



3rd edition

International Graduate Conference in Communication

June 15-16, 2023

Bvd. Expozitiei 30A, Bucharest

National University of Political Studies and Public Administration (SNSPA)



Thursday, June 15, 2023

9:00	9:45	Registration (Front desk)		
9:45	10:00	Welcome speeches (Multifunctional Room P03, ground floor)		
10:00	10:45	Keynote speech: Agnieszka Stępińska, Adam Mickiewicz University in Poznań, Poland (Multifunctional Room P03, ground floor)		
10:45	11:00	Coffee break (Cafeteria, 1st floor)		
11:00	12:30	Panel 1 (MFR P03, ground floor)	Panel 2 (MFR P04, ground floor)	Panel 3 (Room 804, 8th floor)
12:30	13:30	Lunch Break (Cafeteria, 1st floor)		
13:30	15:00	Panel 4 (MFR P03, ground floor)	Panel 5 (MFR P04, ground floor)	Panel 6 (Room 804, 8th floor)
15:00	15:30	Coffee break (Cafeteria, 1st floor)		
15:30	17:00	Panel 7 (MFR P03, ground floor)	Panel 8 (MFR P04, ground floor)	

Friday, June 16, 2023

9:30	11:30	Methodology workshop (1) (MFR P03, ground floor)	Methodology workshop (2) (MFR P04, ground floor)
11:30	11:45	Coffee break (Cafeteria, 1st floor)	
11:45	13:30	Panel 9 (MFR P03, ground floor)	Panel 10 (MFR P04, ground floor)
13:30	14:30	Lunch & concluding remarks (Cafeteria, 1st floor)	

Panel 1

Online Branding and strategic communication: challenges and solutions in times of crisis

Chair: Corina BUZOIANU

Adrian B. GOG

Babeș-Bolyai University

Mădălina-Maria TOMA

Faculty of Journalism and
Communication Studies,
University Of Bucharest

Manuela Oana ANGHELESCU

West University of Timisoara

Online communication and public relations strategies in times of crisis: a case study of the Romanian Orthodox Church's response to the Covid-19 pandemic

The legitimation of airlines through social media in the post-crisis period

Place branding and storytelling in Timisoara - TM2023 European Capital of Culture

Panel 2

Emerging methods and techniques of disinformation, propaganda and fake news

Chair: Nicoleta CORBU

Constantin SPÎNU

National University of Political
Studies and Public Administration
(SNSPA)

Denisa Andreea RADU

National University of Political
Studies and Public Administration
(SNSPA)

Eveline MARASOIU

National University of Political
Studies and Public Administration
(SNSPA)

Catalina NASTASIU

National University of Political
Studies and Public Administration
(SNSPA)

Russian propaganda tools: from cold war tactics to XXI century realities

The first days of the war in Ukraine and the communication challenges of NATO and the EU

Fundamentals of Russian State Policy in the field of International Information Security (April 2021) - A Textual Analysis

Disinformation patterns in the digital ecosystem

Panel 3

Understanding social media experience across generations

Chair: Delia BALABAN

Narcis CRUCIAN

National University of Political
Studies and Public Administration
(SNSPA)

Ruihong CAO

Faculty of Journalism and
Communication Studies, University
Of Bucharest

Denisa LACATUS

Babeș-Bolyai University

Roberta RADUCU

National University of Political
Studies and Public Administration
(SNSPA)

Social values and social media use in different age groups

The part played by TikTok in Chinese Millennials' marriage ceremonies

The educational purpose of social media for generation Z

Social media across media generations in Romania

Panel 4

Tackling online disinformation and building public resilience

Chair: Mălina CIOCEA

Constantin BALAN

National University of Political
Studies and Public Administration
(SNSPA)

Iuliana CALIN

National University of Political
Studies and Public Administration
(SNSPA)

Mihaela PANA

Diomed Amedeo ENE
National University of Political
Studies and Public Administration
(SNSPA)

Eduard-Claudiu GROSS

Babeș-Bolyai University

The role of emotions and feelings in the propagation of fake news

Information disorder: permeability and resilience

Cyber pressure in Eastern Europe. Building cyber resilience to cognitive hacking using information security frameworks

The weekly disinformation digest—how a newsletter approaches the problem of disinformation. A case study of the Misreport newsletter in Romania

Panel 5

Online brand communication: key-messages and strategies

Chair: Valeriu FRUNZARU

Roland-Mihai ÎMPUȘCATU

Faculty of Journalism and
Communication Studies,
University Of Bucharest

Andrada FISCUTEAN,
Anelise SĂLAN,
Roland ÎMPUȘCATU,
Călin HERA,
Anastasia STIEGELBAUER,
Claudia HOREANU,
Ana Maria STANCU
Ana-Maria GULPE

Faculty of Journalism and
Communication Studies,
University Of Bucharest

Larisa MUREȘAN

Babeș-Bolyai University

Mihai DRAGNEA

National University of Political
Studies and Public Administration
(SNSPA)

Apple commercials. Message strategies and online users' engagement behaviour

Online dietary supplement communication by Romanian pharmacies. The role of emotions and metaphors in influencing behaviour

Influencer marketing: Role and responsibilities of social media influencers in online

The role of customers' individual factors in Customer Loyalty and Retention management as a paradigm shift toward Customer Strategy

Panel 6

Public communication and challenges in the current social environment

Chair: Ileana ROTARU

Liliana ENE

National University of Political
Studies and Public Administration
(SNSPA)

Corina BAICOANA

National University of Political
Studies and Public Administration
(SNSPA)

Cătălin ȚUȚUIANU

National University of Political
Studies and Public Administration
(SNSPA)

Elena-Irina I. GHINET

Faculty of Journalism and
Communication Studies,
University Of Bucharest

Racism and discrimination of Roma minority, in Romania. The effects of the Covid-19 pandemic on Roma Minority.

Female leaders in executive positions during the pandemic.

The role of institutional communication in the transition process of first-year students from upper secondary education to higher education in Romania

Gender on Facebook during the local electoral campaign for Bucharest City Hall in 2020

Panel 7

Understanding the impact of digital transformation on journalism and new media

Chair: Camelia BECIU

Anelize-Teodora SALAN

Faculty of Journalism and
Communication Studies, University
Of Bucharest

Ana Maria OSADCI,

Oana MANEA

National University of Political
Studies and Public Administration
(SNSPA)

Alfred Ludovic FELLNER

Babeș-Bolyai University

Reka NAGY

Babeș-Bolyai University

The Rise of Intimate Journalism among the winners of Romania press awards.

Innovation and Digital Transformation in the Publishing Industry

A New Way of Reporting for Romanian Media Makers

Users perception over live streaming as a social commerce tool: A case study from Romania.

Panel 8

Practices of digital communication and challenges for future research

Chair: Loredana IVAN

Cristina RĂDULESCU

National University of Political
Studies and Public Administration
(SNSPA)

Maria CERGA

Babeș-Bolyai University

Andrei GALAN

National University of Political
Studies and Public Administration
(SNSPA)

Urban Transformation from the Perspective of Age-friendly Cities: A Narrative Literature Review

Social Media Communication for Romanian Sport Teams

The future of Entertainment Industry. Ways in which chatGPT has impacted the industry.

Panel 9

Strategies for public communication in the context of new digital media

Chair: Gheorghe-Ilie FÂRTE

Christian STREMPER

Transilvania University of Brasov

Ciprian DUMITRU,

Marina ENACHE

National University of Political
Studies and Public Administration
(SNSPA)

Gabriela CONȚU

National University of Political
Studies and Public Administration
(SNSPA)

Ioan TEPELUS

National University of Political
Studies and Public Administration
(SNSPA)

Crisis situation and social media communication the public institutions in Romania

From transparency to social legitimacy - governmental communication in Romania

The Intelligence Choice for Social Media Communication in Romania

Russia's propaganda and disinformation in the Middle East before and after Ukraine's invasion

Panel 10

Social media vulnerabilities and the impact on individual behaviour

Chair: Ileana ROTARU

Gabriela POLEAC

Alexandru Ioan Cuza University of
Iasi

Ancuta STĂVAR

Babeș-Bolyai University

Sonia MALOS

Babeș-Bolyai University

Larisa-Andreea PALIE

Babeș-Bolyai University

Emerging typologies of the self in the social media environment

Parenting and Parental Identity in New Media. Blog and Media Education

The Impact of AR Filter Use on Adolescents' Well-being. A Quantitative Approach

From Fiction to Reality: Identity Construction and Representation in Season One of the Sex Education Series