






## Monica Bîră

Nationality: Romanian

### CONTACT

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Romania

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### ABOUT ME

#### CURRENT ACADEMIC POSITION

Lecturer

Courses: Image analysis; Communication in creative industries.

#### RESEARCH FOCUS

creative industries, cultural heritage, cultural consumption

PR measurement & social media listening

### WORK EXPERIENCE

**2015 – CURRENT** – Bucharest, Romania

#### lecturer

National University of Political Studies and Public Administration

- **teaching** (courses, seminars): Image analysis, Communication in creative industries
- **research interests:** social media listening, PR measurement, cultural heritage & creative industries

**2011 – 2015** – Bucharest, Romania

#### asistant lecturer

National University of Political Studies and Public Administration

- **teaching** (courses, seminars): Image analysis, Crisis Communication
- **research interests:** social media listening, PR measurement, cultural heritage & creative industries
- **other academic and administrative duties:** supervising graduation thesis for BA and MA, social media content creation,

București

**08/2006 – 2009** – Bucharest

#### museum educator

National History Museum of Romania

- **public relations activities:** content creation, event organization
- **education activities:** organizing & delivering educational workshops on heritage preservation, archaeology, history; writing grant applications.
- **research:** archive research, documentation, participating to archaeological excavation, etc.

București, Romania

### EDUCATION AND TRAINING

**09/2008 – 08/2011** – Bucharest, Romania

#### PhD

University of Bucharest

**March 2011-May 2020** - documentation grant at Ecole des Haute Etudes en Sciences Sociales (Paris, France) financed by the University of Bucharest

**March 2020 - August 2020** study grant at Ecole des Haute Etudes en Sciences Sociales (Paris, France) awarded by Agence Universitaire Francophone, in the framework of "tehese en co-tutelle" at the Centre d'études des mondes russes, caucasien et centrale-européens

**October 2009** - research grant for PhD students - Bibliothèque de l'Ecole Française d'Athènes, Athens, Greece

**January 2009 - September 2009** - research grant for PhD students awarded by École doctorale en sciences sociales, University of Bucharest

**Field(s) of study**

◦ History

EQF level 8

**10/2006 – 06/2008** – Bucharest, Romania

**MA**

University of Bucharest / Faculty of History

January - August 2007 - Erasmus study grant at Université Lyon II, France

EQF level 7 | <https://istorie.unibuc.ro/>

**10/2002 – 07/2006** – Bucharest, Romania

**BA**

National University of Political Studies and Public Administration (SNSPA)

**Field(s) of study**

◦ communication

EQF level 6 | [comunicare.ro](https://comunicare.ro)

**10/2002 – 07/2006** – Bucharest, Romania

**BA**

University of Bucharest / Faculty of History

EQF level 6 | <https://istorie.unibuc.ro/>

**1998 – 2002** – Bucharest, Romania

**High school diploma**

National College "Iulia Hasdeu"

**LANGUAGE SKILLS**

**MOTHER TONGUE(S):** Romanian

**OTHER LANGUAGE(S):**

**French**

**Listening**  
C2

**Reading**  
C2

**Spoken  
production**  
C1

**Spoken  
interaction**  
C1

**Writing**  
C1

**English**

**Listening**  
C2

**Reading**  
C2

**Spoken  
production**  
C1

**Spoken  
interaction**  
C1

**Writing**  
C1

## DIGITAL SKILLS

Google G-Suite (Google Classroom, Google Slides, Google Docs, Google Sheets, Google Forms) / video conferencing (zoom cisco webex skype) / Social Media Management (Social Ads) / Microsoft Office: Word, Excel, Access, Power Point, Outlook.

## PUBLICATIONS

### Through the Public's Lens: Are Museums Active Members of Society? An Investigation During the COVID-19 Pandemic

2021 <https://www.springer.com/gp/book/9783030656867>

Zbucea, A. Romanelli, M. Bira, M., Through the Public's Lens: Are Museums Active Members of Society? An Investigation During the COVID-19 Pandemic in *Cultural Initiatives for Sustainable Development in Management, Participation and Entrepreneurship in the Cultural and Creative Sector*, Springer 2021 Editors: Demartini, P., Marchegiani, L., Marchiori, M., Schiuma, G.

### Social Support Mediated by Technology. A Netnographic Study of an Online Community for Mothers

2020 <https://journalofcommunication.ro/index.php/journalofcommunication/article/view/300>

**Bîră, M.**, Buzoianu, C., & Tudorie, G. (2020). Social Support Mediated by Technology. A Netnographic Study of an Online Community for Mothers. *Romanian Journal Of Communication And Public Relations*, 22(2), 57-71. doi:10.21018/rjcp.2020.2.300

<https://journalofcommunication.ro/index.php/journalofcommunication/article/view/300>

### Activist Museums – Between Intentions and Perceptions

2020

Zbucea, Alexandra, Romanelli, Mauro **Bîră, Monica** *Activist Museums – Between Intentions and Perceptions / Strategica - International Academic Conference -Eighth Edition Bucharest, Romania, October 15-16, 2020 Preparing for Tomorrow, Today* p. 883 -897.

[www.researchgate.net/publication/345730256](http://www.researchgate.net/publication/345730256) *Strategica 2020 Preparing for Tomorrow Today*

### Museums as Innovative and Community oriented organisations

2020 <https://www.ifkad.org/event/ifkad-2020/>

Zbucea, A., Bira, M., Romanelli M., Pinzaru Florina, **2020**, Museums as Innovative and Community oriented organisations, *Knowledge in Digital Age, IFKAD 2020 Proceedings* ISBN 978-88-96687-13-0 p. 518-529.

### Museums in Times of the COVID-19 Pandemic. Focus on Romania and Italy

2020 [www.researchgate.net/publication/345730256](http://www.researchgate.net/publication/345730256) *Strategica 2020 Preparing for Tomorrow Today*

Zbucea, Alexandra, Romanelli, Mauro, **Bîră, Monica**, *Museums in Times of the COVID-19 Pandemic. Focus on Romania and Italy / Strategica - International Academic Conference -Eighth Edition Bucharest, Romania, October 15-16, 2020 Preparing for Tomorrow, Today* p. 680-704.

### Romanian Museums under scrutiny

2020 <http://www.managementdynamics.ro/index.php/journal/article/view/365>

Bira, M., Zbucea, A. Romanelli, M, 2020, Romanian Museums under scrutiny, *Management Dynamics in the Knowledge Economy*, 8, (3), p. 95-107.

### Does Stakeholder Management Contribute to a Museum's Sustainable Development?

2020 <http://www.managementdynamics.ro/index.php/journal/article/view/339>

Zbucea, Al. Bira, M., 2020, *Does Stakeholder Management Contribute to a Museum's Sustainable Development?*, in „Management Dynamics in the Knowledge Economy”, 8, (1), p. 95-107, 297-323.

<http://www.managementdynamics.ro/index.php/journal/article/view/339>

### **The Networking Strategies of the Romanian Museums,**

**2019** [https://www.researchgate.net/publication/339041758\\_Strategica\\_2019\\_Proceedings\\_Upscaling\\_Digital\\_Transformation\\_in\\_Business\\_and\\_Economy](https://www.researchgate.net/publication/339041758_Strategica_2019_Proceedings_Upscaling_Digital_Transformation_in_Business_and_Economy)

Zbucea, Alexandra, Bîră, Monica, Strategica - International Academic Conference -Seventh Edition Bucharest, Romania, October 15-16, 2020 Upscaling Digital Transformation in Business and Economics, p. 618-624.

### **Building a Discipline. The Setup of Communication as an Academic Discipline In Romania**

**2019** <http://sceco.ub.ro/index.php/SCECO/article/view/445/pdf>

<http://dx.doi.org/10.29358/sceco.v0i30.445>

Buzoianu, C., Bîră M., Duduciuc, A., **2019**. Building a Discipline. *The Setup of Communication as an Academic Discipline In Romania*, Studies and Scientific Research. Economics Edition, 30, 13-22.

<http://sceco.ub.ro/index.php/SCECO/article/view/445/pdf>

### **Communicating museums: a qualitative analysis of content management and interaction management in online communication**

**2018** [https://jemi.edu.pl/uploadedFiles/file/all-issues/vol14/issue4/JEMI\\_Vol14\\_Issue4\\_2018\\_Article4.pdf](https://jemi.edu.pl/uploadedFiles/file/all-issues/vol14/issue4/JEMI_Vol14_Issue4_2018_Article4.pdf)

Bîră, Monica, *Communicating museums: a qualitative analysis of content management and interaction management in online communication*, (2018) în Journal of Entrepreneurship, Management And Innovation, 2018, vol. 14, nr. 4, p. 43-62;

### **Advertising challenges in the ageing society: the preferences of the regular gym-goers towards age portrayals in advertising**

**2018** <https://journalofcommunication.ro/index.php/journalofcommunication/article/view/253/246>

Duduciuc, Alina, Bîră, Monica, Zyrtec Liora, (2018) *Advertising challenges in the ageing society: the preferences of the regular gym-goers towards age portrayals in advertising*, în Romanian Journal of Communication and Public Relations, p. 59-7;

### **Involving older people in Participatory Action Research: An Example of Participatory Action Design**

**2018** <https://journalofcommunication.ro/index.php/journalofcommunication/article/view/250>

Schiau, Ioana, Ivan, Loredana, Bîră Monica, (2018) *Involving older people in Participatory Action Research: An Example of Participatory Action Design*, în Romanian Journal of Communication and Public Relations, p. 11-24;.

### **Exploring Communication through Qualitative Research, Cambridge Scholars Publishing**

**2017** <https://www.cambridgescholars.com/product/978-1-4438-9589-7>

Corina Daba-Buzoianu, Monica Bîră, Alina Duduciuc and George Tudorie, *Exploring Communication through Qualitative Research*, Cambridge Scholars Publishing

<https://www.cambridgescholars.com/resources/pdfs/978-1-4438-9589-7-sample.pdf>

## ● Social perceptions on history and archaeology in Romanian society - an exploratory study

2016

Zbucea Alexandra, Bîră Monica (2016) Social perceptions on history and archaeology in Romanian society - an exploratory study. În Romeo Bădescu, Alexandra Panait, *Moesica & Christiana - Studies in honour of Prof. Alexandru Barnea on his 70th anniversary*, Bucharest, Bucharest University Press, p. 699-719.

## ● Towards an integrated management strategy for heritage, among foreign audiences

2016 <https://journaltct.files.wordpress.com/2008/11/jtct-vol-9-2.pdf>

Zbucea, Alexandra, Bira, Monica, Anghe, I Silviu, Boroneant Adina (2016), Towards an integrated management strategy for heritage, among foreign audiences, in *Journal of Tourism Challenges and Trends*, vol. IX, no. 2, 2016, p. 7-31

## ● The Europe we voted for: national and european topics of the 2014 elections for the European Parliament

2015 <http://edituracomunicare.ro/carti/domenii/sfera-publica-europeana/the-europe-we-voted-for-national-and-european-topics-of-the-2014-elections-for-the-european-parliament-500.html>

Chiciudean, Ion, **Bîră, Monica**, (2015), *The Europe we voted for: national and european topics of the 2014 elections for the European Parliament*, Editura comunicare.ro, Bucuresti

[http://edituracomunicare.ro/pdf/pdf\\_500.pdf?id=1531494176](http://edituracomunicare.ro/pdf/pdf_500.pdf?id=1531494176)

## ● Publicitatea așezămintelor culturale înainte de al doilea război mondial

2015 [https://www.tritonic.ro/isbn-](https://www.tritonic.ro/isbn-Studii-si-cercetari-de-istorie-a-publicitatii-978-606-749-037-4.htm)

[Studii si cercetari de istorie a publicitatii-978-606-749-037-4.htm](https://www.tritonic.ro/isbn-Studii-si-cercetari-de-istorie-a-publicitatii-978-606-749-037-4.htm)

Alexandra Zbucea, Monica Bira, Publicitatea așezămintelor culturale înainte de al doilea război mondial, în Marian Petcu, *Studii si cercetari de istorie a publicitatii*, București, Tritonic, 2015

## ● Europe seen from East

2015 <http://edituracomunicare.ro/carti/domenii/sfera-publica-europeana/the-europe-we-voted-for-national-and-european-topics-of-the-2014-elections-for-the-european-parliament-500.html>

Chiciudean I., Bira M., (2015) *Europe as seen from East*, in *The Europe we voted for: National and European topics of the 2014 elections for the European Parliament*, Bucharest, comunicare.ro, p. 7-14;

## ● Seeing EU through Romanian students' eye: analysing students perceptions towards the 2014 elections for the European Parliament

2015

Chiciudean I., Bira M., Daba-Buzoianu C., Frunzaru V., (2015) *Seeing EU through Romanian students' eye: analysing students perceptions towards the 2014 elections for the European Parliament* in *The Europe we voted for: National and European topics of the 2014 elections for the European Parliament*, Bucharest, comunicare.ro, p. 73-82;

## ● Seeing the past through the eyes of media - a study in communicating archeology in Romania

2015

Bîră Monica, (2015), *Seeing the past through the eyes of media - a study in communicating archeology in Romania*. În Sergiu Musteata, Stefan Caliniuc, *Current Trends in the Archaeological Heritage Preservation: The National and the International Perspectives*, BAR Oxford, Oxford, p. 111-117

## Communicating science: how Romanian newspapers reflect archaeological discoveries

2015

Bîră Monica, (2015) **Communicating science: how Romanian newspapers reflect archaeological discoveries**. În Daba-Buzoianu, Corina, Ivan, Loredana, Gray, Brenden Leam, *Mapping heterogeneity: Qualitative research in communication*, Bucharest: Tritonic.

## Promovarea instituțiilor culturale în perioada interbelică

2015

Zbucnea Alexandra, Bîră Monica, (2015) Promovarea instituțiilor culturale în perioada interbelică, În Marian Petcu, *Studii de istorie a publicității*, Bucharest: Tritonic;

## Patrimoniul cultural și construcția națională în România secolului al XIX-lea – de la discurs la practici

2014 <https://www.tritonic.ro/isbn->

[Patrimoniul cultural si construcție nationala in Romania secolului al XIX-lea de la discurs la practice-978-606-8571-47-8.htm](https://www.tritonic.ro/isbn-Patrimoniul-cultural-si-construcție-nationala-in-Romania-secolului-al-XIX-lea-de-la-discurs-la-practice-978-606-8571-47-8.htm)

**Bîră, Monica**, (2014) Patrimoniul cultural și construcția națională în România secolului al XIX-lea – de la discurs la practici, Bucharest: Tritonic ;

## Students' Perception of the Image of the Romanian Orthodox Church

2010

Halic, Bogdan-Alexandru, Chiciudean, Ion, Bîră, Monica, Buzoianu, Corina (2010). Students' Perception of the Image of the Romanian Orthodox Church. *Romanian Journal of Communication and Public Relations*, vol. 18, nr. 12, 39-47 (1454-8100).

## Las antigüedades nacionales y los comienzos de conversión en museo del patrimonio arqueológico de Rumania

2012 <https://www.museologia.net/producto/revista-de-museologia-no-54/>

**Bîră, Monica** (2012) Las antigüedades nacionales y los comienzos de conversión en museo del patrimonio arqueológico de Rumania, *Revista de Museologia*, N° 54,

<https://www.museologia.net/producto/revista-de-museologia-no-54/>

## DRIVING LICENCE

Driving Licence: B

## PROJECTS

02/2021 – CURRENT

- **New instruments for the Romanian national strategy for adult lifelong learning- Edu-C-Ad, cod SIPOCA 867/136584**

translation coordinator

01/05/2014 – 01/05/2016

- **Europe from East side: national vs. European in the 2014 electoral campaigns**

<http://comunicare.ro/en/index.php?page=rsearch-projects>

Grant awarded by SNSPA for young researchers

2016 – 2018

- **Strengthening Professional Higher Education and VET in Central & South Eastern Europe (PROCSEE)**

<https://procsee.eu/about-procsee/partners/snsipa/>

Funding: European Commission. ID proiect: 62270-EPP-1-2015-1-SI-EPPKA3- PI-FORWARD

Project role: member of the administrative & support team

2017 – 2018

- **Increasing the quality of public cultural services and strenghtening local development**

European Social Fund 2014-2020, SIPOCA 9

Role: researcher, team member

2015 – 2017

- **Relation between tehcnology and age: understanding older persons' anxiety toward computers later in life. PN-II-RU-TE-2014-4-0429.**

UEFISCDI

project role: reasearcher, team member

2018 – CURRENT

- **The image of a profession: how study programs & alumni contributed to the professionalization of PR & communication**

Grant awarded by SNSPA for young researchers

2014 – 2015

- **„Euroantreprenoriat – calificări universitare pentru europenizarea societății românești”**

European Social Fund - POSDRU, ID proiect 140578.

role: research assistant