




PERSONAL INFORMATION

Victor-Alexandru BRICIU



 Brasov, Romania

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 [linkedin.com/in/victor-alexandru-briciu](https://www.linkedin.com/in/victor-alexandru-briciu)
https://www.researchgate.net/profile/Victor_Alexandru_Briciu
<https://orcid.org/0000-0002-7506-8099>

PROFESSIONAL EXPERIENCE

Oct 2020 - present

Associate Professor

Transilvania University of Brasov, <https://socio.unitbv.ro/>

- Faculty of Sociology and Communication
- Department of Social and Communication Sciences

Oct. 2015 - Sept. 2020

University Lecturer

Transilvania University of Brasov, <https://socio.unitbv.ro/>

- Faculty of Sociology and Communication
- Department of Social and Communication Sciences

Oct. 2007 - Sept. 2015

University Preparator

Transilvania University of Brasov, <https://socio.unitbv.ro/>

- Faculty of Sociology and Communication
- Department of Social and Communication Sciences

EDUCATION AND TRAINING

2007 - 2015

PhD in Communication Sciences

University of Bucharest,
 Faculty of Journalism and Communication Sciences,
 Doctoral School: Communication Sciences.

2005 - 2007

Master, specialist in Image Campaign Management

University "Transilvania" Brasov,
 Faculty of Law and Sociology,
 specialising in "Image Campaign Management".

2001 - 2005

Degree in sociology

University "Transilvania" Brasov,
 Faculty of Law and Sociology,
 Sociology specialization.

Other known languages

	INTELEGERE		SPEAK		WRITE
	Listening	Read	Participation in the conversation	Oral speech	
English language	B2	B2	B2	B2	B2
Certificate of Language Proficiency, English, no. 92/23.07.2007, level B2, according to the Council of Europe's Common European Framework of Reference, issued by the Department for Continuing Education, Faculty of Letters, Centre for Modern Language Learning, Transilvania University of Brasov					
French language	A2	A2	A2	A2	A2

Levels: A1/2: Elementary user - B1/2: Independent user - C1/2: Experienced user
 Common European Framework of Reference for Languages

Scientific title ▪ Dr. in the field of Communication Sciences, according to the Order of the Minister of Education and Scientific Research No. 3869 of 19.05.2015

ADDITIONAL INFORMATION

Driving licence ▪ Category B

Books and book chapters

- BRICIU, Victor-Alexandru and BRICIU, Arabela, 2021, "Social Media and Organizational Communication" (ch. 180). In Mehdi Khosrow-Pour D.B.A. (Ed.), *Encyclopedia of Organizational Knowledge, Administration, and Technology*, ed.: IGI Global (formerly Idea Group Publishing), ISBN 9781799834731, DOI: 10.4018/978-1-7998-3473-1.ch180, pp. 2609-2624, <https://www.igi-global.com/book/encyclopedia-organizational-knowledge-administration-technology/242894>
- BRICIU, Victor-Alexandru, 2020, *Branding places and the online environment. Characteristics and Identity Hypostases*, Presa Universitară Clujeană, ISBN 978-606-37-0795-7, 261 pp.
- BRICIU, Victor-Alexandru, MIRCEA, Ioana and BRICIU, Arabela, 2020, Chapter 2 - "Communication and Entrepreneurship in Romania: Dissimulation of First Impression in 30 Seconds" in Andreas Masouras, Georgios Maris and Androniki Kavoura (Eds), *Entrepreneurial Development and Innovation in Family Businesses and SMEs*, IGI Global (formerly Idea Group Publishing), ISBN 9781799836483, <http://doi:10.4018/978-1-7998-3648-3.ch002>, DOI: 10.4018/978-1-7998-3648-3, pp. 22-38, <https://www.igi-global.com/book/entrepreneurial-development-innovation-family-businesses/243744#table-of-contents>
- BRICIU, Victor-Alexandru, 2015, *Incursiuni teoretico-metodologice în comunicare și relații publice*, Transilvania University of Brasov, ISBN 978-606-19-0581-2, 101 pp.
- BRICIU, Victor-Alexandru, "Communication of information and research results. Rules of graphical presentations" (chapter 9), in COMAN, Claudiu, *Applied Informatics in Social and Communication Sciences*, Transilvania University of Brasov Publishing House, 2010, ISBN 978-973-598-753-4, pp. 293-360

Papers published in peer-reviewed journals

- BRICIU, Victor-Alexandru, BRICIU, Arabela, CSIKI, Andrea-Eniko, 2021, "Comparative Analysis of Coronavirus Influence on the Content Generated by Romanian Travel Blogs". In: Kavoura A., Havlovic S.J., Totskaya N. (eds) *Strategic Innovative Marketing and Tourism in the COVID-19 Era*. Springer Proceedings in Business and Economics. Springer, Cham, ISBN 978-3-030-66153-3, https://doi.org/10.1007/978-3-030-66154-0_6, pp. 49-57.
- BRICIU, Victor-Alexandru, BRICIU, Arabela, 2020, "Multidisciplinary Perspectives in Approaching Brands and Expressing Place Identity", *Bulletin of the Transilvania University of Brasov*, Vol. 13(62), No. 2-2020, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 283-290, <https://doi.org/10.31926/but.ssl.2020.13.62.2.16>, article link: http://webbut.unitbv.ro/Bulletin/Series%20VII/2020/BULETIN%20I/21_Briciu%20si%20Briciu.pdf
- BRICIU, Victor-Alexandru, BRICIU, Arabela, 2020, "COVID-19 Influence and Future Perspectives of Artificial Intelligence on the Labour Market". In BRAIN. *Broad Research in Artificial Intelligence and Neuroscience*, 11(2Sup1), pp. 21-28. <https://doi.org/10.18662/brain/11.2Sup1/90>
- DUGULEANĂ, Mihai, BRICIU, Victor-Alexandru, DUDUMAN, Ionuț-Alexandru and MACHIDON, Octavian-Mihai, 2020, "A Virtual Assistant for Natural Interactions in Museums". In *Sustainability* 12(17), 6958; special issue: Digital Marketing and Digital Capabilities, <https://doi.org/10.3390/su12176958>, ISSN 2071-1050, <https://www.mdpi.com/2071-1050/12/17/6958>
- BRICIU, Arabela and BRICIU, Victor-Alexandru, 2020, "A Cultural Perspective on Brands and Symbol Affirmation. The Theory of Cultural and Iconic Branding Reviewed" in *Bulletin of the Transilvania University of Brasov*, Vol. 13(62), No. 1-2020, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 95-102, <https://doi.org/10.31926/but.ssl.2020.13.62.1.10>, article link: http://webbut.unitbv.ro/Bulletin/Series%20VII/2020/BULETIN%20I%20PDF/14_BRICIU.pdf
- BRICIU, Arabela, BRICIU, Victor-Alexandru, KAVOURA, Androniki, 2020, "Evaluating How 'Smart' Brasov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism" In *Sustainability* 12(13), 5324; special issue: *Web 2.0 in Tourism and Hospitality Industries*, <https://doi.org/10.3390/su12135324>, ISSN 2071-1050, <https://www.mdpi.com/2071-1050/12/13/5324>, FI (2020) = 2.576
- BRICIU, Victor-Alexandru; REZEANU, Cătălina-Ionela; BRICIU, Arabela, 2020, "Online Place Branding: Is Geography 'Destiny' in a 'Space of Flows' World?". In *Sustainability* 12(10), 4073; <https://doi.org/10.3390/su12104073>, ISSN 2071-1050, <https://www.mdpi.com/2071-1050/12/10/4073>, FI (2019) = 2.592
- BRICIU, Victor-Alexandru, BRICIU, Arabela and GĂITAN, Ștefania-Maria, 2020, "Impression Management Through Websites: An Analysis of the Romanian Banking Industry". In: Kavoura A., Kefallonitis E., Theodoridis P. (eds) *Strategic Innovative Marketing and Tourism*. Springer Proceedings in Business and Economics. Springer, Cham, ISBN 978-3-030-36125-9, https://doi.org/10.1007/978-3-030-36126-6_46, pp. 417-424
- BRICIU, Arabela and BRICIU Victor-Alexandru (2020) "Participatory Culture and Tourist Experience: Promoting Destinations Through YouTube". In: Kavoura A., Kefallonitis E., Theodoridis P. (eds) *Strategic Innovative Marketing and Tourism*. Springer Proceedings in Business and Economics. Springer, Cham, ISBN 978-3-030-36125-9, https://doi.org/10.1007/978-3-030-36126-6_47, pp. 425-433
- BRICIU Arabela and BRICIU Victor-Alexandru (2020) "Designing the Virtual Product Experience: Learnings from Shenzhen, China and the ESUN Solutions". In: Kavoura A., Kefallonitis E., Theodoridis

- P. (eds) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, ISBN 978-3-030-36125-9, https://doi.org/10.1007/978-3-030-36126-6_48, pp. 435-442
- LADEA, M., SZŐKE, A., BRAN, M., BAUDIN, G., SLAVU, R., PIRLOG, M.C., BRICIU, V., UDRISTOIU, I., SCHÜRHOFF, F., FERCHIOU, A., 2020, "Schizotypal Personality Questionnaire-Brief: Effect of invalid responding on factor structure analysis and scores of schizotypy" in *L'Encéphale*, 46(1), pp. 7-12, Paris, ISSN 0013-7006, <https://doi.org/10.1016/j.encep.2019.06.004> (<http://www.sciencedirect.com/science/article/pii/S0013700619302350>), Elsevier B.V., FI (2018) = 0.865
 - BRICIU, Victor-Alexandru and BRICIU, Arabela, 2019, "Concept Variations on Destination, Place and Nation Marketing and Branding" in *Bulletin of the Transilvania University of Brasov*, Vol. 12(61), No. 2-2019, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 389-394, <https://doi.org/10.31926/but.ssl.2019.12.61.2.21>
 - BRICIU, Victor-Alexandru, BRICIU, Arabela and NECHITA, Florin, 2018, "Content Analysis Made Simple for Students. An Interactive Online Application Solution" in *Cognitive Science - New Media - Education*, vol. 5, no. 2/2018, pp. 77-91, ISSN: 2543-506X, DOI: <http://dx.doi.org/10.12775/CSNME.2018.013>
 - BRICIU, Victor-Alexandru, BRICIU, Arabela and DEMETER, Robert, 2019, "A Tentative Model for an Online Place Branding Application Solution" in *Bulletin of the Transilvania University of Brasov*, Vol. 12(61), No. 1-2019, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 149-160, <https://doi.org/10.31926/but.ssl.2019.12.61.1.14>
 - BRICIU, Victor-Alexandru, NECHITA, Florin, DEMETER, Robert and KAVOURA, Androniki, 2019, "Minding the Gap Between Perceived and Projected Destination Image by Using Information and Communication Platforms and Software" in *International Journal of Computational Methods in Heritage Science (IJCMHS)*, Special Issue on ICT in Culture and Tourism (With Revised and Extended Papers From International Conference on Strategic Innovative Marketing and Tourism 2018), vol. 3 (2), ISSN: 2473-5345, EISSN: 2473-5337, EISBN13: 9781522568735, pp. 1-17, DOI: 10.4018/IJCMHS.2019070101
 - NECHITA, Florin, DEMETER, Robert, BRICIU, Victor-Alexandru, KAVOURA, Androniki, VARELAS, Sotiris, 2019, "Analysing Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania", in KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 613-622, DOI: https://doi.org/10.1007/978-3-030-12453-3_70
 - BRICIU, Victor-Alexandru, DEMETER, Robert, NECHITA, Florin, KAVOURA, Androniki, BRICIU, Arabela, 2019, "A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites", in KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 755-762, DOI: https://doi.org/10.1007/978-3-030-12453-3_87
 - BRICIU, Victor-Alexandru and GULPE, Ana-Maria, 2018, "Characteristics of Brands and Place Branding on the Internet" in *Bulletin of the Transilvania University of Brasov*, Vol. 11(60), No. 1-2018, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 113-124
 - BRICIU, Gabriela-Arabela, BRICIU, Victor-Alexandru and PILIPINSCHI, Ana-Maria, 2017, "A Website Brand Analysis of Romanian Companies from Automotive Industry" in *Bulletin of the Transilvania University of Brasov*, Vol. 10(59), No. 1-2017, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 133-142
 - CIOACĂ, Ruxandra-Elena and BRICIU, Victor-Alexandru, 2017, "Lactate Brădet - the opportunity of a well-managed crisis" in *Romanian Journal of Sociology*, new series, year XXVIII, no. 3-4, ISSN 1224-9262, ERIH+, pp. 303-317
 - BRICIU, Victor-Alexandru and BRICIU, Arabela, 2016, "A Brief History of Brands and the Evolution of Place Branding" in *Bulletin of the Transilvania University of Brasov*, Vol. 9(58), No. 2-2016, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 137-142.
 - REZEANU, Cătălina-Ionela; BRICIU, Arabela; BRICIU, Victor-Alexandru; REPANOVICI, Angela, COMAN, Claudiu, 2016, "The Influence of Urbanism and Information Consumption on Political Dimensions of Social Capital: Exploratory Study of the Localities Adjacent to the Core City from Brasov Metropolitan Area, Romania" in *PLoS ONE* 11(1): e0144485. doi:10.1371/journal.pone.0144485, SRI (June 2016) = 2,098 (updated according to ISI Web of Science, Journal Citation Reports 2015)
 - BRICIU, Arabela and BRICIU, Victor-Alexandru, 2013, "Theoretical Aspects Regarding the Key Factors in Building a Place Brand Strategy" in *Bulletin of the Transilvania University of Brasov*, Vol. 6(55), No. 2-2013, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 271-276
 - BRICIU, Victor-Alexandru, 2013, "Differences between Place Branding and Destination Branding for Local Brand Strategy Development" in *Bulletin of the Transilvania University of Brasov*, Vol. 6(55), No. 1-2013, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 9-14.
 - BRICIU, Victor-Alexandru, 2007, Review "Mass Communication Research Methods", edited by Anders HANSEN, Simon COTTLE, Ralph NEGRINE and Chris NEWBOLD, Palgrave Macmillan, 1998 (350 pages), in *Social Science Review*, year 1, no.2/ 2007, Braşov, ISSN:1843-1550, pp. 54-56
 - BRICIU, Victor-Alexandru, 2007, Review "Thinking Through Television", Ron Lembo, Cambridge University Press, 2004, (254 pages), in *Social Science Review*, year 1, no.1/ 2007, Brasov, ISSN:1843-1550, pp. 61- 64

Papers published in conference volumes

- BRICIU, Victor-Alexandru, BRICIU, Arabela and GĂITAN, Ștefania-Maria, 2019, "The Image Management Strategy Through Social Networks. An Analysis of the Banking Environment in Romania", in BEVANDA, Vuk (ed.), *International Scientific Conference EMAN - Economics & Management: How to Cope with Disrupted Times - Conference Proceedings*, Ljubljana, Slovenia, March 28, 2019, pp. 583-588, ISBN 978-86-80194-17-2, All in One Print Center Publishing House, Belgrade, DOI: <https://doi.org/10.31410/EMAN.2019.583>
- BRICIU, Victor-Alexandru, BRICIU, Arabela and GULPE, Ana-Maria, 2019, "An Empirical Research for Identifying and Analyzing the Identity Characteristics of Different Online Destination Websites". In C. Ignatescu (ed.), *12th LUMEN International Scientific Conference Rethinking Social Action. Core Values in Practice, 15-17 May 2019, Iasi - Romania* (pp. 26-39). Iasi, Romania: LUMEN Proceedings, <https://doi.org/10.18662/lumproc.150>
- BRICIU, Victor-Alexandru and BRICIU, Arabela, 2019, "Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context", in *6th SWS International Scientific Conference on Social Sciences 2019, Conference Proceedings Volume 6, Issue 2 - Economics & Finance, Business & Management*, STEF92 Technology Ltd. publishing house, Sofia, Bulgaria, ISBN 978-619-7408-92-8, ISSN 2682-9959, DOI: 10.5593/SWS.ISCSS.2019.2, pp. 219-232
- BRICIU, Victor-Alexandru, BRICIU, Arabela and GĂITAN, Ștefania-Maria, 2019, "New Media and Organizational Communication. A Multiple Analysis of Romanian Bank Online Environment", in *6th International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2019, Conference Proceedings Volume 6, Science and Arts, Issue 6.1 - Cultural Studies, Ethnology and Folklore, Literature and Poetry, History of Arts, Contemporary Arts, Performing and Visual Arts, Architecture and Design*, STEF92 Technology Ltd. publishing house, Sofia, Bulgaria, ISBN 978-619-7408-75-1, ISSN 2367-5659, DOI: 10.5593/sgemsocial2019V6/6.1, pp. 41-52.
- BRICIU, Victor-Alexandru and BRICIU, Arabela, 2019, "Web 1.0 and Web 2.0 Variations of Identity Characteristics of Official Place Brands Websites", in BIBIRI, Anca-Diana, GRĂDINARU, Camelia, GROSU, Emanuel, MIRONESCU, Andreea, PATRAȘ, Roxana (coord.), *Exploring The Digital Turn*, Proceedings of the conference *Perspectives in Humanities and Social Sciences: Hinting at Interdisciplinarity*, 5th Edition: Mapping Digital Futures (23-24 May 2018), Institute for Interdisciplinary Research, Social Sciences and Humanities Research Department, "Alexandru Ioan Cuza" University of Iași, "Alexandru Ioan Cuza" University Publishing House, ISBN 978-606-714-504-5, pp. 307-324
- BRICIU, Victor-Alexandru, NECHITA, Florin and BRICIU, Arabela, 2018, "Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context" in *MIC 2018: Managing Global Diversities. Abstracts of the Joint International Conference*, Bled, Slovenia, 30 May - 2 June, University of Primorska Press, Koper, Slovenia, p. 207, ISBN 978-961-7023-90-9, <http://www.hippocampus.si/ISBN/978-961-7023-90-9.pdf>
- COMAN, Claudiu and BRICIU, Victor-Alexandru, 2014, "Predictors of Life Satisfaction in Brasov, Romania", in CONSTANTINEANU, Corneliu, RAȚĂ, Georgeta and RUNCAN, Patricia (coord.), *Christian Values vs Contemporary Values, chap. Content vs Discontent*, collection *The Power of Being Different*, Editura Didactică și Pedagogică R.A., ISBN 978-973-30-3750-7, pp. 211-224.
- BAICAN, Arabela, BRICIU, Victor-Alexandru and COMAN, Claudiu, 2008, "The development of tourism in Brasov and implications on the quality of life of the inhabitants", in PAVALACHE-ILIE, Mariela and LUCA, Marcela R. (coord.), *International Symposium University as a research resource valued at the local community level*, Brasov, Transilvania University of Brasov Publishing House, ISBN 978-973-598-181-5, pp. 272-277
- BRICIU, Victor-Alexandru and BAICAN, Arabela, 2008, "Environmental education and quality of life in the municipality of Brasov", in PAVALACHE-ILIE, Mariela and LUCA, Marcela R. (coord.), *International Symposium University as a research resource valued at the local community level*, Brasov, Transilvania University of Brasov Publishing House, ISBN 978-973-598-181-5, pp. 281-284
- PLUGARU, Liviu; COMAN, Claudiu; NECȘOI, Dana; GURANDA, Mihaela; BRICIU, Victor-Alexandru, 2007, "A project to disseminate research on quality of life at the local community level and implications on education - PROCED", published in COMAN, Claudiu [coord.], *International Social Sciences Colloquium - ACUM 2006*, Ed. University "Transilvania" of Brasov, ISBN 978-973-635-862-3, pp. 140-147.

Scientific research grants and contracts

Programme/ Project	Function	Period
Project Developing Inclusive Education for Students with Disabilities in Sri Lankan Universities (IncEdu), ERASMUS Programme (2018/C 384/04): 609871-EPP-1-2019-1-LK-EPPKA2-CBHE-JP, Coordinator on behalf of UNITBV: Carmen BUZEA, project value 912.225 euro	UNITBV partner team member	2020 - 2023
CCCDI - UEFISCDI project, project number ERANET-FLAG - FuturICT2.0, in the framework of PNCDI III, title: OPPORTUNITIES AND LIMITATIONS OF PLACE BRANDING IN THE ONLINE ENVIRONMENT	Short-term multi-disciplinary project coordinator	Ian. - June 2018
Contract no. 13/34016/15.04.2015, "CONNECT - CONstruct NETwork in Counselling for Trauma - Building the Network of Specialists in Trauma Counselling", funder: Ministry of Justice Contract value: 1.086.080 lei, grant from Norway under the Norwegian Financial Mechanism 2009-2014, Programme RO20 "Domestic Violence and Gender Based Violence"	Team member, responsible for promotion	dec. 2015 - July 2016
"University for the future in the communication society", Registration number at AMPOSDRU: E9596/15.12.2010, Contract ID: POSDRU/86/1.2/S/64075, Total project value	assistant project manager, steering	2011 - 2013

20.089.315 lei, UTBv value 1.210.418 lei, Implementation period 2011-2013, Name of funding entity Sectoral Operational Programme for Human Resources Development 2007-2013	committee member, long-term expert	
"Promoting scientific research on the quality of life at the local community level and implications on education", project registration code CEEX-M3-C3-12789 for 2006, project type P-INT-VIZ, project coordinator Liviu Plugaru, PhD. at the Department of Pedagogy of Transilvania University of Brasov	Research team member	October 2006-February 2007

Participation in teaching activities in universities in the country and abroad

- BRICIU, Arabela, BRICIU, Victor-Alexandru and CSIKI, Andrea-Eniko, 2020, "Initial Thoughts of COVID-19 Unexpected Consequences for Tourism" at the 4th International Scientific Conference on IT, Tourism, Economics, Management and Agriculture (ITEMA 2020), section 1st Plenary Online Session, 8 October, Association of Economists and Managers of the Balkans - UdEkoM Balkan, Belgrade, Republic of Serbia, <https://www.itema-conference.com/>
- DEAKY, Bogdan-Alexandru, PARV, Luminita and BRICIU, Victor-Alexandru, 2020, "Teaching online during the COVID - 19 crisis. Initial thoughts", at CoSME'20 (THE 5th INTERNATIONAL CONFERENCE ON COMPUTING AND SOLUTIONS IN MANUFACTURING ENGINEERING), 7-10 October, Brasov, http://www.cosme.ro/en/cosme2020_docs/CoSME2020%20Conference%20program%20v2.pdf
- BRICIU, Victor-Alexandru, BRICIU, Arabela and CSIKI, Andrea-Eniko, 2020, "Comparative Analysis of Coronavirus Influence on the Content Generated by Romanian Travel Blogs" at the 9th International Conference on Strategic Innovative Marketing and Tourism in COVID-19 Era. Challenges and Prospects (ICSIMAT 2020 Virtual), section Information and Communication Technologies in Marketing and Tourism, 26-28 September, University of West Attica, Greece, <https://icsimat.com/>
- BRICIU, Victor-Alexandru and BRICIU, Arabela, 2020, "Variations of the identity characteristics of online country brands" (online presentation Section 2 Panel session), at The 16th International Scientific Conference "Media pedagogy in research and educational practice", 18 September, Nicolaus Copernicus University in Torun, Poland, Faculty of Education Sciences, <http://www.edukacja.torun.pl/PM/program.pdf>
- BRICIU, Victor-Alexandru, 2019, "Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context", at the 6th International Scientific Conference on Social Sciences, Arts & Humanities 2019, 24 August - 1 September, Maritim Paradise Blue Congress Centre, Albena, <https://sgemsocial.org/index.php/dates-deadlines/plenary-programme-2019>
- BRICIU, Arabela and BRICIU, Victor-Alexandru, 2019, "Designing the Virtual Product Experience. Learnings from Shenzhen, China and the ESUN Solutions", at the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019), Chios, Greece, July 17-21, section 1a - Policies / strategies related issues in marketing, management, economics, education and hospitality, <http://icsimat.com/programme/>
- BRICIU, Arabela and BRICIU, Victor-Alexandru, 2019, "Participatory Culture and Tourist Experience. Promoting Destinations through YouTube", at the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019), Chios, Greece, 17-21 July, section 2b - Customers' travellers' audiences' perspectives and role, <http://icsimat.com/programme/>
- BRICIU, Victor-Alexandru, BRICIU, Arabela and GĂITAN, Ștefania-Maria, 2019, "Impression Management Through Websites. An Analysis of the Romanian Banking Industry", at the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019), Chios, Greece, July 17-21, section 2a - Human resources perspectives, <http://icsimat.com/programme/>
- BRICIU, Victor-Alexandru, BRICIU, Arabela and NECHITA, Florin, 2019, "Content Analysis Made Simple For Students. An Interactive Online Application Solution", at XVth International Scientific On-line Conference "New media - interactivity - creativity - education", Nicolaus Copernicus University in Torun, Poland, Faculty of Education Sciences, 30 May, Conference Part II, http://www.edukacja.torun.pl/MICE/Conf_prog.pdf
- BRICIU, Victor-Alexandru, BRICIU, Arabela and GĂITAN, Ștefania-Maria, 2019, "The Image Management Strategy Through Social Networks. An Analysis of the Banking Environment in Romania", at 3rd International Scientific Conference on Economics and Management - EMAN 2019, Ljubljana, Slovenia, Hotel M, March 28, Distinguished guests, <https://www.eman-conference.org/>
- BRICIU, Victor-Alexandru, BRICIU, Arabela and GULPE, Ana-Maria, 2019, "An Empirical Research for Identifying and Analyzing the Identity Characteristics of Different Online Destination Websites", at 12th LUMEN Conference RSACVP2019 - Rethinking Social Action. Core Values in Practice, 15-18 May, Iasi, <http://conferinta.info/program/>
- BRICIU, Victor-Alexandru, 2019, "New Media and Organizational Communication. A Multiple Analysis of Romanian Bank Online Environment", at SGEM Vienna ART 2019, 6th International Multidisciplinary Scientific Conference on Social Sciences and Arts, April 11 - 14, Palais Niederösterreich, Vienna, <https://www.sgemvienna.org/index.php/sgem-vienna-art-deadlines/conference-programme>
- NECHITA, Florin, DEMETER, Robert, BRICIU, Victor-Alexandru, KAVOURA, Androniki, VARELAS, Sotiris, 2018, "Analysing Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania", at the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2018), Vouliagmeni, Athens, 17-20 October, section Track 6b - Collaborative Consumption in Digital Domain: Sharing Economy, Consumer/ Visitor Behaviour, <http://icsimat.com/programme/>
- BRICIU, Victor-Alexandru, DEMETER, Robert, NECHITA, Florin, KAVOURA, Androniki, BRICIU, Arabela, 2018, "A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites", at the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2018), Vouliagmeni, Athens, 17-20 October, section Track 6b - Collaborative Consumption in Digital Domain: Sharing Economy, Consumer/ Visitor Behaviour, <http://icsimat.com/programme/>

- BRICIU, Victor-Alexandru, NECHITA, Florin and BRICIU, Arabela, 2018, "Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context", at MIC (Management International Conference) 2018, Bled, Slovenia, 30 May - 2 June, Marketing section, http://mic.fm-kp.si/programme/sessions_timetable
- BRICIU, Victor-Alexandru, BRICIU, Arabela and NECHITA, Florin, 2018, "Virtual Space, Web 1.0 and Web 2.0 from a Sociological Perspective on McDonaldisation of Society and Education", at XIV International On-line Conference "Virtuality and education - future perspectives", Nicolaus Copernicus University in Torun, Poland, Faculty of Education Sciences, 30 May, Main Panel Conference Part I, http://www.edukacja.torun.pl/WEP/Conf_prog.pdf
- BRICIU, Victor-Alexandru and BRICIU, Arabela, 2018, "Web 1.0 and Web 2.0 Variations of Identity Characteristics of Official Place Brands Websites", International Conference "Perspectives in Humanities and Social Sciences: Hinting at Interdisciplinarity" - 5th Edition: Mapping Digital Futures, A.I. Cuza University of Iași - Department of Interdisciplinary Research in Social Sciences and Humanities, Iași, 23-24 May, section 7, <https://conferencephss.files.wordpress.com/2018/05/program-phss-2018-final.pdf>
- BRICIU, Victor-Alexandru, 2017, *Chair* for the section "ACUM Student in Social Sciences" at the *International Colloquium of Social Sciences and Communication ACUM*, "Challenges of Education and Research in the Social Sciences", 11 November 2017, http://www.unitbv.ro/Portals/219/Documente/PROGRAM_ACUM_2017_FINAL.pdf
- BRICIU, Arabela and BRICIU, Victor-Alexandru, 2015, "Positioning a region through online place branding. The case of Brasov County in an international context", in International Conference *6th Balkan & Black Sea Conference "Days of Clusters 2015"*, Brasov, 22-23 October, section 7 - Economic and Social Sciences Research on Cluster Policy, <http://daniklastera.clusterhouse.rs/2015/06/25/1310/#program>
- BRICIU, Victor-Alexandru and BRICIU, Arabela, 2015, "The importance of a creative touristic brand platform for Brasov area through brand audit research method", at the *6th International Balkan & Black Sea Conference "Days of Clusters 2015"*, Brasov, 22-23 October, section 7 - Economic and Social Sciences Research on Cluster Policy, <http://daniklastera.clusterhouse.rs/2015/06/25/1310/#program>
- NECHITA, Florin, CANDREA, Adina Nicoleta, BRICIU, Victor-Alexandru, ȘANDRU, Codrina, 2015, "The candidacy for the European Capital of Culture title: an opportunity for destination branding or for social engagement?", at European Sociological Association 12th Conference - Differences, inequalities and sociological imagination, Prague, 25-28 August, sect. RN07S07/ Culture and Commerce on 27.08.2015, http://esa12thconference.eu/sites/esa12thconference.eu/files/esa_2015_book_of_abstracts.pdf, ISBN 978-80-7330-272-6
- COMAN, Claudiu and BRICIU, Victor-Alexandru, 2014, "Predictors of Life Satisfaction in Brasov, Romania", at the International Christian Conference "The Power of Being Different", Timisoara, 30-31 October, first edition, West University of Timisoara, <http://www.pfa.uvt.ro/wp-content/uploads/2014/10/1-PROGRAM-Conferinta-PFA-2014.pdf>
- BRAN, Mihai, LADEA, Maria, BRICIU, Victor-Alexandru and PETCU, Nicoleta, 2014, "Mental health and technology: an approach for patients with depressive disorder", in International Conference New Trends on Sensing - Monitoring - Telediagnosis for Life Sciences - NT-SMT-LS, Brasov, 24-26 July, section Telediagnosis for Medicine, <http://maternologie.ro/envirpubhealth/>
- BRAN, Mihai, LADEA, Maria and BRICIU, Victor-Alexandru, 2014, poster "Importance of new technologies in modern psychiatry", at the VII International Romanian-Hungarian Psychiatry Conference, IX National Psychiatry Symposium, 26-29 June, Miercurea Ciuc, Șumuleu, Jakab Antal Conference Centre, <http://www.conf.cryforhelp.ro/ro/home>
- BRICIU, Gabriela-Arabela and BRICIU, Victor-Alexandru, 2013, presentation "Politics and Personal Branding: The Case of 2009 Presidential Campaign", at the *International Colloquium of Social and Communication Sciences ACUM 2013*, Communication and Public Relations section, 14-15 November, Brasov, http://acum.sociologie-brasov.ro/page_Arhiva-Colocviului_3.html
- BRICIU, Victor-Alexandru, 12.05.2011 participant in a university-enterprise consortium for the undergraduate degree "Communication Sciences", for the validation of qualifications and professional competences specific to the study program "Communication and Public Relations", within the project "Development of an operational system of qualifications in higher education in Romania", contract POSDRU/2/1.2/S/2
- BRICIU, Victor-Alexandru, 2011, "Cultural perspectives in the treatment of brands", at the *Workshop of the Doctoral School in Communication Sciences*, 2nd edition, Moieciu, March 17-20, Organizational Communication section.
- BRICIU, Victor-Alexandru, 2009, "Conceptual aspects in defining country branding", at the *Annual Scientific Session of the Faculty of Journalism and Communication Sciences*, University of Bucharest, *Crisis Communication - Crisis of Communication*, 8-9 May, Public Relations section
- COPOSESCU, Silviu, COMAN, Claudiu and BRICIU, Victor-Alexandru, 2009, "Local and Regional Symbolic Construction of Identities. An Antiglobalization Defense Mechanism?", at the International Conference *Media programming and media consumption in the rural world*, Bucharest, 19-20 February, section "Public sphere: forms of inclusion and of exclusion of the rural world. Local, regional and national identities and European identities".
- BRICIU, Victor-Alexandru, 2008, "Country Brand and National Identity. Theoretical perspectives", at the *National Colloquium with international participation ACUM 2008*, Brasov, 27-29 November, Section: Mass media, culture and communication, http://acum.sociologie-brasov.ro/page_Arhiva-Colocviului_3.html
- MĂLUREANU, Andreea and BRICIU, Victor-Alexandru, 2008, "Construction of the tourism brand of Brasov County", at the *Academic School of Sociology*, Bran, 21-25 September, workshop Tourism development in Brasov County

Member of professional and scientific associations

- 2007, *Effects of EU integration perceived in the community of Brasov and implications for quality of life and lifestyle*, co-author, Workshop within the CEEX - M3 project, PROCED, 27-29 July 2007, Timișoara.
- 29.11-01.12.2007 participant *Round table: the citizen in the European Union* at the International Symposium "University as a research resource valued at local community level Brasov", within the Project PROCED - 2006/ 2008 Promotion of scientific research on quality of life at local community level and implications on education, participant.

Organisation of scientific events

- 2014, member of the Board of Directors of the Association "Centre for Innovation in the Medical Field INOMEDICA", Bucharest, www.inomedica.ro
- member of the Association of Trainers in Journalism and Communication Sciences, <http://www.jurnalism-comunicare.eu/afjc/index.html>
- 2019 member of the Organizing Committee of the *International Colloquium of Social Sciences and Communication ACUM*, "Challenges of Education and Research in the Social Sciences", October 17-19, <http://acum.unitbv.ro/>
- 2019 *Chair* for the *Human Resources Perspectives* section at the *International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019)*, 8th ICSIMAT, Northern Aegean, Greece, <https://link.springer.com/content/pdf/bfm%3A978-3-030-36126-6%2F1.pdf>, 17.07.2019
- 2019 scientific committee member of the *International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019)* 17-21 July, 8th ICSIMAT, Northern Aegean, Greece
- 2019 *Session Chairman* in section 3. *Finance*, 4. *Economics and Tourism* and 5. *Business and Management* at the *6th International Scientific Conference on Social Sciences, Arts & Humanities 2019*, 24 August - 1 September, Maritim Paradise Blue Congress Centre, Albena
- 2019 *Session Chairman* at section 1. *Section Political Sciences* and 3. *Section Finance* at *SGEM Vienna ART 2019, 6th International Multidisciplinary Scientific Conference on Social Sciences and Arts*, 11 - 14 April, Palais Niederösterreich, Vienna
- 2019 *Distinguished guest* with presentation "The Image Management Strategy Through Social Networks. An Analysis of the Banking Environment in Romania", at the *3rd International Scientific Conference on Economics and Management - EMAN 2019*, Ljubljana, Slovenia, Hotel M, March 28, , <https://www.eman-conference.org/>
- 2018 scientific committee member of the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2018) 17-20 October, *Athenian Riviera, Greece*
- 2017 member of the Organizing Committee of the *International Colloquium of Social Sciences and Communication ACUM*, "Challenges of Education and Research in the Social Sciences", 9-11 November
- 2017, *Chair* for the section "ACUM Student in Social Sciences" at the International Colloquium of Social Sciences and Communication ACUM, "Challenges of Education and Research in the Social Sciences", 11 November 2017, http://www.unitbv.ro/Portals/219/Documente/PROGRAM_ACUM_2017_FINAL.pdf
- 2016 member of the Organizing Committee Final Conference of the project "CONNECT - CONSTRUCT Network in Counselling for Trauma - Building the Network of Specialists in Trauma Counselling", project coordinated by Transilvania University Brasov and funded by a grant from Norway under the Norwegian Financial Mechanism 2009-2014, RO20 Programme "Domestic Violence and Gender-based Violence", Brasov, 28 June, <http://connect-romania.ro/news-conferinta-finala.html>
- 2015 member of the Organizing Committee National Conference on Experiential Psychotherapy and Hypnotherapy - 1st edition (theme: Development, couple, sexuality), Brasov, 30-31 May, <http://apeh.ro/index.php/evenimente>
- 14.11.2013 organizer Workshop for the dissemination of results and testing of the E-learning platform within the POSDRU/86/1.2/S/64075 programme, "University for the Future in the Communication Society", national partner Brasov
- 2011 member of the Organizing Committee of the National Colloquium of Social Sciences ACUM, "Social Space and its Actors", 17-18 November 2011
- 2010 member of the Organizing Committee of the National Colloquium of Social Sciences ACUM, "Territories and Knowledge Maps", 4-5 November 2010
- 2009 member of the Organizing Committee of the National Social Sciences Colloquium ACUM, 26-28 November 2009
- 2007 Member of the Organizing Committee of the International Colloquium ACUM 2007, "Where are we now in the social sciences in Romania?", 29.11-01.12.2007.

Awards and honours

- 2020, Best Paper Award, S7 Other Related Topics for presentation DEAKY, Bogdan-Alexandru, PARV, Luminita and BRICIU, Victor-Alexandru, 2020, "Teaching online during the COVID - 19 crisis. Initial thoughts", at THE 5th INTERNATIONAL CONFERENCE ON COMPUTING AND SOLUTIONS IN MANUFACTURING ENGINEERING (CoSME'20), 7-10 October, Brasov, http://www.cosme.ro/en/cosme2020_docs/CoSME2020%20Conference%20program%20v2.pdf
- 2020, Award for Research Results (PN-III-P1-1.1-PRECISI-2020-41405) subprogram 1.1 - Human Resources - Award for Research Results, 2020 competition, obtained together with Briciu Arabela, for the article "Evaluating How 'Smart' Brasov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism"
- 2020, Award for Research Results (PN-III-P1-1.1-PRECISI-2020-44657) subprogram 1.1 - Human Resources - Award for Research Results, 2020 competition, obtained together with Duguleană Mihai, Duduman Ionuț-Alexandru and Machidon Octavian-Mihai, for the article "A Virtual Assistant for Natural Interactions in Museums"
- 2020, Award for Research Results (PN-III-P1-1.1-PRECISI-2020-46697) subprogram 1.1 - Human Resources - Award for Research Results, 2020 competition, obtained together with Rezeanu Cătălina

and Briciu Arabela, for the article "Online Place Branding: Is Geography 'Destiny' in a 'Space of Flows' World?"

- 2016, Award for Research Results (PN-III-P1-1.1-PRECISI-2016-11918) subprogram 1.1 - Human Resources - Award for Research Results, competition 2016, obtained together with Rezeanu Cătălina, Briciu Arabela, Repanovici Angela and Coman Claudiu, for the article "The Influence of Urbanism and Information Consumption on Political Dimensions of Social Capital: Exploratory Study of the Localities Adjacent to the Core Core City from Brasov Metropolitan Area, Romania"

Other specialisations and qualifications

- Teaching mobility, University of Aegean, School of Social Sciences, Department of Sociology, Lesvos, Greece, 6-10.05.2019, through the *Erasmus - Staff Mobility For Teaching* programme
- Teaching mobility, University of Zagreb, Faculty of Humanities and Social Sciences, Department of Sociology, Croatia, 12-15.11.2018, through the *Erasmus - Staff Mobility For Teaching* programme
- Teaching mobility, University of Aegean, School of Business, Department of Business Administration, in Chios, Greece, 9-12.10.2017, through the *Erasmus - Staff Mobility For Teaching* programme
- Certificate of graduation from the Psycho-pedagogical studies program, level I (2011) and II (2012);
- Study mobility, Polytechnic University of Marche, Ancona, Italy, 3-16.09.2016, by winning the 2016 Competition - Transilvania University of Brasov Scholarship for International Mobility
- Study/documentation mobility, Charles University of Prague, Czech Republic, 4-11 October 2009
- 2007 trainee Academic School of Sociology, Bran, October 7-12
- seven. - Dec. 2006, personal and professional training internship through the European funded project Leonardo da Vinci RO/2006/PL 97032/S, in Italy on public policies for community development in collaboration with Medina Association, with the theme "Training of experts in the field of evaluation, promotion and implementation of new local public policies for community development";
- Certification by Certificate from the external trainer, Medina Association of Florence - Italy, of the following competences: project management, specialization in the field of promotion and implementation of new public and social policies and specialization in community and regional development (2006);
- 30.07 - 12.08.2006, participation in the Summer School, Konitsa - Greece, in the field of cultural anthropology, ethnography and comparative folklore in the Balkans, organized by the University of Ioannina, program coordinator prof. univ. dr. Vassilis Nitsiakos.

Other skills (coordination of specialisations, disciplines, laboratories)

- 2011 - 2018 final technical supervision for *Bulletin of the Transilvania University of Brasov*, Series VII, Social Science and Law
- 2008, course on Organizational PR, within the postgraduate specialization course Management of Organizations - Focșani Territorial Center, Transilvania University of Brasov
- 2007-present, coordination of the seminar activity in the disciplines: *Sociology of Quality of Life, Political Sociology, Media System, Media Sociology, Public Relations, Election Campaigns, Fundamentals of Communication, Management of Public Relations/Public Relations Campaigns, Jobs and Careers with the Profession of Public Relations, Creative Techniques in Developing Public Relations Products, Visual Sociology, Sociology of Virtual Space, Organizational Communication, Developing Creativity and Using Creative Techniques, Communication and PR in the Online Environment.*
- 2011 - 2016, coordination of the laboratory activity in the discipline: *applied computer science in social and communication sciences.*
- 2015-present, coordination of course work in the following subjects: *applied computer science in social and communication sciences, management of public relations/public relations campaigns, sociology of virtual space, organizational communication, fundamentals of communication, communication with the press, communication and PR in the online environment.*

Management experience

- May 2018 - present coordinator of the Marketing and Image Office of Transilvania University of Brasov
- 2018 internal project coordinator in Transilvania University of Brasov, My Faculty, project title: *My faculty recycles, yours?*, budget 4.790 lei
- 2017 internal project coordinator in Transilvania University of Brasov, my Faculty - educational project of multidisciplinary training, project title: student debate circle *Word Evolved*, budget 6.100 lei
- dec. 2015 - July 2016 responsible for promotion within the project "CONNECT - CONstruct NETWORK in Counselling for Trauma - Building the Network of Specialists in Trauma Counselling", project coordinated by Transilvania University Brasov and funded by a grant from Norway within the Norwegian Financial Mechanism 2009-2014, Programme RO20 "Domestic Violence and Gender-based Violence", <http://connect-romania.ro/contact.html>
- 2011 - 2013 assistant project manager POSDRU, steering committee member, long-term expert "University for the future in the communication society", AMPOSDRU registration no.: E9596/15.12.2010, contract ID no.: POSDRU/86/1.2/S/64075
- Oct. 2010 - Oct. 2011 Scientific Secretary of the Department of Sociology-Philosophy, Transilvania University of Brasov.

Date: 25.07.2024

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