

PERSONAL INFORMATION

Alina COMAN



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PROFESSIONAL EXPERIENCE

2017 - present

Associate Professor

University „Transilvania” Braşov, Faculty of Sociology and Communication, Eroilor Bd., no. 25, <https://socio.unitbv.ro/>

- **Courses taught:** Introduction to Psychology (Social Work), Human Development (Social Work), Social Psychology (Social Work, Sociology, Human Resources), Sociology of Education (Sociology), Introduction to Advertising (Communication and PR, Digital Media – Romanian and English), Digital Media User Psychology (Digital Media – Romanian and English), Gender Studies (Communication and PR), Gender and Mass Media (Digital Media – Romanian and English), Advertising Campaigns (Master's in Image Campaign Management), Psychosociology of Advertising and the Consumer (Master's in Image Campaign Management)
- Faculty **Coordinator for Teaching Staff Quality Assessment** (Bachelor's and Master's levels) – Faculty of Sociology and Communication
- **Coordinator for E-learning platform usage** – Faculty of Sociology and Communication
- **Coordinator for the distribution and use of Turnitin anti-plagiarism licenses for students** – Faculty of Sociology and Communication

2002-2017

Lecturer

University „Transilvania” Braşov, Faculty of Sociology and Communication

2001-2002

Teaching Assistant

University „Transilvania” Braşov, Faculty of Sociology and Communication

1998-2001

Teaching Assistant

University „Transilvania” Braşov, Teaching Staff Training

EDUCATION AND TRAINING

2000-2003

Doctorate în Sociology

University "Babeş-Bolyai" Cluj-Napoca, Faculty of Sociology and Social Work

1996-1997

Master Degree in Industrial and Organizational Psychology

University "Babeş-Bolyai" Cluj-Napoca, Faculty of History and Philosophy

1991-1996

Bachelor in Psychology and Educational Sciences

University "Lucian Blaga" Sibiu, Faculty of Sciences

PERSONAL COMPETENCES

Native language(s) romanian

Other foreign languages known

	UNDERSTANDING		SPEECH		WRITING
	Listening	Reading	Participation to conversation	Oral discourse	
English	C1	C1	C1	C1	C1
French	C1	C1	B2	B2	C1

ADDITIONAL INFORMATION

Published books

- Author: *Gender Stereotypes in Advertising Discourse. A Medi Patriarchy Incursion.* București: Editura Economică, 2005, ISBN 973-590-973-1.
- Author: *Communication Techniques. Procedures and psych-social mechanisms.* București: Editura C.H.Beck, 2008, ISBN 978-973-115-341-4.

Studies published in books

- Coman Alina. (2004). *Non-verbal communication in simulated behavior* in Chelcea S. *Non-verbal communication in public spaces* București: Editura: Tritonic, ISBN: 973-8497-85-X, p. 119-128.
- Coman Alina., Coman, Claudiu. (2004). *Empathic communication in conflict resolution* in Chelcea S. *Non-verbal communication in public spaces* București: Editura: Tritonic, ISBN: 973-8497-85-X, p. 167-184.
- Coman Alina. (2018). *Gender and hidden curriculum. A longitudinal analysis of Romanian primers.* in Maria-Ana Georgescu (Ed.), *100 Years of Education: Perspectives on Education in Romania over the Next 100 Years**, Hamangiu Publishing House, 2018, ISBN 978-606-27-1245-7, pp. 96–118.
- Coman Alina, Coman Claudiu (2018). *Group Interview.* in Coman, Claudiu. *Image analysis and mass media influence.* Editura de Vest, ISBN 978-973-36-073-1, p.40-61

Articles published in specialized international conference proceedings

- Sas, C., Ren, S., Coman, A., Clinch, S., Davis, N. (2016). **Life Review in End of Life Care: A Practitioner's Perspective.** In: *CHI EA '16 Proceedings of the 2016 CHI Conference Extended Abstracts on Human Factors in Computing Systems*, ACM, New York, NY, USA, p. 2947-2953, ISBN: 978-1-4503-4082-3
- Sas, C., Challioner, S., Clarke, C., Wilson, R., Coman, A., Clinch, S., Harding, M., Davies, N. (2015). **Self-Defining Memory Cues: Creative Expression and Emotional Meaning.** In *Proceedings of the 33rd Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA '15)*. ACM, New York, NY, USA, p. 2013-2018. ISBN: 978-1-4503-3146-3.
- Sas, C., Fraczak, T., Rees, M., Gellersen, H., Kalnikaite V., Coman, A., Höök, K. (2013). **AffectCam: arousal- augmented sensecam for richer recall of episodic memories.** In *CHI '13 Extended Abstracts on Human Factors in Computing Systems (CHI EA '13)*. ACM, New York, NY, USA, p.1041-1046. ISBN: 978-1-4503-1952-2.
- Coman, A. (2002). **Beyond the Text: Gender Stereotypes Conveyed by Primers** in *Annales Universitatis Apulensis, Seria Sociologie, Universitatea "1 Decembrie 1918", Nr.2.* 2002, Alba-Iulia, pg. 123-130

Articles published in specialized journals

- Sas, C. Coman, A. (2016). **Designing personal grief rituals: An analysis of symbolic objects and actions** in *Death Studies* 40, 9, ISSN: 07481187, p. 558 - 569. Factor impact 1,17 (Web of Science)
- Sas, C., Schreiter, M., Büscher, M., Gamba, F., Coman, A. (2019). **Futures of Digital Death: Past, Present and Charting Emerging Research Agenda** in *Journal Death Studies*, vol43, issue7, p.407-413
- Coman, A, Sas, C. (2016). **Exploring consumer experiences as rites of passage**. In: *Bulletin of the Transilvania University of Braşov/Series VII: Social Sciences/Law*, Vol. 9 (58) No. 12016, ISSN 2066-7701, pg.47- 56.
- Coman, A. (2016). **A broader perspective of gender socialization across four social institutions** in: *Bulletin of the Transilvania University of Braşov/Series VII/Vol. 9 (58) No. 2 – 2016*, ISSN 2066-7701, pg.65-72
- Coman, A., Sas, C. (2016). **A hybrid intervention for challenging the stigma of mental illness** in: *Bulletin of the Transilvania University of Braşov/ Series VII: Social Sciences/ Law/Vol. 9 (58) No. 2 – 2016*, ISSN 2066-7701, pg.73-80
- Coman, A. (2004). **Perceptions on gender stereotypes in advertising** in *Sociologie românească* Vol II, nr.1, 2004, p.101-116.
- Coman A. (2012). **Gender contents between natural data and socio-cultural interpretations**. in *Bulletin of the Transilvania University of Braşov/ Series VII: Social Sciences/Law*, Vol. 5 (54) No. 2 – 2012, ISSN:20667701, p.47-56.

Research activities

- Project Director
Urban-Rural Migration: A Sociological Evolution; Period: March 1 – Sept 1; Contract No.: 4493/15.05.2013; Funder: Braşov County Council; Value: 70,000 Ron
- Project Director
Post-EU Accession Fears: Citizen vs. Institutional Agendas in Braşov; Period: March 1 – July 1; Contract No.: 1833/20.02.2012; Funder: Braşov County Council; Value: 70,000 Ron
- Research Team Member
Map of Social Issues in Braşov County; Period: April 1 – Dec 9; Contract No.: 2012/17.03.2008; Funder: Braşov County Council; Value: 150,000 Ron
- Research Team Member
Map of Social Issues in Braşov County; Period: June 9 – Dec 9; Contract No.: 3606/8.05.2009; Funder: Braşov County Council; Value: 120,000 Ron
- Research Team Member
The Profession and Occupation of Sociologist; Period: 2006; Contract No.: 1857/2009; Funder: CNCSIS; Value: 73,200 Ron
- Research Team Member
The Current State of Social Sciences in Romania; Period: Nov 2006; Contract No.: 5942/8.11.2006; Funder: Braşov County Council; Value: 20,000 Ron
- Research team member
Where We Stand Today in the Social Sciences in Romania | Period: Nov 2007 | Contract No.: 8304/22.10.2007 | Funder: Braşov County Council | Value: 13,000 Ron
- Research team member
Effects of European Union Integration Perceived by the Braşov Community and Implications for Quality of Life and Lifestyle | Period: 09.03–09.07 | Contract No.: 2014/17.03.2008 | Funder: Braşov County Council | Value: 70,000
- Research team member
Effects of European Union Integration Perceived by the Braşov Community and Implications for Quality of Life and Lifestyle | Period: 09.04–09.10 | Contract No.: 3298/14.04.2010 | Funder: Braşov County Council | Value: 70,000
- Research team member
Social Capital and Social Development in the Braşov Community | Period: 09.02–09.04 | Contract No.: 1832/20.02.2012 | Funder: Braşov County Council | Value: 30,000

- Research team member
Interactions Between the Social Environment and the Natural Environment | Third-party contract 4477/14.05.2013 | Funder: Braşov County Council
- Research team member
Unconventional Techniques for Cultural Heritage Interpretation | Third-party contract 11021/29.10.2013 | Funder: The Council Braşov County



September, 15th, 2026

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