

Curriculum Vitae

1. Last name: **Borțun**
2. First names: **Dumitru**
3. Date of birth: **June 19th, 1951**
4. Nationality: **Romanian**
5. Civil status: **married**
6. Education:



Institution [Date from - Date to]	Degree(s) or Diploma(s) obtained:
University of Bucharest, Faculty of Philosophy, 1970-1974	Bachelor in Philosophy
Romanian Academy, European Center of Research in Intercultural Communication and Interethnic Relations, 1994–1996	Expert in national minorities issues, interethnic relations and intercultural communication
University of Bucharest, Faculty of Philosophy, 1996-1999	PhD in Philosophy

7. Language skills: Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Romanian	1	1	1
English	2	3	3
French	1	2	2
Italian	2	3	3

8. Membership of professional bodies:

- **Committee 34 "Sociology of Youth" of International Association of Sociology (since 1983);**
- **UNESCO Club "Society and Culture", General Secretary (since 1990);**
- **Romanian Association of Public Relations Professionals – ARRP (since 1995): Vicepresident (1995-2005), President (2005-2008), Chairman of the Honorary Jury of Romanian Association of Public Relations Professionals (since 2008).**

9. Other skills: (e.g. Computer literacy, etc.):

Microsoft Word, Excel, Microsoft PowerPoint

10. Present position:

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Professor in ordinary, Faculty of Communication and Public Relations - National University of Political Studies and Public Administration - NUPSPA (“Semiotics. Language and communication”; “Public Discourse Analysis”).

11. Years within the firm: 16 years

12. Key qualifications:

- Major field: **Epistemology, Semiotics, Philosophy of Language;**
- Minor field: **Public Relations, Political Marketing, Corporate Social Responsibility.**

13. Specific experience in the region:

Country	Date from - Date to
Primorsko / Bulgaria	International Conference – “Social Indicators for the Comparative Study of Youth” participation in the management, 21-23 September 1983 (conference organised by International Association of Sociology – Committee 34);
Kyshinaw / Moldavia	International Conference “Interethnic Relationship - field of scientific research” - 16-20 June 1993 (conference organised by National Institute of Sociology from Moldavia);
Warsaw / Poland	International Conference “Building Bridges across Europe. Public Relations in the European Union and EU Associates” - 23-26 October 1997 (conference organised by European Confederation of Public Relations - ECPR and Polish Association of Public Relations);
Trieste / Italy	World Public Relations Festival “Communicating for Diversity, with Diversity, in Diversity” (28-30 June, 2005), organized by Italian Public Relations Association in cooperation with Global Alliance for Public Relations and Communication Management.
Kyshinaw / Moldavia	International Exhibition Advertising-Design, 7th issue, (23-26 November, 2005), member of International Jury for the Concours PRINT DESIGN - 2005.

14. Professional experience

Date from - Date to	Location	Company	Position	Description
1974-1977	Alexandria	High-school	Teacher	Philosophy, Social Sciences
1977-1978	Brasov	High-school	Teacher	Philosophy, Social Sciences
1978-1990	Brasov	Transylvania University	Lecturer	Philosophy and Political Sciences

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1990-1993	Bucharest	Social Theory Institute of the Romanian Academy	Senior researcher	Major field of research: societies in transition Editor-in-chief of the review of the Institute, "Society & Culture" (Review of Democratic Culture and Civic Education)
1993-1996	Bucharest	Presidency of Romania	Senior expert; Counsellor	Monitoring and developing the relationships between the President and the NGO sector.
1994-2003	Bucharest	University of Architecture and Urbanism "Ion Mincu"	Lecturer at the School of Advanced Studies	Approach and Research Methodology Communication and Public Relations
1996 – 2003	Bucharest	National University of Political Studies and Public Administration - NUPSPA	Lecturer at the Faculty of Communication and Public Relations	The Epistemological Basis of Communication; Psicho-sociology of Communication;
1996 – 2000	Bucharest	Data Media Ltd	Senior Researcher Public Relations Manager	Communication Audit, Audience rating, Pools, Campaigns Effects Estimation Studies; Corporate Image and New Business; Pools; Information Campaign Effects Estimation Studies for the Income Tax Information Campaign – Media Consulta
1998 - present	Bucharest	The Romanian-US Fulbright Commission	Adviser	Assessment of applications for Communication field
December 1999 - June 2001	Bucharest	Media Consulta Deutschland (Income Tax Information Campaign - PHARE Project for the Ministry of Finance)	Trainer; Public Image Expert	Several communication training courses for Ministry of Finance staff
September 2000 - December 2000	Bucharest	Electoral Campaign of Romanian Premier, Mugur Isarescu, for Presidency	Analysis Director; Public Image Counsellor	Image Analysis, Media Analysis, Research Analysis, Political Analysis; Communication Training with the Candidate

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2002 - 2004	Bucharest	Civic Education Project (CEP) – Romania	Adviser	Assessment of applications for scholarships
June 2002 - December 2003	Bucharest	Image Campaign for the Ministry of Home Affairs	Public Image Counsellor	Several communication training courses for Ministry of Home Affairs; adviser and scenario-writer to training film (Public Relations)
2003 – 2016	Bucharest	National University of Political Studies and Public Administration - NUPSPA	Professor in ordinary at the Faculty of Communication and Public Relations	Semiotics. Language and communication Public Discourse Analysis
2003 – 2011	Bucharest	National University of Fine Arts	Lecturer at the Faculty of Imitative Arts	Visual Semiotics; Psycho-sociology of Communication; Communication and Public Relations
April 2004 - September 2005	Bucharest	Media Mirror (media monitoring agency)	Director, Department of Analysis	Media analyst, Image adviser
February 2005 - June 2006	Bucharest	The Center for Excellency in Image's Study, Doctoral School „Space, text, image, territory”	Professor	Didactic of Scientific Research (course)
2005 - 2007	Bucharest	Agency for Governmental Strategies from Romania (ASG)	Member of the National Council for Romania's Brand	Councillor for the Program „Romania's Brand”
2006 - 2008	Bucharest	BDR Associates	Business Superbrands Romania Council Member (24 members)	Councillor - the Program „Superbrands Romania”, unwinder - Superbrands International Organization, presents in over 50 countries
01 January 2006 – 31 December 2007	Bucharest	Ministry of Culture and Cults from Romania – The Commission for The Program „Sibiu - European Cultural Capital 2007”	President of The Commission for assessing, and of The Commission for campaign's monitoring	Evaluation of proposals presented at the auction for achieving of campaign „Sibiu - European Cultural Capital 2007”, and campaign's monitoring

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June 2007 – December 2012	Bucharest	Helsinki Consulting Group Oy Ltd and Skoy Plancenter Ltd, and Ministry of Environment and Water Management from Romania (MMGA)	Expert-key Managerial Communication; Administration of conflicts; Public Affairs; Media relations.	Communication Managing – The Program „Strengthen the National Framework for Biodiversity Conservation trough Development of the National Agency for Natural Protected Areas and Biodiversity Conservation (NAPA) and Subordinated Bodies”, a program financed of World Bank
December 2007 – December 2010	Bucharest	SNSPA; National Authority for Scientific Research from Romania (ANCS); National Center for Programs' Management (CNMP)	Director	Coordinate of activity of research – The Grant „A Study on the conversion of the Corporate Social Responsibility politics in a lever to sustainable development of Romania” – RSC.DDR-2010, financed of ANCS by CNMP (cod 3403).
9 July 2008 - 30 November 2008	Bucharest	WYG International Romania	Local expert to the project	Councillor for the TVET5 Project: Definition of Higher Education qualifications, financed of European Union, by Ministry of Development, Public Works and Housing from Romania.
20 November 2010 – 18 January 2011	Bucharest	Association for Comunity Relations (ARC) - European Award for Corporative Voluntariat in Romania	Local expert to the project	Member of Jury
2010-2011		Employment Natonal Agency; the project „Communication campaign as regards conveniences of Public Service of Employment offered to young people and to employers” - POSDRU/65/4.1/S/37945	Local expert to the project	Writing of two textbooks about building of communication campaign within the framework of Public Service of Employment (SPO): I. „Strategic Communication” and II. „Public relaions and communication campaigns”.

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2010 –2013	Bucharest	National School of Political Science and Public Administration (SNSPA); “The style of learning and the temperament of pupils - instruments for a creative education” POSDRU//87/1.3./S/61341	Communication Expert – long time	Coauthor of the Cours Educational Communication and trainer for the teachers included in project
2011-2013	Bucharest	Employment National Agency; the project „Personalized Communication with target-groups of SPO personnel” – POSDRU/95/4.2/S/61654.	Key expert to the project	Coordination of formation of SPO personnel (500 officialdom, 15.550 days of courses); research and research’s analysis; writing of 15 textbooks; communication training and coordination of training.
2014-2015	Bucharest	“Revenue Administration Modernization Project (RAMP): Design Communication Strategies and Develop Public Relations Skills” RAMP/CS/16	Key Expert 2 to the project	Coordination of formation of personnel (50 officialdom, 5 days of courses); research and research’s analysis; writing of 5 textbooks; communication training and coordination of training.
2016 – present	Bucharest	National University of Political Studies and Public Administration - NUPSPA	Professor at the Faculty of Communication and Public Relations	Semiotics. Language and communication Public Discourse Analysis Ethics in communication Corporate social responsibility

Other relevant information (e.g., Publications)

1. "Social Justice as High-efficiency Value", in *Social Justice: For and Against*, University of Geneva & European Yearbook of Philosophy, Geneva / Swiss, 1993
2. "Family Values and Mass Media Communication", paper presented to International Meeting "*Global Implications of Family Values in the Twenty-First Century*", organized of Summit Council for World Peace, Women’s Federation for World Peace and "Washington Times" Foundation (July 30 - August 1, 1996, Washington / USA).
3. "Public Relations in Romania today", presented to Conference "*Building Bridges across Europe: Public Relations in the European Union and EU Associates*", organized of Polish Association of Public Relations and European Confederation of Public Relations – ECPR (October 23-26, 1997, Warsaw / Poland).

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4. "A roman-magyar parbeszedhez", in *PR Herald - elso magyar Public Relations folyoirat*, Budapest / Hungary, 4/1997.
5. "Assessing the Dynamics of an Incumbent's Failure: The Masses Went for Empty Promises, and the Media Went for Drama. A Discussion of the 1996 Presidential Election in Romania" (in collaboration with Dorina Miron), presented at the 1998 annual convention of *Eastern Communication Association - ECA* (April 23-25, 1998, Saratoga Springs, NY / USA).
6. "The Cultural Specificity and 'Cultural Loading' of Post-Communist Political Communication in Romania", presented at the annual program of *Georgia Political Science Association - GPSA* (February 18-20, 1999, Savannah, G / USA).
7. "Language and Communication. The Linguistic Turn", in *"The Romanian Journal of Communication and Public Relations*, N° 2-3/2000, pp. 65-85.
8. "Integrative Concepts and the Spirit of the Time", in *"Review of Philosophy"*, vol. XLVII, Issues 5-6, 2000, pp. 579-585
9. *Semiotics. Language and Communication*, SNSPA, Bucharest, 2001.
10. *Epistemological Fundaments of Communication*, Ars Docendi, Bucharest, 2002.
11. "Communication interculturelle et identité européenne; le problème de l'unification démocratique de l'Europe", presented at *Première Conférence Internationale Francophone en Sciences de l'Information et de la Communication*, organized of Bucharest University and Agence Française de la Francophonie (Juny 28– July 2, 2003, Bucharest).
12. "Epistemological Foundation of the Toleration. A Discourse against Ethnocentrism"(in collaboration with Mircea Constantinescu), presented at "1st International Conference on Public Relations in Iran" (Teheran, January 10-12, 2005), organized by Kargozar Public Relations Institute.
13. "The management of the Country Image an objective of the National Security Strategy", presented at "2nd International Conference on Public Relations in Iran" (Teheran, November 15-16, 2005), organized by Kargozar Public Relations Institute in cooperation with Department of Advertisement and Information, Deputy for Press and Advertisement, Ministry of Culture and Islamic Guidance, Iran PR Professional Association.
14. *Public Relations and the New Society*, Tritonic, Bucharest, 2005
15. "L'interet public ou l'interet du public? L'interet public – le point du repere de la communication ethique", presented at Conférence européenne "*Fondements de la communication des organisations : tendances actuelles*" - June 1-2, 2007, Bucharest, Romania, organized of Bucharest University and ECREA (European Communication Research and Education Association).
16. "Semiotical Approach of Communication and Marketing Approach. Consequences on the research about target-publics", presented at *Conferința Română de Marketing „Societatea europeană și strategia de marketing”*, organized by Faculty of Economics and Business Management - „Alexandru Ioan Cuza” University, Iasi, September 27-28, 2007
17. "Referentiel perceptif et referentiel ideologique. Le langage comme indicateur du changement de referentiel ideologique; des cas dans la Roumanie post communiste", presented at *Conferința internațională „Signes particuliers. paradigmes de l'identité dans le management des représentations sociales”*, organized of, Faculty of Letters, University of Bacau, Bacau , Octombrie 25-28, 2007

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18. "Die Wahrnehmung und deren ideologischen Vorstellung, Sprache als Ideologie. Fallstudien", in Balaban D.C./Rus F.C., *Medien, PR und Werbung in Rumänien*, Mittweida Hochschulverlag 2008, ISBN 978-3-9809598-0, pag. 64-80
19. „Corporate Social Responsibility - a way of legitimating, a source of social change or a lever to sustainable development?", presented at *Bucharest Conference in Applied Ethics '08 - 1st Edition: "Ethical Management, Corporate Strategy and Sustainable Development"*, organized by Center for Research in Applied Etics - Bucharest University, October 30-31, 2008, Bucharest – publicreason@ub-filosofie.ro
20. „Semiotical Analysis of Advertisement and Marketing Approach of product. Consequences on the Marketing Education", presented at *Conferința Română de Marketing – COROMAR 2008: „Teoria și practica de marketing în societatea bazată pe cunoaștere"*, organizată de Facultatea de Economie și de Administrare a Afacerilor - Universitatea de Vest Timisoara, November 14-15, 2008, Timisoara – www.coromar.ro
21. "Corporate Social Responsibility and The Sustainable Development of Romania", presented at 2nd Edition of International Conference *Educație și creativitate pentru o societate bazată pe cunoaștere*, organized by „Titu Maiorescu" University, November 20-22, 2008, Bucharest – dorina.sebastian@utm.ro
22. "The conversion of the Corporate Social Responsibility politics in a lever to sustainable development of Romania", presented at National Conference *Corporate Social Responsibility and The Sustainable Development*, organized by National University of Political Studies and Public Administration (NUPSPA) - Bucharest, April 10, 2009
23. "'LET ME BE POOR!' What it takes for business to get involved in building the welfare for Rroma/Gypsy communities in Romania", presented at International Conference *Business & Poverty: Exploring the strategy and practice of corporate-led poverty alleviation initiatives*, organized by Centre for Research in the Arts, Social Sciences and Humanities (CRASSH) - Cambridge University, May 22-23, 2009, Cambridge - <http://www.crassh.cam.ac.uk/events/857/>
24. „Le rôle des mass media dans la gestion des différences culturelles. Deux discours xénophobes: le regard de la presse roumaine et de la presse italienne sur les immigrants roumains", prezentată la Colocviul bilateral franco-român *Frontières, communautés, médias*, organizat de Universitatea București și Universitatea Lumière Lyon 2 - Bucarest,, 11-13 iunie 2009
25. "Le Moyenne Age attardé. Un discours sur le discours identitaire roumain", presented at 2nd Edition of International Conference *General Lexicon / Specialized Lexicon*, with the theme „The Science of Dictionaries", organized by The research center *Theory and Practice of Discourse* of the Faculty of Letters, „Dunărea de Jos" University of Galați, September 17th-18th 2009, Galati, Romania – <http://www.lit.ugal.ro/2009-HUMOUR/index.htm>
26. "Corporate Social Responsibility and Sustainable Development of Romania", presented at Congress of European Public Relations Education and Research Association (EUPRERA) with the theme „Corporate citizens of the third millennium. Towards a Shared European Perspective", Bucharest, Romania, September 23-26, 2009 - <http://www.euprera2009.com/>
27. "The Discours on Romanian Identity between pre-modern and modern Paradigm. For a holistic Model of Romanian Modernization", presented at 3rd Edition of International Conference *Individual and Specific Signs*, "Cultural Spaces and Identities in (Inter)Action", organized by The Faculty of Letters, University of Bacau – Romania, Ufr Arts University, Bordeaux 3 – France, Philological School of Higher Education, Wroclaw – Poland, "Alecu Russo" State University of Bălți – Republic of Moldova,

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Interstud and *Cetal* Research Centers, in partnership with Agence Universitaire Francophone (AUF), October 16-17, 2009, Bacau, Romania – http://litere.ub.ro/images/stories/anunt_csp.doc

28. „Le discours identitaire roumain - un discours médiéval. Propositions pour la modernisation de l'identité nationale”, în *Convergence*, Magazine trimestriel en langues française et roumaine, Strasbourg, Eté 5/2009 –

29. http://www.centre-roumain.fr/uploads/numere_convergente/conv_5_WEB.pdf

30. “Le rôle des medias dans la formation de la troisième culture. Deux contre-exemples”, presented at International Conference „Tradition and Modernity in European Press”, organized by Research Center *The Theories and the practice of discourse* and Research Center *Intercultural communication and literature* from the The Faculty of Letters, University „Dunărea de Jos” from Galati, Galati, 30-31 October 2009

31. “Ethnocentrism and Xenophobia. Epistemic Foundation of Ethnocentrism”, presented at *International Colloquial for Social Sciences – ACUM* organized by The Faculty of Law and Sociology – University “Transylvania” from Brasov, 26-28 November 2009

32. “Romanian Communism: A Failed Modernization Attempt”, in *Cogito. Multidisciplinary Research Journal*, Vol. III, no. 1 / March, 2011 (revue catalogued BDI Index Copernicus și EBSCO), pp. 104-120 – ISSN: 2066-7094

33. “La troisième culture et la possibilité d'une communication interculturelle authentique; pour une possible théorie de la tolérance interculturelle”, în vol. *Communication et discours. Dimensions postmodernes – The revue INTERSTUDIA*, nr. 10/2011 (1), Editura Alma Mater Bacau, pp. 13-19 - ISSN 2065-3204

34. ”La troisième culture et la possibilité d'une communication interculturelle authentique; pour une possible théorie de la tolérance interculturelle”, în vol. *Communication et discours. Diversités Culturelles et Linguistiques - revista INTERSTUDIA*, nr. 10/2011 (1), Editura Alma Mater Bacău, pp. 13-19 - ISSN 2065-3204 (volumul este BDI, indexat Fabula)

35. “Evolution of the public sphere in postmodernity: de-politization of political communication”, în vol. *Communication et discours. Dimensions postmodernes - revista INTERSTUDIA*, nr. 10/2011 (2), Editura Alma Mater Bacau, pp. 170-183 - ISSN 2065-3204

36. “European Unity: Desideratum and State of facts”, in *Cogito. Multidisciplinary Research Journal*, Vol. III, no. 4 / December, 2011 (revue catalogued BDI Index Copernicus și EBSCO, bază de date recunoscută de CNCS), pp. 108-118 – ISSN: 2066-7094

37. “Revised Social Justice: We May Not Like It, but We Need It!”, în vol. *Social Space and Its Actors - International Colloquium of Social Science ACUM 2011*, vol. 5, nr. 2, pp. 51-57, Transilvania University of Brasov Publishing, 2011 – ISSN 1844-5667

38. *Public Relations and the New Society*, second edition, Bucharest, Tritonic, 2012 - ISBN: 978-606-8320-32-8

39. *Corporate Social Responsibility: from Public Relations to Sustainable Development* (editor), Bucharest, Tritonic, 2012 – ISBN: 978-606-8320-31-1

40. “Country Image Management – Element of National Security Strategy”, in vol. *Redefining Community in Intercultural Context – RCIC'12*, “Henri Coanda” Air Force Academy Publishing House, Brasov, 2012, p. 21-25 – ISSN, ISSN-L 2285-2689

41. “Levels of corporate community engagement who should provide the social license to operate” (in collaboration with Camelia Crisan), in *The Romanian Economic Journal*, Year

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XV, no. 46 bis, December 2012 (indexed in 27 data bases, such as: Ulrich's Periodicals Director, EconLit, EBSCO – EBSCOhost Online Research Databases, Index Copernicus Journal Master List, etc.), pp. 41-51 – ISSN (print): 1454-4296; ISSN (online) 2286-2056, <http://www.rejournal.eu/Portals/0/JE%2046%20bis/Bortun.pdf>

42. "Corporate Social Responsibility: Representations and Attitudes of Romanian Managers", in Patricia-Luciana Runcan, Georeta Rață & Cosmin Goian (eds.), *Applied Social Sciences. Administration and Management*, Cambridge Scholars Publishing, Newcastle upon Tyne, 2013, pp. 19-24 – ISBN (10): 1-4438-4425-X, ISBN (13): 978-1-4438-4425-3

43. "La modernisation de la Roumanie. La modernité comme modèle de société et les valeurs de la modernité", in Teodor Dima, Cornelia Margareta Găspărel, Dan Gabriel Sîmbotin (eds.), *Unity and Diversity in Knowledge Society. Epistemology and Philosophy of Science & Ethics, Social and Political Philosophy & Economic Theories and Practices*, Ed. Institutul European, Iasi, 2013, pp. 89-94 - EISBN: 978-973-611-965-1

44. "Intercultural Education and Transcultural Education", in *Euromentor Journal*, Volume IV, No. 2/June 2013 (revue catalogued IDB EBSCO, PROQUEST, CEEOL, Index Copernicus – CNCS recognized – and CEDEFOP), pp. 15-22 – ISSN: 2068-780X

45. „Communicational Responsibility. Two Case Studies”, in *Cogito. Multidisciplinary Research Journal*, Volume V, no. 2/June, 2013 (revue catalogued IDB EBSCO, PROQUEST, CEEOL, Index Copernicus et HEINONLIN, CNCS recognized), pp. 23-27 – ISSN: 2068-6706

46. "Communicational Responsibility in the Context of Globalization", în *Analele Universității „Dunărea de Jos” din Galați*, Fascicule XXIV, Anul VI, nr. 1-2 (9-10), 2013, *Lexic comun / Lexic specializat*, Universitatea „Dunărea de Jos” din Galați, pp. 307-315 – ISSN: 1844-9476

47. *The Epistemic Foundations of Communication - Ars Docendi*, Bucharest, 2002, and Tritonic, Bucharest, 2013,

48. "Socialization through Values: Goal Values and Performance Values", in *Applied Social Psychology*, Cambridge Scholars Publishing, UK, 2013, pp. 9-18.

49. „Communicational Responsibility in the Context of Globalization”, în *Analele Universității „Dunărea de Jos” din Galați*, Fascicula XXIV, Anul VI, nr. 1-2 (9-10), 2013, *Lexic comun / Lexic specializat*, Universitatea „Dunărea de Jos” din Galați, pp. 307-315 – ISSN: 1844-9476

50. "Socialization through Values: Goal Values and Performance Values", in Runcan, P.L., Rață, G. (edit.), *Applied Social Psychology*, Cambridge Scholars Publishing, UK, 2013, pp. 9-18 - ISBN (10): 1-4438-5667-3, ISBN (13): 978-1-4438-5667-6.

51. "Communicational Responsibility and Interpersonal Communication", in Runcan, P.L., Rață, G. (edit.), *Social Economics and Entrepreneurship*, Cambridge Scholars Publishing, UK, 2014, pp. 195-204 - ISBN (10): 1-4438-5675-4, ISBN (13): 978-1-4438-5675-1.

52. "Intercultural Communication and Acculturative Stress. Sound Communicational Behavior by means of the Third Culture", in Iulian Boldea (Editor), *Globalization and Intercultural Dialogue. Multidisciplinary Perspectives*, Editura Arhipelag XXI, Târgu-Mures, 2014; ISBN: 978-606-93691-3-5 – a se vedea și www.upm.ro/qidni.

53. "The Social Operating License of Corporations: Mining Companies and their Constituents", in Georgiana Grigore, Irina-Eugenia Iamandi, Alin Stancu, Anastasios Theofilou (eds.), *Social Responsibility, Ethics and Sustainable Business: Theory and*

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Practice (in collaboration with Camelia Crisan), Bucharest, 2014, ASE - ISBN 978-606-505-833-0.

54. "Corporate Social Responsibility and the Sustainable Development of Romania", in Georgiana Grigore, Irina-Eugenia Iamandi, Alin Stancu, Anastasios Theofilou (eds.), *Social Responsibility, Ethics and Sustainable Business: Theory and Practice* (in collaboration with Camelia Crisan), Bucharest, 2014, ASE - ISBN 978-606-505-833-0.

55. "The Need for a Managerial and Governmental Strategy. Public Relations as an Expression of Strategic Communication", in Constantin Brătianu, Alexandra Zbucea, Florina Pânzaru, Elene-Mădălina Vătămănescu (eds.), *Management, Finance, and Ethics*, Bucharest, Tritonic Publishing House, pp. 571-578 – ISSN: 2392-702X; ISBN: 978-606-8571-52-2.

56. "How Do We Train Today's Children? A Criticism of the Opposition Rational Thinking - Symbolic Thinking" (in collaboration with Corina Sorana Matei), in *Transdisciplinarity and Communicative Action*, edited by Ana Frunză, Tomiță Ciulei, Antonio Sandu, Roma, Medimond-Monduzzi Editore, 2015 – ISBN: 978-88-7587-713-2, indexed in Thomson Reuters - http://www.medimond.com/proceedings/moreinfo/20141121_index.pdf.

57. "Image and Representation. The Unlimited Power of Visual Image", in *Interstudia – Image, Imaginary, Representation*, N°18, Bacău, Alma Mater Publishing House, 2015, pp. 139-145 - ISSN 2065–3204

58. "A synoptic overview of CSR in Romania. Research amongst Romanian managers", in *Developments in Corporate Governance and Responsibility*, Vol. 7, 2015, edited by David Crowther, Ana Adi, Georgiana Grigore, pp. 191-200.

59. *Black Tide: Romanian Language under Siege*, Bucharest, Tritonic, 2015.

60. "The public interest as the compass of the public administration reform" (în curs de publicare), în *Transylvanian Review of Administrative Sciences*, Issue No. 47 E/February, 2016.

61. "The discourse of modernity. From critical thinking to critical attitude", in *Interstudia - Discursive Forms. New Perspectives - Language, Literature, Communication*, N°19 Bacău, Alma Mater Publishing House, 2016, pp. 119-130 - ISSN 2065–3204

62. "Semiotic Approach of Communication. The Secondary Game and the Secret of Power on People", presented at International Conference *Semiosis in Communication: Knowing and Learning*, organized by National University of Political Studies and Public Administration (NUPSPA), in participation with Roehampton University, London, UK and under the auspices of the International Association for Semiotic Studies (IASS-AIS) – Bucharest. 16-18 June 2016.

63. „Image and Representation. The Unlimited Power of Visual Image”, in *Interstudia – Image, Imaginary, Representation*, N°18, Bacău, Alma Mater Publishing House, 2015, pp. 139-145 - ISSN 2065–3204

64. "Trends in the Evolution of Today's World. Reflections Prompted by the U.S. Presidential Election Results (2016)", in *Cogito. Multidisciplinary Research Journal*, Vol. VIII, no. 4/December, 2016, pp. 65-78.

65. "The Painless Ethics of Financed Research", in *Revista de Cercetare și Intervenție Socială*, Volume: 55/2016/Decembrie (in collaboration with Corina Sorana Matei) - ISSN print: 1583-3410 ISSN electronic: 1584-5397.

66. "Aspects of communication in medical life. Doctor-patient communication: differentiation and customization", in *Journal of Medicine and Life*, Vol. 10, Issue 1,

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January-March 2017, pp. 60-65 (in collaboration with Corina Sorana Matei) – Print ISSN 1844-122x; Online ISSN 1844-3117; Online ISSN 1844-3109.

67. “Digital Storytelling and Employer Branding. An Exploratory Connection Management Dynamics”, in *the Knowledge Economy* Vol.5 (2017) no.2, pp.273-287 (in collaboration with Camelia Crișan); ISSN 2392-8042 (online).

68. „L’esprit utopique comme dimension de l’homme complet. Plaidoirie pour une transcendance profane”, in *Interstudia - Revue du Centre Interdisciplinaire d’étude des formes discursives contemporaines Interstud*, N°22 Bacău, Alma Mater Publishing House, 2017, pp. 94-110 - ISSN 2065–3204.

69. “Ideological meaning in the 2017 Romanian Protests. Discourses and Counter-Discourses” (in collaboration with Bianca Cheregi), in the *report Romania’s 2017 anti-corruption protests: causes, development and implications*, edited by Ana Adi and Darren Lilleker, Berlin, Quadriga University of Applied Sciences, 2017 - www.romanianprotests.info, last updated on July 20, 2017.

70. “Comprehension, Otherness and the Third Culture”, in *Cogito. Multidisciplinary Research Journal*, Vol. IX, no. 2/June, 2017, pp. 43-55 (in collaboration with Corina Sorana Matei) - ISSN: 2066-7094; ISSN Online: 2247 – 9384; ISSN – L: 2068 – 6706 - <http://coqito.ucdc.ro/en/arhiva.html>.

71. “Structures of signification in 2017 Romanian protests: two perspectives on reality expressed in discursive formulas” (in collaboration with Bianca Cheregi) presented at 13th IASS–AIS World Congress of Semiotics “Cross-Inter-Multi-Trans-”, organized by International Association for Semiotics Studies and International Semiotics Institute (26-30 June 2017, Kaunas/Lithuania).

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