

PERSONAL INFORMATION **Arabela Gabriela BRICIU**



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Sex F | Date of birth 01/06/1984 | Nationality Romanian
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WORK EXPERIENCE (at university)

from February 2021- present **Associate Professor, PH.D.**
Transilvania University of Brasov, www.unitbv.ro/socioen
Faculty of Sociology and Communication
Department of Social Sciences and Communication

from October 2017 – February 2021 **LECTURER, PH.D.**
Transilvania University of Brasov, www.unitbv.ro/socioen
Faculty of Sociology and Communication
DEPARTMENT OF SOCIAL SCIENCES AND COMMUNICATION

from Oct. 2007 – Sept. 2017 **Teaching Assistant**
Transilvania University of Brasov, www.unitbv.ro/socioen
Faculty of Sociology and Communication
Department of Social Sciences and Communication

EDUCATION AND TRAINING

2007 - 2016 **Ph.D. in Mass Communication Studies Field of Research**
University of Bucharest,
Faculty of Journalism and Communication,
The School of Journalism and Mass Communication Studies.
esis: Political Communication of Romanian Post-communist Televised Presidential Debates.

2006 - 2008 **M.A. in Management of Brand Campaigns**
Transilvania University of Brasov,
Faculty of Law and Sociology,
Dissertation thesis: Symbols in Political Communication: Myths, rituals and the Romanian Political Spectacle

2002 - 2006 **B.A. in Sociology**
Transilvania University of Brasov,
Faculty of Law and Sociology,
Sociology Department; Diploma thesis: Thorstein Veblen: The Actuality of Conspicuous Consumption Theory.

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	B2	B2	C1
French	B2	B2	B1	B1	B1
Spanish	A1	A1	A1	A1	-
Italian	A1	A1	-	-	-

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills Good communication skills gained through my experience as a teacher and as a PR Specialist
Ability to work in team gained in many situations, corporate and academic.

Organisational / managerial skills Leadership (responsible for teams of more than 10 people)
Ability to work independently or in team, even in stressful situations
At ease with tasks of organization, administration and management.

Computer skills Assistant programmer certificate – "Grigore Moisil" National High School of Informatics, Braşov:
Borland Pascal, Borland C/C++, FoxPro;
Other programs: MS Office (Word, Excel, PowerPoint, Outlook Express), SPSS, Nvivo.

ADDITIONAL INFORMATION

- Books** (in Romanian) ▪ BRICIU, A. (2017). *Comunicarea și discursul politic: între teorie și practică*, [EN Title: *Political communication and the political discourse: theory and practice*]. Cluj- Napoca. Presa Universitară Clujeană;
- NECHITA, FI. & BRICIU, A. (2013). *MIJLOACE DE PROMOVARE - Note de curs. Aplicații. Studii de caz, Braşov* [EN Title: *PROMOTION- Lecturers, Applications and Case studies*]. Transilvania University of Braşov Press.

BOOK CHAPTERS

- BRICIU, Victor-Alexandru și BRICIU, Arabela, titluC:Encyclopedia of Organizational Knowledge, Administration, and Technology (5 Volumes) titluS:cap. 180 Social Media and Organizational Communication NrPagini:16 editura:IGI Global isbn:9781799834731 CoefM:2 AnAparitie:2020 NrAutori:2 TotalNrPagini:2734, <https://www.igi-global.com/book/encyclopedia-organizational-knowledge-administration-technology/242894>
- BRICIU, Victor-Alexandru, Mircea, Ioana și BRICIU, Arabela, 2020, "Communication and Entrepreneurship in Romania: Dissimulation of First Impression in 30 Seconds" In *Entrepreneurial Development and Innovation in Family Businesses and SMEs*, IGI Global, isbn:9781799836483 <https://www.igi-global.com/book/entrepreneurial-development-innovation-family-businesses/243744#table-of-contents>
- BRICIU, Victor-Alexandru, DEMETER, Robert, NECHITA, Florin, KAVOURA, Androniki, BRICIU, Arabela, 2019, "A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites revista:Strategic Innovative Marketing and Tourism". In *Springer Proceedings in Business and Economics* issn:21987246 https://doi.org/10.1007/978-3-030-12453-3_87, https://link.springer.com/chapter/10.1007%2F978-3-030-12453-3_87
- BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, 2020, "Impression Management Through Websites: An Analysis of the Romanian Banking Industry" In *Strategic Innovative Marketing and Tourism. 8th ICSIMAT, Northern Aegean, Greece, 2019. Springer Proceedings in Business and Economics* issn:21987246 AnAparitie:2020 https://doi.org/10.1007/978-3-030-36126-6_46, https://link.springer.com/chapter/10.1007%2F978-3-030-36126-6_46
- BRICIU, Arabela și BRICIU Victor-Alexandru, 2020, "Participatory Culture and Tourist Experience: Promoting Destinations Through YouTube" , In *Strategic Innovative Marketing and Tourism. 8th ICSIMAT, Northern Aegean, Greece, 2019. Springer Proceedings in Business and Economics* issn:21987246 https://doi.org/10.1007/978-3-030-36126-6_47, https://link.springer.com/chapter/10.1007%2F978-3-030-36126-6_47
- BRICIU Arabela și BRICIU Victor-Alexandru, 2020, "Designing the Virtual Product Experience: Learnings from Shenzhen, China and the ESUN Solutions" In *Strategic Innovative Marketing and Tourism. 8th ICSIMAT, Northern Aegean, Greece, 2019. Springer Proceedings in Business and Economics* issn:21987246, https://doi.org/10.1007/978-3-030-36126-6_48,
- BRICIU, Arabela, 2010, Sfera publica- origine si dezvoltare [EN Title: *Public Sphere- History and Development*], Spectacolul politic, [EN Title: *Political Spectacle*] and PR si imagine politica [EN Title: *Political PR*] in COMAN, Claudiu, *Sfera publica si imaginea politica*, Bucuresti, C.H. Beck Publisher, pp. 5-38, 72-85;
- Peer-reviewed papers (selection)** ▪ BRICIU, Victor-Alexandru; REZEANU, Cătălina-Ionela; BRICIU, Arabela, 2020, Online Place Branding: Is Geography 'Destiny' in a 'Space of Flows' World? In *Sustainability - Basel* 12(10), 4073, issn:20711050, <https://doi.org/10.3390/su12104073>, <https://www.mdpi.com/2071-1050/12/10/4073>
- BRICIU, Arabela, BRICIU, Victor-Alexandru, KAVOURA, Androniki, 2020, Evaluating How 'Smart' Brasov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism, In *Sustainability* 12(13), 5324, issn:20711050, <https://doi.org/10.3390/su12135324>, <https://www.mdpi.com/2071-1050/12/13/5324>
- BRICIU, Victor-Alexandru și BRICIU, Arabela, 2019, "Concept Variations on Destination, Place and Nation Marketing and Branding", In *Bulletin of the Transilvania University of Brasov*, Vol. 12(61), No. 2-2019, Series VII, Social Science and Law issn:20667701 BDI1:EBSCO BDI2:ProQuest BDI3:CEEOL, <https://doi.org/10.31926/but.ssl.2019.12.61.2.21>, <http://webbut.unitbv.ro/Bulletin/Series%20VII/2019/BULETIN%20I/28%20BRICIU-BRICIU%20BUT%202019.pdf>
- BRICIU, Arabela, BRICIU, Victor-Alexandru și Pilipinschi, Ana-Maria, (2017), "A Website Brand Analysis of Romanian Companies from Automotive Industry" in *Bulletin of the Transilvania University of Brasov*, Vol. 10(59), No. 1-2017, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 133-142
- BRICIU, Victor-Alexandru și BRICIU, Arabela, (2016), "A Brief History of Brands and the Evolution of Place Branding" in *Bulletin of the Transilvania University of Brasov*, Vol. 9(58), No. 2-2016, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 137-142
- REZEANU Cătălina, BRICIU Arabela, BRICIU Victor, Repanovici Angela, Coman Claudiu, (2016), "The Influence of Urbanism and Information Consumption on Political Dimensions of Social Capital: Exploratory Study of the Localities Adjacent to the Core City from Braşov Metropolitan Area,

Romania”, în PLoS ONE 11(1): e0144485. doi: 10.1371/journal.pone.0144485

- COMAN, Claudiu și BRICIU, Arabela, (2014), „The Romanian Mayor–Present and Future Image”, în Bulletin of the Transilvania University of Brasov, Series VII: Social Sciences and Law, Vol 7 (56), No. 1, pp. 251-260, ISSN:20667701
- BRICIU, Gabriela-Arabela și BRICIU, Victor-Alexandru (2013), „Theoretical Aspects Regarding the Key Factors in Building a Place Brand Strategy” in Bulletin of the Transilvania University of Brasov, Series VII: Social Sciences and Law, Vol. 6(55), No. 2-2013, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 271-279

Grants and Research Funding
(selection)

- *Rediscovering „NewEurope” – On-Wheels summer school for Balkan/Central and Eastern Europe trans-border history and politics*, Erasmus+, Strategic Partnerships: 2020-1-PL01- KA203-081999,
- *Developing Inclusive Education for Students with Disabilities in Sri Lankan Universities (IncEdu)*, Erasmus (2018/C 384/04): 609871-EPP-1-2019-1-LK-EPPKA2-CBHE-JP
- *Looking for the Future of University in the Communication Society*, POSDRU/86/1.2/S/64075, 2011-2013
- Mapping the social issues in Brasov County, *Brasov County Council, 2012/2008-2010*
- Future for Youth, *Brasov County Council, no. 2013/2008-2009*
- Evaluation of the European Information Center CORONA Braşov, *Brasov County Council, no. 2015/14.03.2008*
- Developing a strategy for the sustainable development of tourism in Brasov County in partnership with *The Association for the Promotion and Development of Tourism in Brasov County (APDT)*, 12/08.04.2008
- The promotion of the research concerning the quality of life in the local community and its implication on education, registration code: *CEEX-M3-C3-12789/2006, project type P-INT-VIZ*
- Sociologist profession and occupations, *UEFISCDI/CNCSIS A, 430/2006-2007.*

Short-term international research
visits

- 4th - 11th October 2009, Charles University in Prague, Institute of Sociological Studies;
- 16th February – 1st March 2009, Universita Politecnica delle Marche, Ancona, Italy.
- 19th - 25th 2013 University of Macerata, University of Camerino, University of Ancona and University of Urbino, Italy.
- 30th May -5th June 2018, Madeira University, Portugal