



# International Colloquium of Social Sciences and Communication Challenges of Education and Research in the Social Sciences

HAMA IN I

Transilvania University of Brasov Sergiu T. Chiriacescu **Auditorium** 41 A, Iuliu Maniu Street, **Brasov** 

9-11 November 2017

Colloquium Programme ACUM 9th - 11th of November 2017

# Thursday, 9 November 2017

**15.00 – 17.00** – Registration of participants **17.00 – 17.10** – Opening Ceremony **17.10 – 18.30** – Plenary session

## Friday, 10 November 2017

09.30 – 11.00 – Panel sessions 11.00 – 11.30 – Coffee break 11.30 – 13.00 – Panel sessions 13.00 – 15.00 – Launch 15.00 – 16.30 – Plenary Session 16.30 – 17.00 – Coffee break 17.00 – 18.30 – Panel sessions 19.00 – 20.30 – Festive dinner

Saturday, 11 November 2017

09.30 – 11.00 – Panel sessions 11.00 – 11.30 – Coffee break 11.30 – 13.00 – Panel sessions

# CONFERENCE COMMITTEES

#### **Chairman of the Conference**

· Gabriela Rățulea, Transilvania University of Brașov

#### **Programme Committee**

- · Fons van de Vijver, Tilburg University, the Netherlands
- · Shigeo Kikuchi, Meisei University, Japan
- · Dumitru Sandu, University of Bucharest, Romania
- · Ștefan Ungurean, Transilvania University of Brașov, Romania
- Rafi Nets-Zehngut, Bar-Ilan University, Israel
- Gheorghiță Geană, "Francisc I. Rainer" Anthropology Institute of the Romanian Academy, Romania
- · Raphael Vago, Tel-Aviv University, Israel
- Silviu Coposescu, Transilvania University of Brașov
- · Carmen Buzea, Transilvania University of Brașov
- Giuseppina Cersosimo, University of Salerno, Italy
- · Codrina Cseszneck, Transilvania University of Brașov
- · Alina Coman, Transilvania University of Brașov
- · Dana Sorea, Transilvania University of Brașov
- · Marinela Șimon, Transilvania University of Brașov
- · Diana Bódi, Transilvania University of Brașov
- Ana-Maria Bolborici, Transilvania University of Brașov
- Mihaela Gotea, Transilvania University of Brașov
- Gyöngyvér Erika Tőkés, Sapientia University, Cluj Napoca
- Florin Nechita, Transilvania University of Braşov
- · Horia Moașa, Transilvania University of Brașov
- Mihai Burlacu, Transilvania University of Brașov

#### **Organizing Committee**

- Marinela Șimon, Transilvania University of Brașov
- · Claudiu Coman, Transilvania University of Brașov
- Carmen Buzea, Transilvania University of Brașov
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- · Horia Moașa, Transilvania University of Brașov
- · Ana-Maria Bolborici, Transilvania University of Brașov
- · Mihai Burlacu, Transilvania University of Brașov
- Victor Briciu, Transilvania University of Brașov
- · Ada-Ioana Dobrescu, Transilvania University of Brașov

## **KEYNOTE SPEAKERS**



# FONS J. R. VAN DE VIJVER

TILBURG UNIVERSITY, **THE NETHERLANDS** NORTH-WEST UNIVERSITY, **SOUTH AFRICA** UNIVERSITY OF QUEENSLAND, **AUSTRALIA** 

Educational Achievement of Immigrant and Nonimmigrant Students: A Cross-Cultural Perspective

# **DUMITRU SANDU**

UNIVERSITY OF BUCHAREST, **ROMANIA** The Migration Process of the Romanian Youth: A European Comparative Approach





# **ŞTEFAN UNGUREAN**

TRANSILVANIA UNIVERSITY OF BRASOV, **ROMANIA** Sociology and Literature - A Case Study in a Postmodern Reading

# SHIGEO KIKUCHI

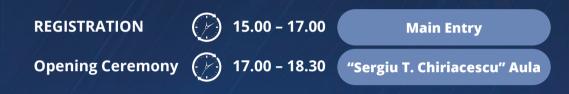
MEISEI UNIVERSITY TOKYO, **JAPAN** Representation of Africa in Japan Today: From the Field of Higher Education



# **Colloquium Programme**

# ACUM 2017

Thursday, 9 November 2017



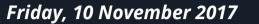
# Keynote speakers:

**Fons J.R. van de Vijver -** Tilburg University, the Netherlands; North-West University, South Africa; University of Queensland, Australia, Educational Achievement of Immigrant and Nonimmigrant Students: **A Cross-Cultural Perspective** 

Dumitru Sandu - University of Bucharest, Romania, The Migration Process of the Romanian Youth: A European Comparative Approach

**Stefan Ungurean -** Transilvania University of Brasov, Romania: **Sociology and Literature - A Case Study in a Postmodern Reading** 

Shigeo Kikuchi - Meisei University Tokyo, Japan: Representation of Africa in Japan Today: From the Field of Higher Education





International Relations and Global Challenges in the 21st Century

Room U I 2

# Chair:

Ana-Maria Bolborici, Transilvania University of Brașov

#### The Criminal Antecedent. Criterion of Judicial and Administrative Individualization of the Execution of Criminal Sanctions

- · Vasile Coman, Court of Pucioasa
- · Sabina Grațiela Costache, Deva Penitentiary

#### Failed States: Definition, Case Studies, Impact · Călin Constantin Radu, Ministry of Foreign Affairs Romania

**Refugees in Transit Camps: A Real Challenge for Hungarian Government and Furthermore for Europe** • Vanessa Gondouin, **Freelancer journalist** 

#### Poliheuristic Approach of Hybrid Warfare Actions Based on Information Warfare Canonic Strategies

- · Horațiu Moga, National Agency for Fiscal Administration
- · Ana-Maria Bolborici, Transilvania University of Brasov
- · Valentina Elena Constantinescu, Transilvania University of Brașov



Organizational studies across cultures

Room UI3

# Chairs:

**Carmen Buzea,** Transilvania University of Brașov **Horia Moașa,** Transilvania University of Brașov

#### Synergizing Integrated Solutions and Decision Management for Better Organizational Communication · Ilie Mihai Balaban, "Lucian Blaga" University of Sibiu

The Involvment of Public Institutions With Real Estate Fraud in Brasov. A case Study

· Stefan Ungurean, Transilvania University of Brasov

**The Limits of International Communication in Organizations: Analysis and Strategic Reflections of Romanian Negotiations** · Rhea-Sophia Raarup, **University of Bucharest** 

#### Identyfing the Importance of Skills from the Students' Perspective on the Labour Market

· Ioana Anisa Atudorei, Transilvania University of Brașov
· Ada Ioana Dobrescu, Transilvania University of Brașov

#### Core Paradoxes: Parent-Offspring Tensions in the Family Organization

- · Miguel Pina e Cunha, Nova School of Business and Economics
- · Maria João Leitão, Nova School of Business and Economics
- · Arménio Rego, Portuguese Catholic University
- · Horia Moașa, Transilvania University of Brașov
- · Stewart Clegg, University of Technology Sydney



*Digital Media and Social Diversity: Digital Literacy of Different Social Groups* 

Room U I 6

# Chairs:

**Gyöngyvér Erika Tőkés,** Sapientia University, Cluj-Napoca **Florin Nechita,** Transilvania University of Brașov

Intellectual Virtues and Vices in a Digital Era • Barna Kovács, Sapientia - Hungarian University of Transylvania

#### Developing Digital Literacy in School Settings: The Role of Metacognitive Strategies

· István Zsigmond, Sapientia - Hungarian Unviersity of Transylvania

Exploring the Relationship of Personality, Loneliness, and Self-Esteem with Internet Addiction

Ana-Maria Cazan, Transilvania University of Braşov
Anna Fodor, Transilvania University of Braşov

Digital Literacy and Social Inclusion: Bridging Divides · Rozália Klára Bakó, Sapientia Hungarian University of Transylvania

Digital Literacy of Older Adults in Rural Regions of Romania · Gyöngyvér Erika Tőkés, Sapientia University, Cluj-Napoca · András Vajda, Sapientia University, Cluj-Napoca



Third Sector - Inclusion and Social Responsibility

Room UI7

# Chair:

# Marinela Șimon, Transilvania University of Brașov

*Living with Cancer - A Visual Approach* · Florentina Scârneci-Domnișoru, **Transilvania University of Brașov** 

#### How to Create Inclusion and Social Growth in the Tertiary Sector? Best Paradigms on Human Trafficking from Five European Countries

- · Delia Stefenel, "Lucian Blaga" University of Sibiu
- · Fiori Zafiropoulou, The Nest, Athens
- · Ioana Narcisa Crețu, "Lucian Blaga" University of Sibiu

**Conceptual Analysis on Social Exclusion** 

· Ramona Birău, University of Craiova

Perception of Beneficiaries of Social Services and Challenges Related to the Activity of a Social Responsible Organization • Maria-Ana Georgescu, "Petru Maior" University of Tg. Mures

# Mapping the Social Needs and Social Services Offered by NGOs in NE Region of Romania

· Maria Roxana Atesoae, "Petre Andrei" University



International Relations and Global Challenges in the 21st Century

Room UI2

# Chair:

# Ana-Maria Bolborici, Transilvania University of Brașov

Integration of Romanian Residents into the Labor Market in Belgium

- · Maria Pescaru, University of Pitești
- · Cristina Maria Pescaru, University of Craiova

**International Relation and Global Challenge, the Case of Energy Law** • Ovidiu Joița, **Low office Ovidiu Joița** 

Russian Federation Position Regarding Belarus. A Neoclassical Realism Paradigm Perspective • Sebastian Blidaru, National University of Political Science and Public Administration

**The Main Global Threats of the 21st Century** • Ana-Maria Bolborici, **Transilvania University of Brașov** 



Organizational Studies Across Cultures

Room UI3

# Chairs:

**Carmen Buzea**, Transilvania University of Brașov **Horia Moașa**, Transilvania University of Brașov

Implementation of Intercultural Education Based on Social Integration of Roma (Romani) Population in Romania • Ramona Birău, University of Craiova

#### Model for Integration Between Research, Work Life and Higher Education in the Case Study: the MSc Degree Program in Crisis and Emergency Management Course

Jorma Jokela, Laurea University of Applied Sciences
Kirsi Hyttinen, Laurea University of Applied Sciences

#### Social Work Education in Bulgaria

- · Vesela Ivanova, South-West University 'Neofit Rilski'
- · Vaska Stancheva-Popkostadinova, South-West University 'Neofit Rilski'

#### Humor on Work in British, French, German and Romanian Cultural Contexts

· Marina Surdu, Transilvania University of Brașov

· Carmen Buzea, Transilvania University of Brasov



*Digital Media and Social Diversity: Digital Literacy of Different Social Groups* 

Room UI6

## Chairs:

**Gyöngyvér Erika Tőkés,** Sapientia University, Cluj-Napoca **Florin Nechita,** Transilvania University of Braşov

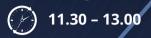
Edu-Entertainment: Communicative Strategy for the Intervention of Drug Addiction in the Students of the Educational Institution El Carito through a Methodological Route for the Construction of Participatory Social Documentaries (D.S.P.) • Evle Katerine López Díaz, Universidad de Córdoba

Skills of Scepticism and Judgement or How to be Digitally Grown-up • Otilia Armean, Sapientia Hungarian University of Transylvania

Digital Literacy of 6 to 12 Years Old Children. The Role of Family in Protecting their Children's Digital Wellbeing • Timea Krizbai, Sapientia Hungarian University of Transylvania

**Functions of Trust in the Context of Digital Communication** · Annamaria Csiszer, **University of Dunaújváros, Ungaria** 

**Digital Media and Digital Marketing Studies at European Universities** · Florin Nechita, **Transilvania University of Brașov** 



Post-Communist Cities: Memory, Identity, Challenges

**Main Entry** 

# Chair:

# Daniela Sorea, Transilvania University of Brașov

#### Positive Youth Development in Bulgaria, Italy, Norway an Romania: Measurement Invariance an Relationships with Educational, Psychological and Behavioral Outcomes

- · Radosveta Dimitrova, Stockholm University
- · Nora Wiium, University of Bergen
- · Marianna Kosic, Scientific-Cultural Institute Mandàla
- · Delia Stefenel, "Lucian Blaga" University of Sibiu

#### Writing Space through Domestic Objects to Display Memories and Identities

· Cătălina-Ionela Rezeanu, Transilvania University of Brașov

**Technology and Totalitarianism** • Attila Kovacs, **Transilvania University of Brașov** 

**Post-Communist Cities: Memory, Challenges and Threats** • Daniela Sorea, **Transilvania University of Brașov** 



**Plenary Session** 

"Sergiu T. Chiriacescu" Aula

#### Keynote speakers:

**Rafi Nets-Zehngut,** Bar-Ilan University, Israel, **Collective Memory of Conflicts: The Israeli Case of the 1948 Palestinian Exodus** (1949-2000s)

**Gheorghiță Geană,** "Francisc I. Rainer" Institute of Anthropology, The Romanian Academy, Anthropology from the Science of Humanity to the Science for Humanity

Raphael Vago, Tel-Aviv University, Israel, Relations between Israel and Post-Communist Space in Easter Europe – the Burden of the Past, the Challenges of the Present and Future Prospects

*Silviu Coposescu,* Transilvania University of Brașov, *Social Work between Theory and Practice* 



International Relations and Global Challenges in the 21st Century

Room UI2

# Chair:

# Ana-Maria Bolborici, Transilvania University of Brașov

Islamization of West-African Radicalism. Research among the Youths in the Grand Yoff Neighborhood in Dakar, Senegal

- · Ciprian Gabriel Oros, Babes Bolyai University, Cluj-Napoca
- · Romulus Oprică, **BrandBerry**

#### Theoretical and Practical Aspects Regarding the Constitutional Regime in Different States and the Challenges of the 21st Century

- · Oana Şaramet, Transilvania University of Brașov
- · Silviu Gabriel Barbu, Transilvania University of Brașov

Interference in the Exercise of the Right to Private and Family Life in the Context of National and European Regulations and ECHR Jurisprudence

· Roxana Matefi, Transilvania University of Brașov

Misinformation with Fake News • Mircea Botei, Transilvania University of Brașov



*The Active Aging - Challenges and Opportunities* 

Room U I 3

Chair:

# Diana-Cristina Bódi, Transilvania University of Brașov

#### Digital Grannies: A Qualitative Investigation of ICT Use by Romanian Grandmothers

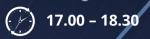
• Loredana Ivan, National University of Political Science and Public Administration • Ioana Schiau, National University of Political Science and Public Administration

#### Ageing and Body Image: A Pilot Study on Romanian Middle Aged and Senior Fitness Center Attendees

• Alina Duduciuc, National University of Political Science and Public Administration • Liora Zytcer, National University of Political Science and Public Administration

# Learning and Personal Development at the Third Age. A good Practice Model: The Seniors' Academy, Brașov

· Diana-Cristina Bódi, Transilvania University of Brașov



*Space and Place in Social Anthropology and the Philosophy of Culture* 

Room UI7

# Chair:

Mihai Burlacu, Transilvania University of Brașov

Anonymity and Spectral Existance in Urban Space · Attila Kovacs, Transilvania University of Brașov

**The "Field" as Space in Anthropological Research** • Gheorghiță Geană, **"Francisc I. Rainer" Institute of Anthropology,** The Romanian Academy

Space, Place and Time in Social Anthropology. A Few Perspectives · Alina Ioana Branda, Babes-Bolyai University, Cluj-Napoca

**Romanian Protests of February 2017 in Polish Public Discourse: from Drawing Parallels to Constructing Hybrid Universes** · Grzegorz Kowalski, Institute of Applied Linguistics, University of Warsaw

#### **Brasov** Cities

- · Lorena Oprică, National University of Political Science and Public Administration
- · Romulus Oprică, BrandBerry

**Space and Place in Social Anthropology and the Philosophy of Culture** • Mihai Burlacu, **Transilvania University of Brașov** 



*New Walls, New Exodus. Migration and Ethnicity Challenges* 

Room UI6

# Chairs:

Giuseppina Cersosimo, University of Salerno, Italy Codrina Csesznek, Transilvania University of Brașov

A Phenomenological Approach to Understand Otherness · Attila Kovacs, Transilvania University of Brașov

**Asylum in Europe During the New Exodus** · Codrina Csesznek, **Transilvania University of Brasov** 

The Main Problems of the Romanian Immigrants from Europe and the Observance of their Rights

- · Cristina Otovescu, University of Craiova
- · Adrian Otovescu, University of Craiova

**Exploring the Meaning of Home for Migrants and Refugees** · Andra Jabcob, **Spiru Haret University, Bucharest** · Elena Bodini, **Ca' Foscari University of Venice** 



Gender Studies

Room UI3

# Chair:

Alina Coman, Transilvania University of Brașov

#### **Being Woman, Doing Business** • Orsolya Gergely, **Sapientia Hungarian University of Transylvania**

#### "Women Love Beer". New Inputs on Gender Stereotype Contents in Promotion Campaigns • Alina Coman, Transilvania University of Brasov

**Gender Identity to Adolescents** • Ada Ioana Dobrescu, **Transilvania University of Brașov** 

"How to Beat Your Wife...without Tracks". A Longitudinal Analyze of Perceptions on Gender Stereotype Contents • Alina Coman, Transilvania University of Brașov



**ACUM Student in Social Sciences** 

Room UI2

Chair:

Victor Briciu, Transilvania University of Brașov

Research Methodology on Consumer Perception of the Automobile TV Commercials

• Alexandru Picior, **Transilvania University of Brașov** 

**PR Campaign for "Montana Show"** • Ștefania-Sînziana Bularca, **Transilvania University of Brașov** 

**Promotional Strategies of a Touristic Destination: The Saint Anne Lake** • Andrea-Simona Momoi, **Transilvania University of Brașov** 

**Public Speaking. From Fear to Control** • Andreea Tudor, **Transilvania University of Brașov** 

Stage Representation of Japanese-style Guest Houses - Attraction of foreign tourists to Itoshi, Japan · Liu Bing, Meisei University Tokyo

A Contrastive Study on "IISASSHI" in Chinese and Japanese · Liu Huafeng, Meisei University Tokyo



ACUM Digital Media - Panel for Students

Room UI7

# Chair:

# Florin Nechita, Transilvania University of Brașov

Modern Tools Used In Audience Measurement · Cătălina Țurcan, Transilvania University of Brașov · Irina Trutia, Transilvania University of Brasov

**Can Studying And Social Networks Work Together?** • Alin Puiu, **Transilvania University of Brașov** 

Instagram in B2B: Trend or Necessity? • Bianca Ștefănescu, Transilvania University of Brașov

How Branding Influenced by Manufacturer - Customer Interaction on the SNS - A Case Study of Japanese and German automobile manufacturers in China -· Long Wanying, Meisei University Tokyo

Social Media's Impact In Romania · Alin Livada, Transilvania University of Brașov · Drăghiciu Ștefan, Transilvania University of Brașov

Self Interview Category • Cristian Pintea, Transilvania University of Brașov



Workshop Initial and Continuous Training in Social Work. Requirements, Opportunities, Challenges

Chairs:

# Mariana Busuioc, SCUT Brașov Mihaela Gotea, Transilvania University of Brașov





Digital Media and Social Diversity: Digital Literacy of Different Social Groups

Room UI6

# Chair:

Gyöngyvér Erika Tőkés, Sapientia Univesity, Cluj - Napoca

**The Digital Cod. Digital Literacy of 4 to 6 Years old Young Children** • Gyöngyvér Erika Tőkés, **Sapientia University, Cluj - Napoca** 

#### Narrative Construction of Self-Coherence in the Virtual Space

- · Claudiu Coman, Transilvania University of Brașov
- · Cătălina-Ionela Rezeanu, Transilvania University of Brașov

**The Role of Digital Technology in Rural Regions in Romania** · József Gagyi, **Sapientia University, Târgu Mureș** 

Smart Kids? Szekler Teenagers in the Age of Smartphones · Orsolya Gergely, Sapientia Hungarian University of Transylvania

**Through Making, on the Way to Science in the Earloy Age** · Anca Velicu, **Institute of Sociology, Romanian Academy, Bucharest** · Monica Mitarcă, **"Dimitrie Cantemir" Christian University, Bucharest** 



ACUM Student in Social Sciences

Room UI2

Chair:

Victor Briciu, Transilvania University of Brașov

**The Impact of a PR on a Growing Organization** • Ruxandra Cioacă, **Transilvania University of Brașov** 

Marketing Communication Strategies of Coresi Mall • Daniela Ciobotaru, Transilvania University of Brașov

**English Language Learning and Identity of Japanese Exchange Students** • Takuro Suzuki, **Meisei University Tokyo** 

**Tourism Industry and Folk Festival. Focusing on "kasetori**" • Zhang Jinyezi, **Meisei University Tokyo** 

I Was Citizen of Stalin Town • Gheorghe Beșchea, Transilvania University of Brașov

Museum Marketing Strategies at Astra Museum Sibiu · Bogdan Rotaru, Transilvania University of Brasov



ACUM Digital Media - Panel for Students

Room UI7

# Chair:

# Florin Nechita, Transilvania University of Brașov

**The New Digital Perspective** • Maria Gherghinoiu, **Transilvania University of Brașov** 

#### **Google Effect**

· Dumitru Alexandra, Transilvania University of Brașov

#### The Internet and Social Media

Andreea Adam, Transilvania University of Brașov
Alexandra Chirilă, Transilvania University of Brașov

**Aspects Regarding the Dependence or the Addiction of the Internet** · Sidonia Ilisan, **Transilvaia University of Brașov** 

**Product Promotion Methods Using The Youtube Platform** • State Raul, **Transilvania University of Brașov** 

Virtual Communication - An Integral Part of Inter-Human Communication in Contemporary Society · Alexandra Ioana Mircea, Transilvania University of Brasov



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