

PERSONAL INFORMATION



Luiza Iuliana MESESAN SCHMITZ

Brasov (Romania)
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WORK EXPERIENCE

2009–Present

Associate professor

Transilvania University of Brasov, 29, Eroilor, 500036, Brasov (Romania), www.unitbv.ro

Teaching activities: Social Statistics, Social Demography, Sociology of Health and Promoting Health, Ergonomics and health promotion, Health promotion policies and programs

Managerial activities

- 2019-present, Vice-Dean, Faculty of Sociology and Communication, Transilvania University of Brasov;
- 2019-present, Coordinator of the Quality Assessment Committee at the Faculty level
- 2019-present, member of the Scientific Council, Transilvania University of Brasov;
- 2015 - 2023, member of the Social Science Human Research Ethics Committee, Transilvania University of Brasov;
- 2022-present, member of the Working Group for Gender Equality, Transilvania University of Brasov;
- 2010-present, member of the Council of the Faculty of Sociology and Communication, Transilvania University of Brasov;
- 2003-present, responsible for the GESFO administrative program, Faculty of Sociology and Communication, Transilvania University of Brasov;
- 2011, vice-chair, Admission Committee, Faculty of Sociology and Communication, Transilvania University of Brasov;
- 2007-2010 Secretary of Admission Committee of Faculty of Law and Sociology, Transilvania University of Brasov;
- 2007-2010 Vice-chair of Communication and Social Work Department, Faculty of Law and Sociology, Transilvania University of Brasov;

2012 Project Manager

Eurostar Romania
10, Piata Montreal, Sector 1, 011469, Bucuresti (Romania)
1. Coordination of sociological research project (quantitative research)
2. The analysis of the employee needs and aspirations

2011 Project Manager

Michelin Romania
10, Piata Montreal, Sector 1, 011469, Bucuresti (Romania), www.michelin.ro
1. Coordination of sociological research project (quantitative research)
2. The analysis of the employee needs and aspirations

2001–2010 Quantitative Data Analyst

• S.C. Soprad S.R.L., Century Image, Q-Team România, Centrul de studii și cercetări Brașov, ProPark - Fundația pentru arii protejate, Asociația Media Pro, Administrația natura 2000 Dealurile Târnaveilor-Valea Nirajului, Brasov (Romania)
Responsible for conducting data analysis and providing expertise in acquiring, managing,

manipulating, and analyzing data to report results.

EDUCATION AND TRAINING

- 2007–2011 PhD in Sociology**
Bucharest University, Faculty of Sociology,
9, Schitu Măgureanu, 010181, Bucuresti (Romania), www.unibuc.ro
Thesis title: „Life expectancy. Construction of an explanatory model.”
- 2003–2005 M.A. in Communication and Public Opinion**
Bucharest University, Faculty of Sociology
9, Schitu Măgureanu, 010181, Bucuresti (Romania), www.unibuc.ro
- 1998–2002 Bachelor’s degree in Sociology**
Transilvania University of Brasov, Faculty of Economic Sciences
29, Eroilor, 500036, Brasov (Romania), www.unitbv.ro

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	B2	B2	B1
Italian	C2	C2	B2	B2	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

- Good communication skills developed by interacting with students in seminars and courses, conducting extracurricular activities with students, solving problems related to college admission, participating in volunteer projects or motivating groups to participate in various volunteer activities.
- Ability to adapt to multicultural environments, obtained through experience in international projects and Erasmus mobility.

Organisational / managerial skills

- Managerial skills, developed through leadership positions that I have had in Transilvania University of Brasov from 2007 to the present.
- Organizing spirit (member of the organizing team of national colloquia and schools, preparation of accreditation files for faculty specializations, coordination of research projects at the local level).

Computer skills

- Microsoft Office™
- SPSS, JASP, JAMOVI

Other skills

- 2007, Practitioner certificate for Neuro-Linguistic Programming obtained by attempting “NLP Master Practitioner” courses, organized by Mastering Mind and Soul, Brasov, Romania.
- 2006, Basics Knowledge certificate in Neuro-Linguistic Programming obtained by attempting “From Robot to Life” courses, organized by Mastering Mind and Soul, Brasov, Romania.

ADDITIONAL INFORMATION

- Book Chapters**
- Mesesan-Schmitz, L., Coman, C., Popica, M.M. (2021). *Marketingul digital și antreprenorii români*. (Digital marketing and Romanian entrepreneurs) București: Editura CH Beck.
- Mesesan-Schmitz, L., Coman, C. (2020). *The Use of Indexes in Professional Social Researches*. Bern: Peter Lang.
- Coposescu, L., Buja, E., Cusen, G., & Mesesan-Schmitz. (2014). Chapter twelve. Migratory experience and attitudes towards multilingualism. The Romanian case study, in S. Caruana, L. Coposescu, & S. Scaglione (Eds.), *Migration, multilingualism and schooling in Southern Europe* (pp. 276–304). Cambridge Scholars Publishing.
(<https://books.google.de/books?id=VDUyBwAAQBAJ&printsec=frontcover&hl=de&v=onepage&q&f=false>)
- Mesesan Schmitz, L. (2011). *Construcția indicilor (Index construction)* în Coman C., Statistică aplicată în științele sociale (Applied statistics in the social sciences), Iași: Editura Institutul European, 369-387.
- Peer-reviewed papers (selection)**
- Butilă, E. V., Burlacu, M., Meseșan-Schmitz, L., Gîrbacia, F., & Boboc, R. G. (2026). The Mind Wandering Phenomenon While Driving: An Exploratory Survey. *Sage Open*, 16(1), 21582440261429036.
<https://doi.org/10.1177/21582440261429036>
- Badescu, L. I., Mesesan-Schmitz, L., & Nechita, F. (2025). Digital Communication and the Impact of Online Review Platforms on Visiting Behavior. *Bulletin of the Transilvania University of Brașov. Series VII: Social Sciences • Law*, 399-408. <https://doi.org/10.31926/but.ssl.2025.18.67.2.17>
- Meseșan-Schmitz, L., Coman, C., Bódi, D.-C., & Gotea, M. (2025). Temporary migration of Romanian Roma people to European countries. *Frontiers in Sociology*, 10.
<https://doi.org/10.3389/fsoc.2025.1577497>
- Coman, C., Meseșan-Schmitz, L., Dobrescu, A., & Bătrănu-Pințea, V. (2025). How did the Beatles impact cultural movement on different generations? *Frontiers in Communication*, 9.
<https://doi.org/10.3389/fcomm.2024.1525016>
- Mesesan-Schmitz, L., Coman, C., Stanciu, C., Bucur, V., Tiru, L. G., & Bularca, M. C. (2024). Changes in parenting behavior in the time of COVID—19: A mixed method approach. *PLOS ONE*, 19(4), e0302125. <https://doi.org/10.1371/journal.pone.0302125>
- Zichil, B., Moasa, H., & Mesesan-Schmitz, L. (2024). Analysis of Organizational Culture and Climate. *Bulletin of the Transilvania University of Brașov. Series VII: Social Sciences • Law*, 85-100.
<https://doi.org/10.31926/but.ssl.2024.17.66.1.14>
- Nanu, C. C., Coman, C., Bularca, M. C., Mesesan-Schmitz, L., Gotea, M., Atudorei, I., Turcu, I., & Negriș, I. (2023). The role of chess in the development of children-parents' perspectives. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1210917>
- Mesesan-Schmitz, L., & Trusmei, A. (2023). Social Media for the Good of the Community. *Bulletin of the Transilvania University of Brașov. Series VII: Social Sciences • Law*, 75-82.
<https://doi.org/10.31926/but.ssl.2023.16.65.1.8>
- Friebs, M.-T., Kotzur, P. F., Kraus, C., Schemmerling, M., Herzig, J. A., Stanciu, A., Dilly, S., Hellert, L., Hübner, D., Rückwardt, A., Ulizcay, V., Christ, O., Brambilla, M., De keersmaecker, J., Durante, F., Gale, J., Grigoryev, D., Igou, E. R., Javakhishvili, N., Yzerbyt, V. (2022). Warmth and competence perceptions of key protagonists are associated with containment measures during the COVID-19 pandemic: Evidence from 35 countries. *Scientific Reports*, 12(1), 21277.
<https://doi.org/10.1038/s41598-022-25228-9>
- Coman, E., Diaconu, A., Schmitz, L. M., Repanovici, A., Baritz, M., Coman, C., & Fotea, S. (2021). Patient Satisfaction with Private Recovery Services and Importance of Physician Behavior during COVID Time. *Healthcare*, 9(8). <https://doi.org/10.3390/healthcare9080928>
- Dima, G., Meseșan-Schmitz, L., & Șimon, M.C. (2021). Job Stress and Burnout among Social Workers in the VUCA World of COVID-19 Pandemic. *Sustainability*, 13(13).
<https://doi.org/10.3390/su13137109>
- Coman, C., Mesesan-Schmitz, L., Tiru, L. G., Grosseck, G., & Bularca, M. C. (2021). Dear student, what should I write on my wall? A case study on academic uses of Facebook and Instagram during the pandemic. *PLOS ONE*, 16(9), e0257729. <https://doi.org/10.1371/journal.pone.0257729>
- Tintaru, O., Mesesan-Schmitz, L., & Moasa, H. (2021). The Impact of Emotional Intelligence on Organizational Climate. *Bulletin of the Transilvania University of Brașov. Series VII: Social Sciences • Law*, 89-98. <https://doi.org/10.31926/but.ssl.2021.14.63.1.9>
- Repanovici, A., Druga, C., Baritz, M., Barbu, D., Serban, I., Mesesan-Schmitz, L., & Coman, C. (2021). Students' attitude towards setting up a 3d printing centre. 11th International Conference on Information Science and Information Literacy.
- Coman, C.; Țîru, L.G.; Meseșan-Schmitz, L.; Stanciu, C.; Bularca, M.C. (2020). Online Teaching and

- Learning in Higher Education during the Coronavirus Pandemic: Students' Perspective. Sustainability, 12, 10367, <https://doi.org/10.3390/su122410367>
- Buzea C., van de Vijve Fons J.R. & Mesesan-Schmitz L. (2013). Reward-Allocation Judgments in Romania: A Factorial Survey Approach. *Revista de Cercetare Şi Intervenţie Socială*, (40), 107-123. (<https://www.rcis.ro/ro/section1/74-volumul-402013martie/804-reward-allocation-judgments-in-romania-a-factorial-survey-approach.html>)
- Meseşan-Schmitz, L. (2015). Population Health. An Analysis of the Definition and a Measurement of the Concept. Bulletin of the Transilvania University of Braşov, Series VII: Social Sciences and Law, (2), 135-144. (https://webbut.unitbv.ro/index.php/Series_VII/issue/view/archives_2015_2)
- Buzea, C., & Mesesan-Schmitz, L. (2013). Employee-Employer Exchange in the Romanian Cultural Context. Bulletin of the Transilvania University of Braşov. Series VII: Social Sciences• Law, 2 105-110. (https://webbut.unitbv.ro/index.php/Series_VII/issue/view/archives_2013_2)
- Meseşan-Schmitz, L. (2008). Reprezentări ale sănătăţii şi bolii în comunitatea braşoveană. Jurnal Medical Brasovean, no 4 (2007), 33-38. (<https://webbut.unitbv.ro/index.php/jmb/article/view/9368>)

Projects

Grant/Project	Position	Date
Toward a Unita Student Health Observatory (U-SHO), Starting Grant	Team member	2025-2026
Sociological research on the travel behaviors and intentions of residents of Braşov, Covasna, and Harghita counties	Team member	2025
Quality in higher education: internationalization and databases for the development of Romanian education, POCU/472/6/8, Cod MySMIS: 126766.	University expert	2022
Civic engagement of cultural and historical heritage in urban and sub-urban environment – EU context, perspectives & good practices, Project Erasmus+ nrctr: 2021-1-RO01-KA220-HED-000031987	Project Manager	2021-2024
Study on the perception of issues related to corruption, no. 36 / 6302/17529/(R19)/593, within the project "Effective mechanisms to prevent corruption in the Braşov county administration", SIPOCA code 1128, MySMIS code 152068.	Project Manager	2022
Establishment of Psychological Counselling Centers at Georgian HEIs for Students/E-PSY, Project Erasmus+ nrctr:617980-EPP-1-2020-1-GE-EPPKA2-CBHE-SP	Team member	2020-2023
Uniculture Project. Erasmus+ Programme – Strategic Partnership. Project Nr: 2019-1-RO01-KA203-063400	Team member	2019-2021
Increasing the integration capacity of students and graduates on the labor market through counseling and practical placements, POSDRU contract no: 160/2.1/S/133020, European Commission.	University expert	2014-2015
The issue of elderly and volunteering at community level, contract no. 3418/26.03.2014, between Transilvania University of Brasov and Brasov County Council.	Project Manager	2014
University for the future in the communication society period, nrctr: POSDRU/86/1.2/S/64075, European Social Fund	University expert	2011-2013
Community Risk Factors, contract no. 1834/20.02.2012, between Transilvania University of Brasov and Brasov County Council	Project Manager	2012
The state of health of older people in Braşo county, contract no. 4017/28.04.2011, between Transilvania University of Brasov and Brasov County Council.	Project Manager	2011
Multilingualism in Europe as a Resource for Immigration-Dialogue Initiative among at the Universities of the Mediterranean/grant international Comenius –Grundtvig, 143513, LLP-1-2008-1-IT-KA2-KaNW	Team member	2009-2011
Evaluation of European Information Center CORONA Braşov, research contract no. 2015/14.03.2008, between Transilvania University of Brasov and Brasov County Council.	Project Manager	2008

Conferences (selection)

- 2022, 27-28 Octombrie, *The 11th Edition of the International Colloquium of Social Sciences and Communication (ACUM 2022) and the National Romanian Sociologists Society Conference*, Students' attitudes toward cultural heritage
- 2022, 27-28 Octombrie, *The 11th Edition of the International Colloquium of Social Sciences and*

Communication (ACUM 2022) and the National Romanian Sociologists Society Conference, Social media for the good of the community

- 2021, 19-22 August, *The effects of the Beatles cultural movement on different generations. Case study: Romania and Japan*, presentation at the 8th SWS International Scientific Conferences on SOCIAL SCIENCES - ISCSC Proceedings 2021
- 2019, 17-18 October, *Professional integration of persons with a visual impairment from Romania*, presentation at the international conference *Social Sciences International Colloquium: ACUM 2019*
- 2016, 29 September -1 October, ***The attitude of elderly people towards volunteering***, (co-authors Șimon Marinela, Scârnci-Domnișoru Florentina), presentation at the international conference *New Societies, Old Minorities/New Minorities, Old Societies?*, Sibiu, Romania
- 2016, 11-12 June, *Volunteering among elderly people - a viable solution for improving health?*, (co-author Șimon Marinela), presentation at the international conference: *Social Sciences and the Contemporary Challenges. 20 Years of Teaching Sociology at the University of Oradea*, Oradea, Romania
- 2016, 11-12 June, coordinator of the panel *Health Promotion. A Dialogue between Social Sciences Researchers and Public Health Practitioners* at the international conference *Social Sciences and the Contemporary Challenges. 20 Years of Teaching Sociology at the University of Oradea*, Oradea, Romania
- 2015, 22-24 October, *How can we harness the new economic elite preferences in the Romanian context?*, (co-author Sorea Daniela), presentation at the international conference *Days of clusters. 6th Balkan and Black Sea Conference*
- 2015, 19-21 November, *Population health. An analysis of the definition and a measurement of the concept*, presentation at the international conference *Social Sciences International Colloquium: ACUM 2015*.

Professional Associations - Membership

-2015-present, Romanian Sociological Association (RSA)

-2025-present — Expert Evaluator, Romanian Agency for Quality Assurance in Higher Education (ARACIS), Commission for Social, Political and Communication Sciences

Additional information and references:

- <https://www.unitbv.ro/contact/comunitatea-unitbv/1883-mesesan-schmitz-luiza.html?highlight=VvYJsdWl6YSJd>
- <https://www.linkedin.com/in/mesesan-schmitz-luiza-09382215/>
- <https://orcid.org/my-orcid?orcid=0000-0001-7485-578X>
- <https://scholar.google.com/citations?user=kSug-isAAAAJ&hl=ro>
- <https://www.researchgate.net/profile/Luiza-Mesesan-Schmitz>