



Școala Națională de Studii Politice și Administrative

Facultatea de Comunicare și Relații Publice



GRADUATE CONFERENCE IN COMMUNICATION  
INTERDISCIPLINARY APPROACHES

# CONFERENCE PROGRAM



# Thursday, September 10<sup>th</sup>

## 9<sup>30</sup>-9<sup>50</sup> Welcome and opening speeches

**Nicoleta Corbu**

Professor

Head of SNSPA Doctoral School

National University of Political Studies and Public Administration

**Valeriu Frunzaru**

Associate Professor

Vice-Dean, coordinator on research activities and  
International Relations

National University of Political Studies and Public Administration

**Corina Buzoianu**

Associate Professor

Chair of Graduate Conference in Communication.

Interdisciplinary Approaches

National University of Political Studies and Public Administration

## 10<sup>00</sup>-10<sup>45</sup> Keynote address

**Transformational implications of the pandemic -  
business continuity, working process, wellbeing**

**Marta Najda-Janoszka**

Associate Professor

Jagiellonian University in Krakow

**Corina Buzoianu**

Associate professor

Chair of Graduate Conference in Communication.

Interdisciplinary Approaches

National University of Political Studies and Public Administration

**10<sup>45</sup>-11<sup>00</sup> - Break**

# Thursday, September 10<sup>th</sup>

11<sup>00</sup>-13<sup>00</sup> PANEL 1

## FAKE NEWS IN TECHNOLOGY ERA

Panel Chair: Corina Buzoianu

*The informed consent in social sciences research: does the online environment change the rules of the game?*

**Ioana Avadani**, National University of Political Studies and Public Administration

*The rise of the fake news phenomenon*

**Mariana Pop**, National University of Political Studies and Public Administration

*The evolution of war. From classic warfare to deepfakes*

**Dragoș Ștefan Calcan**, National University of Political Studies and Public Administration

*From agenda setting to melding: how individuals part of certain on-line groups change their electoral behavior amid the Covid-19 pandemic*

**Radu Delicote**, National University of Political Studies and Public Administration

*Perceived roles and challenges in managing crowdsourcing platforms. End users` perspective.*

**Raluca Silvia Ciochină**, National University of Political Studies and Public Administration

*The impact of digital technologies in the communication between doctor and patient in Romania in times of Covid-19 pandemic*

**Bogdan Baci**, Emerald Medical Center

13<sup>00</sup> - 14<sup>00</sup>- LUNCH BREAK

# Thursday, September 10<sup>th</sup>

## 14<sup>00</sup>-16<sup>00</sup> PANEL 2 GENERATIONS ON THE DIGITAL SPOTLIGHT

**Panel Chair: Raluca Silvia Ciochină**

*Digital functionalities in apps: how gamification and quantified self change mental health*

**Adina Ionescu**, National University of Political Studies and Public Administration

*The role of intergenerational communication in shaping the socio-emotional well-being in early-adolescence*

**Sara Debora Topciu**, Doctoral School of Sociology, University of Oradea

*Brand management and image of disabled athletes*

**Marcin Widomski**, Jagiellonian University

*Technology use from a generational perspective. Why is it important to understand generations*

**Roberta Răducu**, National University of Political Studies and Public Administration

*The impact of statistics on the perception of the gender pay gap*

**Agata Gomolka**, Jagiellonian University

*Active ageing. Older adults and job market for older adults.*

**Florian Ivănică**, National University of Political Studies and Public Administration

*Gen Z, self image, personal brand and influencers on Instagram*

**Alexandru Petrișor**, National University of Political Studies and Public Administration



# Thursday, September 10<sup>th</sup>

16<sup>00</sup>-18<sup>00</sup> PANEL 3

CHALLENGING THE CONTEXT

Panel Chair: **Ligia-Elena Stroe**

*Late capitalism, deviant leisure and clubbing culture in a post-socialist context*

**Dinu Guțu**, National University of Political Studies and Public Administration

*The impact of fashion semiosis and the big brother effect in reality shows. An analysis of the „Bravo ai Stil” 2019 Gala*

**Teodora Mitrulescu**, National University of Political Studies and Public Administration

*Exploratory study on the relationships between social media disorder, social anxiety, loneliness, impulsivity and social assurance*

**Iulia Burnei**, National University of Political Studies and Public Administration

*Differences between students, teachers and people working in the sports domain regarding emotional intelligence*

**Anca Maria-Alexandra Mangra**, National University of Political Studies and Public Administration

*An exploratory study regarding the relationship between assertiveness, self-regulation, self-efficacy and emotional intelligence*

**Maria-Alexandra Manu**, National University of Political Studies and Public Administration

*Optimizing the competencies model for selection in Assessment Centers. Scientific approach.*

**Mihaela Negru**, National University of Political Studies and Public Administration

# Friday, September 11<sup>th</sup>

## 9<sup>00</sup>-10<sup>45</sup> – Methodology Workshop

Prof. Nicoleta Corbu

Asoc. Prof. Valeriu Frunzaru

**Anca Maria Alexandra Mangra**

*Differences between Students, Teachers and People working in the Sports domain regarding Emotional Intelligence*

**Georgiana Balta**

*The social challenges in times of COVID-19*

**Bogdan Baci**

*Doctor-patient relationship from a communication perspective*

**Mihaela Negru**

*Optimizing the competencies model for selection in Assessment Centers. Scientific approach.*

**Roberta Raducu**

*Romanian Generations using information and communication technologies. Social media platforms as communication space between generations.*

# Friday, September 11<sup>th</sup>

## 11<sup>00</sup>-13<sup>00</sup> PANEL 1 MEDIA AND PUBLIC DISCOURSE IN TURBULENT TIMES

**Panel Chair: Monica Bîră**

*Media representation of Coronavirus in Romanian online press.  
National, European and international themes*

**Georgiana Manole-Andrei, Florinela Mocanu**  
National University of Political Studies and Public  
Administration

*Anticipating the crisis performance. How the Romanian PR  
professionals from the entertainment industry prepare for the  
crisis.*

**Ligia-Elena Stroe, Andrei Alexandru Galan** National  
University of Political Studies and Public Administration

*United in frights over flights. An analysis of the 2017 United  
Airlines crisis on social media*

**Ligia-Elena Stroe, Roberta Răducu,** National University of  
Political Studies and Public Administration

*Public communication in Romania: the energy market  
liberalisation*

**Miruna Țuțuianu,** National University of Political Studies  
and Public Administration

*Remain or leave? An analysis of nine online publications the day  
before Brexit*

**Mariana Pop,** National University of Political Studies and  
Public Administration

13<sup>00</sup> - 14<sup>00</sup> - LUNCH BREAK



# Friday, September 11<sup>th</sup>

14<sup>00</sup>-16<sup>00</sup> PANEL 2

## NEW GEOPOLITICAL REASONING

**Panel Chair: Răducu Roberta**

*Hegemony - a source of stability at the global level and imperialist practices at the regional level*

**Saranuta Dumitru**, National University of Political Studies and Public Administration

*Pivoting - a new behaviour in times of geopolitical changes*

**Kiran Bhatti**, National University of Political Studies and Public Administration

*The balance of power in the new eastern Europe after the cold war*

**Ana Mereacre**, National University of Political Studies and Public Administration

*Insights from external communication. Strategic topics on EU's interregional agenda*

**Mădălin Blidaru**, National University of Political Studies and Public Administration

*US-China international conflict: from the ping-pong war to the new Cold War*

**Mădălin Enescu**, National University of Political Studies and Public Administration

*Polish political system. Law and justice party – populism as a political tool*

**Alexandra-Mihaela Indreiu**, National University of Political Studies and Public Administration

*The Korean wave and soft power in Romania. Embodied popular culture and women fans as political agents*

**Ana Maria Luca**, National University of Political Studies and Public Administration





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16<sup>00</sup>-18<sup>00</sup> PANEL 3

**SOCIAL RESILIENCE IN PANDEMIC TIMES**

**Panel Chair: Răducu Roberta**

*Cybersecurity and cyberattacks during the first stage of the COVID-19 pandemic (March-July 2020)*

**Claudiu Codreanu**, National University of Political Studies and Public Administration

*The social challenges in times of Covid-19*

**Georgiana-Ecaterina Balta**, National University of Political Studies and Public Administration

*Migration, mobility and Covid-19*

**Stela Arhire**, National University of Political Studies and Public Administration

*A perspective on the racialization and discrimination of Roma minority in Romania from "homo sacer" through history to "pandemic danger" in the context of the new Coronavirus*

**Liliana Ene**, National University of Political Studies and Public Administration

*Romanians in the UK: from undesired neighbours to frontline workers*

**Andrada Maria Petrache**, National University of Political Studies and Public Administration

*Usage evolution of social media during Covid-19 pandemic*

**Andreea Finyak**, National University of Political Studies and Public Administration