: Business modelling for financial sustainability.** *Bulletin of the Gheorghe Asachi Technical University of Iași. Construction. Architecture Section*, 69, 95–107 ISBN 1224-3884

Popeanu, A. (2025). Framework al modelelor de business - Aplicabilitatea lor în organizațiile de arhitectură, Discuții și Prelegeri, UAUIM BUSINESS HUB II – Suport de Curs, (pg. 46-50) Volumul 2, Editura Universitară “Ion Mincu”, Editor coordonator Anca Maria Păsărin-Ferreira-Garcia De Almeida, ISBN: 978-606-638-425-4

Popeanu, A. L. (2025). **Business Modelling Toolbox – The aBC Tool for Creative Entrepreneurs. A Business of Creativity.** In Possibility Studies in Action: Creative and Inclusive Workshop Practices (publication in progress: Winter 2025/26). Springer Nature Switzerland.

Popeanu, A. (2024). **Mindsetul creativ: cheia sustenabilității pentru afacerile Creative.** In Psychologies România Noiembrie 2024 (pp. 50-51), Bucharest, Romania, ISBN: 5 948494 200214

Popeanu, A. L. (2024), contributor in Creativity and Learning Book, chapter title **The Importance of Business Education in Creative Industries**, edited by Andreia Valqueresma, Luciana Dantas de Paula, and Tamara K. Rodney. Publisher Palgrave Studies in Creativity and Culture, Palgrave Macmillan, Switzerland ISBN 978-3031733932

Popeanu, A. (2023). **Clienți și marketing, UAUIM BUSINESS HUB – Suport de Curs**, (pg. 28-31) Volumul 1, Editura Universitară “Ion Mincu”, Editor coordonator Ionuț-Adrian Ibric, ISBN: 978-606-638-324-0

Popeanu, A. L. (2021). **Entrepreneurship In Creative Fields – Between Monetizing Innovation and Financial Sustainable Development of An Entrepreneurial**

**Organization** (Antreprenoriatul în domenii creative – între monetizarea inovației și dezvoltarea sustenabilă a organizației), O. Năsui, *Noii Industriași, Creativii, vol 4.* (pp. 230-237). Bucharest, RO: PostModernism Museum Publishing.

Popeanu, A. L. (2021). **Under The Sign Of Integration. Architectural Itineraries** (Sub semnul integrării. Itinerarii arhitecturale), coordinator Prof. PhD Arch. Emil Barbu Popescu, Editor Prof. PhD Arch. Dabija A.M., (pp. 115-119). Bucharest, RO: Ion Mincu University Publishing House

#### KEYNOTES, INVITED, CONFERENCES

*Integrating Business Acumen into Educational Contexts to Generate Growth*, Symposium on Sustainability in Executive Business Education Programmes, Sustainable Futures in Creative Industries • Salford Business School, Maxwell, Salford, December 2025 • Manchester, UK 2025

*Educational Business Tactics in Architecture, Design and Fashion – Business Modelling for Financial Sustainability in Creative Industries* • Convergence: Festival Architecture School of Tomorrow (FAST) October 2025 • Iași, RO 2024,

*Creative Potential: The Advantages of ADHD at the Intersection of Creativity, Entrepreneurship, and Innovation* • 5<sup>th</sup> Possibility Studies Network June 2025 • Maynooth, IR 2024

*Business Modelling for Financial Sustainability in Creative Industries* • Connect2Create October 2024 • Paris, FR 2024

*Business Modelling Toolbox – The aBC Tool for Creative Entrepreneurs. A Business of Creativity* • 4<sup>th</sup> Possibility Studies Network July 2024 • Cambridge, UK 2024

*Modele de Business în Industria Designului de Interior*, prelegere online ARDI – Asociația Română de Design și Inovație • 13 mai 2024 • Bucharest, RO

*Methodology of Running a Creative Business Nowadays - 7 steps in the creative business career* • D2 Conference, Podium Discussion • May 2024, Cluj Napoca, RO

*Business Model Framework for Creative Entrepreneurs*, Presentation • 3rd International Possibility Studies Network Conference July 2023 • Dublin, IR 2023

*Business Models in Creativity, Architecture & Design. An overview in Creative Sectors*, Presentation • Creativity Week June 2022 • Geneva, CH 2022

*Research in Architectural Business Models*, Online Presentation • International Conference of IMUAU Doctoral Schools (CiSDAU) • “Ion Mincu” University of Architecture and Urban Planning • Bucharest, RO 2023

Annual Session of Scientific Communications of the Doctoral Schools of Landscaping and Architecture, 7th Edition, Presentation • “Ion Mincu” University of Architecture and Urban Planning • Bucharest, RO 2021



## RESEARCH PROJECTS

2021

**CHEIA • Holistic Competition, Integrated Academic Expertise**  
"Ion Mincu" University of Architecture and Urban Planning • Bucharest, RO  
Collaborators: Oana Mihăescu, Radu Pană, Daniel Armenciu, Oana Pavăl, Claudiu Tudoran, Serin Geambazu, Clarissa Ivan, Anca Bolohan, Ioana Csatlos, Alexandra Petraru, Eduard Răducanu, Silvia Cazacu.

## VOLUNTEERING

Architecture Courses in Primary Schools (De-a Arhitectura) • Volunteering as a teacher for 3<sup>rd</sup> grade to bring children closer to the architectural field and the built environment • Bucharest, RO 2020 - present

The School of Bunești • Argeș Vernacular Architecture School, 2010-2011.

## LANGUAGES

English (Professional Proficiency)

German (Native Proficiency)

Romanian (Native Proficiency)