

## PERSONAL INFORMATION

## Alina Daniela Mihalcea

 Prisaca Domei No.4, Bl.D4, Sc.1, Sector 3, Bucharest (Romania)

 0745140094

 danielaalinamihalcea@gmail.com

Sex Female | Date of birth 01/12/1987 | Nationality Romanian

## WORK EXPERIENCE

09/2012–Present

**Assistant Professor**

The Faculty of Management  
Bd.Expozitiei, no.30, Sector 1, Bucharest (Romania)  
[www.facultateademangement.ro](http://www.facultateademangement.ro)

- **Teaching courses:** "Human Resources Management", "Corporate Governance", "Business Strategies in the context of globalization", "Management",

- **proactive implication in administrative activities:** technical skills in implementation of specific procedures/ strategic planning - events planning; negotiation with the business environment for future projects in collaboration with the university; managing general activities concerning marketing communication

- **proactive implication in academic and extra-curricular projects:** conference organisation; scientific sessions - START MANAGEMENT; national project - The Great Business Challenge; lectures of The Faculty of Management; HR training - "Generation Y in search for the first job.Challenges and Opportunities"(in collaboration with Associate Evolutiv Consultants Network)

- **project management** - 1) team member; 2) market research and developing accreditation files by ARACIS for the Master Programmes Programs & Investments Management; Entrepreneurship & Strategic Management; Corporate Brand Management

**Business or sector** Higher education and research

01/09/2014–Present

**Copywriter and Social Media Specialist**

Faculty of Management - SNSPA, Bucharest (Romania)  
[www.facultateademangement.ro](http://www.facultateademangement.ro)

-website administrator: [www.facultateademangement.ro](http://www.facultateademangement.ro)

- social media strategy: concept, messaging, implementation

- experience in developing content for social media channels (Facebook, YouTube) the site of Facultatea de Management and the following Master Programmes: Brand Management; Programs and Investments Management; Entrepreneurship and Strategic Management

**Business or sector** Higher education and research

01/09/2013–Present

**Researcher**

Faculty of Management, Bucharest (Romania)  
[www.facultateademangement.ro](http://www.facultateademangement.ro)

- member of the Center of Research in Management and Leadership - Business Administration Lab

- elaboration of qualitative and quantitative research plans

- elaboration of methodology and research instruments

-collection, processing and analysis/ interpretation of quantitative and qualitative data;

-developing and writing of research reports and academic papers

-proficiency in Q methodology and qualitative research

- 2012-2014 - member of the research team in the project "New communication, new trends in marketing? The impact of the macroeconomic evolution and theoretical models on the marcomm

practice in Romania: an exploratory research" - research project won in the grants competition organised by the Faculty of Communication and Public Relations - SNSPA

-2014-present - member of the research team - POSDRU project - "The development of entrepreneurial spirit and professional competencies for students from Bucharest-Ilfov region"; project ID: 53224

- member of the editorial team of the academic journal Strategica

-member of the project team for the following academic conference: Strategica International Conference (organised by the Faculty of Management) and The 9th International Conference for Entrepreneurship, Innovation and Regional Development (organised by SNSPA - Faculty of Management and Faculty of Communication and Public Relations in partnership with University of Sheffield

-co-authored several academic papers on the economic crisis, EU communication, EU branding strategies; EU and corporate governance; branding strategies & new media, consumer behaviour

- research interests: EU communication, EU institutions, branding strategies, corporate governance in the banking sector, image analysis, social media marketing

**Business or sector** Higher education and Research

01/10/2012–Present

### Associated Professor

Faculty of Communication and Public Relations - SNSPA, Bucharest (Romania)

**Teaching courses:** Management & Marketing/ Strategic Management/ External Communication Strategies for Business

-**administrative activities for the Master Programme Management & Business Communication** (internal communication/ planning/ promotion)

- **project management** - 1) team member and developing accreditation files by ARACIS for the Master Programme Management and Business Communication; 2) implication in the negotiation process.

- **Expert Assessor** - in the POSDRU project - "**EHR - Entrepreneurship for Human Resources**" - member of the regional jury that evaluated the business plans elaborated by the HR specialists that participated in the project

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11/2011–12/2011

### Trainee - Image analyst

Ministry of Foreign Affairs  
31 Aleea Alexandru, Bucharest (Romania)  
[www.mae.ro](http://www.mae.ro)

- diplomatic correspondence for the department of International Relations with the Moldavian Democratic Republic

- media news monitoring - Romanian, Moldavian and Russian newspapers and online sites

-**development of the research project - "Image analysis broadcasted by mass media from the Moldavian Democratic Republic about Romanian political elites - in the period september-november 2011"** - elaboration of methodology and research instruments; collection, processing and interpretation of quantitative data; research report writing and presentation to the chief of the department

**Business or sector** Diplomacy

2013–2013

### Account Manager

OSC Communication, Bucharest (Romania)

- developing long time relationships with potential clients

-delivery/ selling agency communication services (offers and negotiation of the contracts)

- planning events - National conference for Modern Medical Management", "Builders - together for the

protection of the brotherhood"

- presentation reports

**Business or sector** Public Relations

06/2008–08/2008 **PR Executive - Internship**

The Money Channel, Bucharest (Romania)

• press materials content,newsletter (for Business Standard magazine)

• journalist database on several domains: local press, glamour, health, radio, TV;

• on-line monitoring: Business Standard image campaign "Born for business"and the "Lidero" project;

• BTL activities: media buyer, event planning, promotion

**Business or sector** Mass media

EDUCATION AND TRAINING

01/09/2011–01/09/2014 **Ph.D. in Communication Studies**

EQF level 6

Doctoral School - National School of Political and Administrative Studies, Bucharest (Romania)

**-title of the thesis: The European Union Brand and the issue of European identity**

**-Q methodology, branding strategies, European studies**

01/10/2009–01/10/2011 **MA in Political Communication. Political and Electoral Marketing**

EQF level 5

College of Communication and Public Relations, National School of Political and Administrative Studies, Bucharest (Romania)

- political marketing, image analysis, crisis communication management

2006–2009 **Communication Specialist**

EQF level 4

College of Communication and Public Relations, National School, Bucuresti (Romania)

- public relations strategies , image analysis, writing techniques in public relations

PERSONAL SKILLS

**Mother tongue(s)** Romanian

**Other language(s)**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C2	C1
French	B1	B1	B1	B1	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

**Communication skills** - good communication skills

- can clearly transmit information to different audiences

- negotiation skills

**Organisational / managerial skills**

- analytical thinking/ attention to details/ planning - in developing research instruments for image analysis, planning events

-ability to understand tasks, to find adequate solutions in the decision making process

- coordination of team members in administrative processes (example: admission of students; bachelor exams) and research plans

- Job-related skills**
- analytical thinking - strategic planning
  - development and implementation of communication strategy (including social media)
  - research focus: corporate governance in emerging markets
  - media monitoring and image analysis (qualitative and quantitative research methods)

**Digital competence**

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Independent user	Proficient user

Digital competences - Self-assessment grid

Microsoft Office, Internet, PQMethod Software, SPSS (beginner)

**Driving licence** B

**ADDITIONAL INFORMATION**

- Organisational / managerial skills**
- analytical thinking/ attention to details/ strategic planning - in developing research instruments for image analysis, events (academic conferences)
  - ability to understand tasks, to find adequate solutions in the decision making process
  - coordination of team members in administrative processes and research plans

- Job related skills**
- analytical thinking - strategic planning
  - development and implementation of communication strategy (including social media)
  - research focus on corporate governance in emerging markets (see the list below - Publications and Conferences on this topic)
  - media monitoring and image analysis (qualitative and quantitative research methods)

- Published books and articles**
- Perpelea, M. & Mihalcea, A. (2015). Guvernanță corporativă: bune practici si strategii pentru cresterea performanței organizaționale [Corporate governance: good practices and efficient strategies for enhancing organisational performance] - in course of publication
  - Perpelea, M. & Mihalcea, A. (2015). The importance of corporate governance in banking. Evidence from the banks listed at Bucharest Stock Exchange. Strategica International Conference Proceedings
  - Vițelar, A., Mihalcea, A. & Săvulescu, R.(2015). A future for or against the European Union. Young Romanians' Perspective. in Bărgăoanu, A., Varela, D., Radu, L. United by or against Euroscepticism? An Assessment of Public Attitudes towards Europe in the Context of the Crisis. Cambridge :Cambridge Scholars Publishing (in course of publication)
  - Mihalcea, A.& Vițelar, A. (2015). Storytelling as business strategy in the banking sector. in Pnzaru, F.in Businessstorytelling: branduri si povesti [Businessstorytelling: brands and stories]. Bucuresti:

Tritonic, in course of publication (ISBN: 979-606-749-010-7)

- Mihalcea, A., Săvulescu & R., Mocanu, R. (2013). Gen Y as target for banking communication. in Brătianu, C, Zbucea, A., Pnzaru, F., Dinu, M. & Oprea, D. *Strategica Proceedings - Strategic Thinking in a Changing World*. București: Comunicare.ro (ISBN 978-973-711-498-3)

- Mihalcea, A., Săvulescu, R. & Vițelar, A. (2013). Y so pessimistic. in Radu, L., Bârgăoanu A. & Corbu. N. *The Crisis of the European Union. Identity, Citizenship and Solidarity Reassessed*. Bucharest: Comunicare.ro (ISBN: 978-973-711479-2)

Mihalcea, A., Vițelar, A. (2014). The European Union and International Governance: Still on the Path to a Global Power? *Journal of Management Dynamics in the Knowledge Economy*, 2(3), 537-549 (ISSN: 2286-2668)

• Mihalcea, A., Vițelar, A., Anghel, L. (2014). For or against the Eurozone? Romanian Students' Perspective on the Economic Crisis and Their Future as European Citizens. *Journal of Management Dynamics in the Knowledge Economy*, 2(2). 355-375 (ISSN: 2286-2668)

• Mihalcea, A., Săvulescu, R. & Vițelar, A. (2013). Generation Y: Between a Civic and a Cultural European Identity, *Romanian Journal of Communication and Public Relations*, Vol. 15, Nr.2(29), 61-75

• Săvulescu, R. & Mihalcea, A (2013). Social Networking Sites: Guidelines for Creating New Business Opportunities through Facebook, Twitter and LinkedIn. *Management Dynamics in the Knowledge Economy*, 1(1), 39-53 (ISSN: 2286-2668)

#### Conferences

• Perpelea, M. & Mihalcea, A. (2015). The importance of corporate governance in banking. Evidence from the banks listed at Bucharest Stock Exchange. *Strategica International Conference*

• Pinzaru, F., Anghel I. & Mihalcea, A. (2015). Corporate governance in emerging markets. Evidence from the Romanian companies listed at Bucharest Stock Exchange. *European Conference on Management, Leadership and Governance ECMLG 2015*

• Săvulescu, R. & Mihalcea, A. (2015). ASL PLS BRB. Are members of Generation Y and brands on the same digital page? *Qualitative Research in Communication Conference*

• Vițelar, A., Mihalcea, A. & Săvulescu, R. (2014). Is the European social and economic model still sustainable? A pragmatic approach from Romanian students on the future of the Eurozone. *Strategica International Conference*

• Mihalcea, A. & Vițelar, A. (2014). The European Union Brand and Its Appeal to Young Europeans -An In-Depth Perspective from Romanian Students. *Global Economy & Governance International Conference*

• Mihalcea, A., Săvulescu, R & Mocanu R. (2013). Gen Y as a target for banking communication. *Strategica International Conference*

• Mihalcea, A., Mitan, A. & Vițelar, A. (2012). Generation Y: Views on Entrepreneurship. *Conference Modern Approaches in Organizational Management and Economy*

#### Trainings

**May 2015** - Income/Outcome® Business Simulation - Evolutiv Consultants Network

**June 2015** - Obtaining value in Public Procurement - George Washington University Law School's Government and Prime Minister Chancellery of the Government of Romania