

**Curriculum vitae
Europass**



Informatii personale

Prenume / Nume Lector Universitar Dr. BARBU-BĂNEȘ-KLEITSCH Adela-Oana

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Web **Reserch Gate**
https://www.researchgate.net/profile/Oana_Barbu2

Google scholar
<https://scholar.google.ro/citations?user=BSfRku0AAAAJ&hl=en>

Publons
<https://publons.com/researcher/2314581/oana-a-barbu-kleitsch>

Naționalitate Română

Data nașterii 13.04.1982

Sex Feminin



**Locul de muncă vizat /
Domeniul ocupațional**

Experiența profesională

Perioada **2021-prezent**

Postul **Trainer/Formator**

Activități și domeniul de specializare Design traininguri și susținere traininguri de formare pentru adulți din mediul academic participanți în proiecte de formare Erasmus
Traininguri susținute pe următoarele teme:

- Communication Skills
- Sending Out your message: communication&dissemination
- Communication and Feedback
- People Skills
- Co-creative mindset and SHARED LEADERSHIP
- Online Communication
- Leadership Skills
- Creative Thinking
- Critical Thinking

Angajator European Academy of Innovation

Tipul de activitate Colaborator

Perioada **2012 - prezent (2006-2012 Cadru didactic asociat la Catedra de Filosofie și Științe ale Comunicării)**

Postul **Din Octombrie 2012 Dr. – Lector Universitar Dr. la Catedra de Filosofie și Științe ale Comunicării**

Facultatea de Științe Politice, Filosofie și Comunicare
Universitatea de Vest din Timișoara

Activități și domeniul de specializare

- Cursuri și seminare în **Introducere în Publicitate, Managementul agenției de Publicitate, Analiza reclamei, Metode și Strategii publicitare, Metode și tehnici promoționale, Psihologia Reclamei, Social Media, Publicitate Online, Relații Publice Online, Storytelling online, Transmedia Storytelling, Corporate Communication and Personal Branding;**

Alte activități

- Responsabil de Specializarea Publicitate în cadrul Departamentului de Filosofie și Științe ale Comunicării.
- Organizator de evenimente și membru al Comitetului Științific CESC – Conferință internațională, LCC – Atelier internațional exploratoriu,
- Facilitator și organizator în proiecte comunitare: Școala internațională de vară IP Erasmus, Expo AdPoster, StudentFest- Panoul publicitate, Școala de Marketing, Recycle Print – atelier ecologic, , “Zilele portilor deschise”, Rebranders, etc.
- Promotor al evenimentelor UVT
- Coordonator al echipelor de studenți în diversele proiecte exploratorii
- Conferințe, workshopuri și training-uri dedicate studenților și mediului de afaceri
- Tutore de an și membru în proiecte Peer2Peer Tutoring
- Coaching și mentorat

Angajator Universitatea de vest din Timișoara

Tipul de activitate Lector in invatamântul superior

Perioada **2010-present**

Postul **Freelancer – Specialist în comunicare**

Actizitați si responsabilitați	<ul style="list-style-type: none"> - campanii de comunicare în domeniul corporate, cultural și sportiv - strategii de branding si comunicare în domeniul corporate, cultural și sportiv - PR și organizator evenimente în domeniul corporate, cultural și sportiv - Strategist in comunicarea online - activitații de instruire, training și mentorat <p>http://ro.linkedin.com/in/oanabarbu10</p>
Tipul de activitate	Comunicare Online, PR, Branding, organizare de evenimente
Perioada	01.2008-01.2010
Postul	Account Manager
Actizitați si responsabilitați	<ul style="list-style-type: none"> - Analiza de concept si brand, - Copywriting; - Strategii de comunicare; - Instruiri;
Angajator	Inhive Media and Communication, Timișoara
Tipul de activitate	PR/Publicitate
Perioada	10.2006-07.2007
Tipul de activitate	Specialist Cont Client/copywriter
Actizitați si responsabilitați	<ul style="list-style-type: none"> - Managementul Conturilor - Analiza de concept și Brand - copywriting - Studii de piața - Instruiri
Angajator	Signarama, SC. Timsar SRL, Timișoara
Tipul de activitate	PR/Publicitate
Perioada	09.2005-09.2006
Postul	Manager Conturi & Dezvoltare concepte
Actizitați si responsabilitați	<ul style="list-style-type: none"> - Manager Conturi - Planificarea comercializării - Dezvoltarea creativa a conceptului - Strategia campaniilor publicitare
Angajator	Expo Design System, Arad
Tipul de activitate	PR-BTL-Events



STUDII



Perioada	2011- Aprilie 2012 studii Post Doctorele
Calificări	Studii Post Doctorale
	POSDRU Bursa Postdoctorala in Comunicare POSDRU/89/1.5/S/63663: Titlul cercetarii Postdoctorale: „ Between Identity and Image: The Production of Meaning in the Relationship between a Sport Brand and Members of Specific Communities. Studiu de caz: Rugby Club MVT Universitatea de Vest Timișoara ”
Instituții	Universitatea Babes-Boyai, Cluj-Napoca, România
Nivelul de calificare	Studii Postdoctorale
Perioada	2007 – 2010 Doctorat
Calificare	Bursă Doctorat în Filosofie
	Titlul Tezei de Doctorat: “De la Filosofie Teoretică la Filosofia de Brand”
Instituția	Universitatea de Vest Timișoara
Nivelul de calificare	Studii Postuniversitare/Doctorat
Perioada	2005 – 2007 Masterat
Calificare	Master in Comunicare și Filosofie
	Titlul Tezei de Masterat: “Comunicarea Vizuala in Publicitate”
Instituția	Universitatea de Vest Timișoara
Nivelul de calificare	Studii Postuniversitare
Perioada	2001 – 2005 Diploma de Licența
Calificare	Licențiat în Filosofie
	Titlul lucrării de Licență: „ Publicitatea ca un domeniu estetic ”

Instituția Universitatea de Vest Timișoara



Nivelul de calificare Studii universitare

**Certificate și
competențe**

- **2020 - 2021 – Curs Postuniversitar ”Predare și învățare în mediul universitar - o abordare bazată pe dovezi empirice”,** în proiectul „Acces și echitate în universități. Demersuri antreprenoriale inovatoare pentru studenți și cadre didactice”centrul CDA, Universitatea de Vest, Timișoara
- **Septembrie 2020 – Online Certificate Course by UNSW Sydney & Coursera: *Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences*** Verif y at coursera.org /verif y/JPLPH M M F5337
- **Iunie 2012 – Phillip Kotler Certified Course “Marketing 3.0 – Profitability, Returnability and Sustainability.”,** Philip Kotler Impact <http://kotlerimpact.com/>
- **March 2012: certified course of specialization in “Sport Branding”,** at IARSIC, International Applied Studies of Innovations in Communication, Montpellier, France
- **February 2012: certified course of specialization in “Organizational Image and Identity”,** at IARSIC, International Applied Studies of Innovations in Communication, Montpellier, France
- **2011 Short term expert on Advertising,** responsible with the qualitative research, **POSDRU Grant *University for the future of a communication society*,** Grant ID: 64075, CCI 2007RO051PO001
- **2011 and 2010 Project Coordinator IP Erasmus International Summer School,** Contract nr. 6316/06.10.2010, IP 10 EIP RO TIMISOA01
- **2010 Certificated Internship 2.0, Online PR project :** www.webcultura.ro
- **2010 attested Mentor/Tutor Certificate, code COR 235902 – Ministry of Education, Research and Innovation, Serial G nr. 00003161**
- **2008 Certificate Leaders Association- Sustainable Leadership**
- **2007 Certificate – British Business Academy: Organisational PR**
- **2005 Certificate – British Business Academy: Marketing**
- **2005 Certificate – British Business Academy: Advertising and Promotion**

- **Language certificate in English**

Afilieri profesionale



2010 – până în prezent member of **SPSI**, Social-Political Studies Institute of Timisoara;
2011 – până în prezent member of **AFCOM**, Trainers Association of Journalism and Communication, Bucharest;
2012 – până în prezent member of **IARSIC**, International Applied Studies of Innovations in Communication <http://www.iarsic.com>
2013 – până în prezent member of the editorial board of **ESSACHESS** – Journal for Communication Studies
2014 - până în prezent member of the scientific board TRIVENT-CESC International conference <http://cesc2015.org/committees.html>
2017- până în prezent membru CRIFTS, filiala Academiei Române în Timișoara.

Studii de cercetare

2007 – 2010 Studii doctorale; PhD Scholarship in Philosophy
PhD. Thesis title: „De la Filosofia teoretica la Filosofia de Brand” – West University of Timisoara;

Aprilie 2011 – iunie 2014: Expert pe termen scurt, publicitate, membru în echipa responsabil cu analiza calitativa în POSDRU Grant “University for the future of a communication society”, Grant ID: 64075, CCI 2007RO051PO001

Mai 2011: Expert pe termen scurt cercetare, specializarea publicitate, membru în proiectul DOCIS: “Developing an operational system of higher education qualifications in Romania”, POSDRU/2/1.2/S/2

October 2011 – April 2012: Bursa de cercetare post-doctorala la Universitatea „Babeș-Boyai” of Cluj-Napoca, Romania in POSDRU Grant Postdoctoral Scholarship in **Communication** POSDRU/89/1.5/S/63663:
Post doctoral research title: „**Between Identity and Image: The Production of Meaning in the Relationship between a Sport Brand and Members of Specific Communities. Case Study: Rugby Club MVT West University of Timisoara**”

2012 January – April 2012: Studii de cercetare în „**Identity and Image: The Production of Meaning in corporate communication**” - “Laboratoire d'Etudes et Recherches Appliquées en Sciences Sociales (**LERASS - EA 827**) and **IARSIC** -International Applied Studies of Innovations in Communication, **Montpellier, France**

Granturi și echipe de cercetare:

02.05.2022-31.10.2022 – Formator în proiectul UVT teaching & learning brand – Reflective & Collaborative Learning into action, proiect CNFIS-FDI2022-0489.

01.08.2022-16.12.2022 – Cadru didactic expert în proiectul CNFIS-FDI-2022-0394: „UVT – Consiliere și orientare în carieră pentru o Comunitate Informată profesional”

01.04.2022 – 01.07.2022 – Mentor dezvoltare și monitorizare afaceri în proiectul „Viitorul tău în antreprenoriat - soluție pentru o carieră de succes”, ID 142048, proiect finanțat prin Programul Operațional Capital Uman

01.10.2021-31.01.2022 – Tutore de an/expert învățământ, proiect Rose"Consilierea mea-Expertiza altora-Experienta mea-Atractivitatea de a studia-exact ceea ce conteaza pentru succesul meu in PFC” ROSE/AG374/SGU/SS/III/2020 contract nr. 43712 - 14/09/2021



22.06.2021-17.12.2021 – Expert formare didactică/Expert învățământ, UVT - Teaching & Learning Brand – Reflective & Collaborative Learning into action, 27995 -17/06/2021

10.2020 – 02.2021 –TUTORE DE AN proiect Rose"Consilierea mea-Expertiza altora-Experienta mea-Atractivitatea de a studia-exact ceea ce conteaza pentru succesul meu in PFC” ROSE/AG374/SGU/SS/III/2020 contract nr. 52580/21.10.2020

01.02.2020 – 31.08.2020 – Expert Cercetător în proiectul Arhitecturi identitare și noi categorii ale patrimoniului: analiza multidisciplinară a mecanismelor construcției identitare în relație cu patrimoniul cultural în România contemporană (Acronim: ARHID) PATCULT - PN-III-P1-1.2-PCCDI-2017-0686, contract de finanțare nr. 52 PCCDI/2018 – PATCULT#RO. ARHID,

24.08.2020 – 11.09.2020 – Expert învățământ în cadrul proiectului ROSE „West Summer University” (Acord de grant nr. 18/SGU/PV/I/12.07.2017),

2017 - 2018 Rasing awareness and Staff Mobility on Violent RADicalisation in Prison and Probation services, prin contractul de munca nr. 9337/04.05.2017

12.2017 Responsabil Proiect PN-III-P1-1.1-MCD-2017-0171, Proiecte de mobilitate pentru cercetători cu experiență din diaspora.

05-06. 2017 Trainer/Cercetător în cadrul proiectului Erasmus 1070, 2014 ECOPRIS, nr. 2014-1-PT01 KA2014- 001070, "Ecological Economics in Prison Work Administration", prin contractul de munca 9406/05.05.2017

05.2017 Trainer/Cercetător în carul proiectului Erasmus 2936, IDECOM, nr. 2014-1-RO01-KA204002936, Innovation, Development and Communication for a better education in Prison System, prin contractul nr. 9402/05.05.2017

10.12.2015-31.12.2015 – ETS Evaluare în cadrul competiție GALA în cadrul proiectului POSDRU 155559

2011 Expert pe termen scurt în Publicitate, responsabil cu cercetarea calitativă, POSDRU Grant *University for the future of a communication society*, Grant ID: 64075, CCI 2007RO051PO001.

2011 Trainer & Project Coordinator ”IP Erasmus International Summer School”, Contract nr. 6316/06.10.2010, IP 10 EIP RO TIMISOA01



Limba materna **Romanian**

Limbii străine **English, German, French**

Auto evaluare

Engleză

Germană

Understanding		Speaking		Writing
Listening	reading	Conversatio n	Oral discourse	writing
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user
Basic User	Basic User	Basic User	Basic User	Basic User

Freneză

	Basic User	Basic User	Basic User	Basic User	Basic User

Abilități sociale

Bun orator, excelente abilități de comunicare, leadership, empatie, atitudine colaborativă.

Competențe și aptitudini organizatorice

bun organizator cu experiență relevantă în managementul unei echipe și planificare strategică a unui eveniment; persoană loială cu respect față de ierarhie.

Aptitudini operare PC

excelente abilități de conducere a calculatorului Windows, iOS, pachete Office aferente, inclusiv Google Suite.
cunoștințe de operare cu o gamă variată de aplicații digitale.
cunoștințe management și promovare pe rețele de socializare Facebook, Instagram.
Grafica: Pachetul Adobe, Corel Draw, Canva

Competențe și aptitudini artistice

interes sporit în arte vizuale, Educație fizică și Sport, literatură și storytelling, filosofie contemporană, estetică, antropologie culturală, cinematografie, branding și comunicarea în medii digitale.

Carnet de conducere

Categoria B

Anexa 1

Lista cu articole și conferințe academice selectate



Anexa 1 - Lista cu articole și conferințe academice selectate

- **July 2001** Arad/Moneasa Philosophy camp, "Philosophy and Postmodernity", first edition, organized by West University of Timisoara and West University „Vasile Goldis” of Arad, Presented **paper**: *In search for understanding Bataille's eroticism*;
- **July 2004, Arad/Moneasa**, International Symposium „Arad /Princeton seminar on 17'th century Philosophy”, West University, „Vasile Goldis” Arad, Presented **paper**: „**What if *Res extensa* is not a substance?**” ;
- **April 2008, International Symposium** “LCC – Language, Concepts and Communication” organized by Philosophy and Communication Sciences Department, West University of Timisoara, Romania. Presented **paper**: *Advertising – a possible communication alternative*
- **August 2008** – Journal Cultura și comunicare.com, <http://www.culturasicomunicare.com/>, **Article**: *Comunicarea valorică prin branduri* ISSN 1843 — 343X,
- **September 2009** –International Symposium *Bridges of Media Education*, Novi Sad, Serbia – **Article**: *The Promethean Role of Advertising*
http://novine.kszimpressum.com/index.php?option=com_content&task=blogcategory&id=27&Itemid=41
ISBN 978-86-6065-029-2

- **October 2009** – Journal Cultura si comunicare.com, <http://www.culturasicomunicare.com/>, **Article:** *Comunicarea din perspectiva filosofiei practice* ISSN 1843 — 343X,
-
- **December 2009** – The Journal of West University of Timisoara (Analele UVT), Communication Sciences panel, http://www.filcom.uvt.ro/dmdocuments/AUVT/2009_AUVT.pdf – **Article:** *Metaphor in Advertising* ISSN 1844 – 1351 pp 82-92
- **December 2009** – International Journal Vox Philosophia; http://www.philosophical-review.info/index.php?option=com_content&view=article&id=6&Itemid=9&lang=ro **Article:** *Comunicare și filosofie practică* ISSN 2100-0069
- **April 2010** – **Collective volume publication:** The Serbian journal CM: *Communication Management*. <http://www.fpn.bg.ac.rs/casopisi/cm.html> **Article:** *Promethean Advertising: a Philosophical Approach* ISSN 1452-7405, pp 101-112
- **July 2010** - *Organizer and Lecturer at* IP Erasmus International Summer School, **Article:** *Transparency and subliminal in today's brand communication*
- **December 2010** – The Journal of West University of Timisoara (Analele UVT), **Article:** *Brand Philosophies in terms of Practical Philosophies*, http://www.filcom.uvt.ro/dmdocuments/AUVT/2010_AUVT.pdf ISSN 1844 – 1351 pp. 51-62
- **April 2011** – **Single Author volume publication:** *Publicitatea ca formă a comunicării*, ed. Concordia (CNCSIS), Arad ISBN 978-973-1745-94-7 no. pages 107, (*English title translation: Advertising as a form of Communication*)
- **May 2011 International Publication, BDI article** (Ulrich's, Index Copernicus, EBSCO, DOAJ) “Education Plus Journal” (indexed B+). **Article:** *Education through advertising's metaphors* <http://www.uav.ro/files/educatie/plus/EPvol7no1.pdf> ISSN 1842-077X; E- ISSN 2068–1151
- **May 2011 International Conference** Serbia: *Media, Poverty and Social Exclusion* , Novi Sad, Serbia, 7 May ; **Article:** „*The Social Impact of Roma Minority Integration Campaigns*” ISBN 978-86-6065-067-4
- **May 2011 National Conference**, Bucharest University, FJSC department; Presented **paper:** *About branding and the New Ethics*
- **May 2011, National Conference** 27/28 May 2011 Bucharest University, Humanities department, Presented **paper:** *The Ethics of care in Branding activity*



- **July 2011, Organizer and Lecturer at IP Erasmus International Summer School,** <http://ip-summer-course.com/>, **Article:** *Of brands, brand philosophies and Roma integration pp 113-123* <http://ip-summer-course.com/wp-content/uploads/2011/07/lectures-support.pdf> ISBN 978-973-125-3449-7
 - o **Organizer**
 - o **Single author lecture:** *Of brands, brand philosophies and Roma integration*

- **July 2011 Collective volume publication:** *Knowledge Communication: Transparency, Democracy, Global Governance, (coordonator Claudiu Mesaroş), ed. Universităţii de Vest, ISBN 978-973-125-3449-7, Article: Of Brands, Brand Philosophies, pp 113-123* <http://ip-summer-course.com/wp-content/uploads/2011/07/lectures-support.pdf>

- **July 2011,** Scientific Journal "Ştefan cel Mare" University of Suceava, Romania, ISSN 2069 – 4008 (online: ISSN 2069 – 4016) vol. I, 2011, **Article:** *Brands as today's practical philosophies*

- **August 2011, International Publication** *Journal of Media Research*, „Babeş-Boyai” University, Cluj-Napoca, C+ indexed, ISSN: 1844-8887
Articles accepted with peer review and prepared for publication:
 - o *Advertising’s Role in Media and Discourse*
 - o *The Brand Philosophies. A Cultural Approach*

- **November 2011, International Conference FJSC Bucharest,** “*Rolul NEW MEDIA în jurnalism*” (*New Media’s role in Journalism*); Lecture, presented **paper:** *Online Ethics and the Advertorials. Case study: Promoting a local rugby team.*

- **December 2011, Collective volume publication,** “*Media Discourse of poverty and Social Exclusion*” ISBN 978-86-6065-081-0, funded by the Ministry of Education and Science of Republic of Serbia (project no. III 47020), Faculty of Philosophy, Novi Sad 2011; **Article:** *The Social Impact of Roma Integration campaigns*, pp. 295-305

- **December 2011, International workshop** Toulouse, LERASS - ESSACHESS deuxième edition: *Epistémologie de la communication : bilan et perspectives*
 - o **Single author lecture:** *Les philosophies de marque: Une approche culturelle sur Brands dans la société Hyper consumériste*
 - o **Collective paper with PhD. Gheorghe Clitan (West university of Timisoara), individual lecture and presentation:**
L' analyse critique de l' informations dans le discours publicitaire. Étude de cas: l'affiche publicitaire



- The proceedings will be published in a special issue of the journal *Essachess. Journal for Communication Studies* (January 2012) (www.essachess.com) indexed in 6 international databases like EBSCO, ProQuest CSA etc.

- **13 March 2012 International Seminar** on « Epistémologie et méthodologie de la recherche en Sciences de l'Information et de la Communication : quelles innovations? », Université Paul Valéry Montpellier, **Montpellier**, France

http://www.iarsic.com/wp-content/uploads/2012/03/seminaire-recherche_ESSACHESS_ORC-IARSIC_.pdf

- o **Single author paper:** *Fonctions symboliques de l'image dans le paradigme de la communication organisationnelle*

- **14 March 2012 Special Guest lecturer:** International lecture at Béziers, Centre du Guesclin, Paul Valéry University of Montpellier 3, France organized by ESSACHESS and the Open Research Center for International Applied Research Studies of Innovations in Communication (ORC IARSIC) <http://www.iarsic.com/events/>

- o **Single author lecture:** *Interpreting the symbolic functions of an image in an advertising poster*

- **23-24 March 2012, International Conference** on Human & Social Sciences, **ICHSS 2012**, Tirana, Albania

- o **Single author paper and video/virtual lecture presentation:** *The culture of a brand. Between Identity and Image*

- **April 2012, International Publication:** MJSS VOL 3: *The culture of a brand. Between Identity and Image* in the "Mediterranean Journal of Social Sciences" (ISSN 2039-9340 print; ISSN 2039-2117 online) (High impact databases indexed: DOAJ, EBSCO, Copernicus, IBSS, Ulrich web, ProQuest, Academic Journals Database etc.) another 17 **BDI indexed.**

<http://www.mcser.org/images/stories/MJSS-Special-issues/mjss%20vol%203%20no%209%20april%202012.pdf>
pp. 47-55

- **June 2012 RCIC International conference and ISI Publication, REDEFINING COMMUNITY IN INTERCULTURAL CONTEXT. Conferință internațională (2012: Brașov):** Oana Barbu A Communication Perspective on Organizational Image and Identity: Online Research Study upon a Romanian Rugby **Team**, pp 37-46, ISBN: 978-606-8356-05-1,

http://www.afahc.ro/ro/rcic/simpozion/simpozion_12/European%20Community/Barbu.pdf

- **June 2012, , International Conference ISSA 2012, THE INTERNATIONAL CONFERENCE OF APPLIED SOCIAL SCIENCES**, Timisoara, Romania http://issa.uvt.ro/?page_id=15

- o member of the organizing committee
- o Keynote speaker in the final Plenary session
- o Moderator

- o **Single author paper:** *Brands' social role*

- **November 2012**, Colloque international modernes et postmodernes, Beziers, France, « Communication du symbolique et symbolique de la communication dans les sociétés IARSIC and l'Institut des Technosciences de

l'Information et de la Communication (ITIC), organisé par ESSACHESS et Communication (ORC IARSIC) Université Paul Valéry de Montpellier 3, Les 8-9 novembre 2012 à Béziers, France

- o **Single author paper:** • *Understanding Advertising's symbols: Between Metaphor and in everyday's life*

- **2012, Colaborari la volume (publicate in limbi straine)** Gheorghe Clitan and Oana Barbu, "Critical Analysis of Information in the Advertising Discourse. Case study: the advertising poster", in Bratosin, Stefan, Bryon-Portet, Celine et Tudor, Mihaela Alexandra, *Epistémologie de la communication: bilan et perspectives*, Actes du wokshop international ESSACHES – Technopolis, 2 ème édition, Toulouse, 2011, Editura Institutul European, Iasi, 2012, ISBN 978-973-611-906-4, p. 37-48

- **2012, Colaborari la volume (publicate in limbi straine)**, Oana Barbu, *Understanding Advertising's symbols: Between Metaphor and in everyday's life*, in Bratosin, Stefan et Tudor, Mihaela Alexandra, *Communication du symbolique et symbolique de la communication dans les sociétés modernes et postmoderne*, Actes du colloque international ORG IARSIC-ESSACHESS, 8-9 novembre 2012, Béziers, France, Editura Institutul European, Iasi, 2012, ISBN: 978-973-611-993-4 p.12-20

- **February 2013, BDI International Volume Publication, The Social Role of Brands, Vol 3. Applied Social Sciences: Communication Studies**, Editura CAMBRIDGE SCHOLARS PUBLISHING, ISBN 13: 978-1-4438-4340-9, ISBN: 1-4438-4340-7

- **October 2013, International Conference Media Convergence**, Cluj-Napoca, Romania.

- o **Single author paper:** *Micro targeting and social media: applicability and ethical issues*,

- **7-9 November 2013, Organizer, moderator, speaker, CESC International Conference – Communication and Education in Knowledge Society**, West University of Timisoara

- o **Single author paper:** *Is there an Educational role to Advertising?*

- **2-3 July 2014, International Conference COMSYMBOL2014**, 2e Colloque International ComSymbol « Espace public et communication de la foi » Centre Universitaire du Guesclin, Université Paul , Valéry de Montpellier 3, Béziers, France,

- o **Single Author Paper:** *Use of Religious symbols in Advertising*

- **17-19 September 2014 International Conference SMART 2014**, Social media in Academia, Timisoara

- o **Single Author Paper:** *Advertising, Social Media and the use of Religious symbols*
<https://www.edusoft.ro/smart2014.pdf>

- **21-24 May 2015 International Conference Redefining community in intercultural context RCIC'15, Academia Fortelor Aeriene, Brasov**

- o **Single Author Paper:** *Use of Visual Hyperbole in Advertising Effectiveness*

*the paper was accepted to be published in 2015, in ISI volume, indexed by Thomson Reuters
http://www.afahc.ro/ro/rcic/2015/RCIC'15/rcic'15_volume.PDF



- **8-9 April 2016 International Conference on Social Sciences, ICSC IX, Dubrovnik**

- o **Single Author Paper:** *Elements of National Identity in Nowadays Social Media*, published in in Recent Ideas and Research in Social Sciences, ed. EUSER, London, 2016, ISBN 9788890916434, pp.158-167

https://www.academia.edu/25431566/Recent_Ideas_and_Research_in_Social_Sciences blue zone in UEFISCDI list: EUR J COMMUN 0267-3231

- **24-25 october 2016 PR Trend International Conference, Communication in a Changing Society, Univ. Babes-Boyai Cluj-Napoca**

o **Single Author paper to be published: *Branding and Self Ethics***

- **8-10 June 2017 21-22e Colloque bilatéral Franco-Roumain en Sciences de l'Information et de la Communication Politique et religion au défi de la communication numérique: G. CLITAN; O. BARBU, *L'utilisation de symboles religieux dans les campagnes politiques / Utilizarea simbolurilor religioase in campanile politice,***

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