



Transilvania  
University  
of Brasov

FACULTY OF SOCIOLOGY  
AND COMMUNICATION



# ACUM

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

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*
- **Gheorghică 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 Brașov*
- **Horia Moașa**, *Transilvania University of Brașov*
- **Mihai Burlacu**, *Transilvania University of Brașov*

## Organizing Committee

- **Marinela Şimon**, *Transilvania University of Braşov*
- **Claudiu Coman**, *Transilvania University of Braşov*
- **Carmen Buzea**, *Transilvania University of Braşov*
- **Codrina Cseszneck**, *Transilvania University of Braşov*
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- **Ana-Maria Bolborici**, *Transilvania University of Braşov*
- **Mihai Burlacu**, *Transilvania University of Braşov*
- **Victor Briciu**, *Transilvania University of Braşov*
- **Ada-Ioana Dobrescu**, *Transilvania University of Braşov*

## 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*



### ȘTEFAN 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**

REGISTRATION



15.00 – 17.00

Main Entry

Opening Ceremony



17.00 – 18.30

“Sergiu T. Chiriacescu” Aula

### **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**

**Friday, 10 November 2017**



**09.30 – 11.00**

***International Relations and  
Global Challenges in the  
21st Century***

**Room U 1 2**

**Chair:**

**Ana-Maria Bolborici**, Transilvania University of Braşov

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

- Vasile Coman, Court of Pucioasa
- Sabina Graţuela 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***

- Horaţiu Moga, National Agency for Fiscal Administration
- Ana-Maria Bolborici, Transilvania University of Braşov
- Valentina Elena Constantinescu, Transilvania University of Braşov

**Friday, 10 November 2017**



**09.30 – 11.00**

**Organizational studies  
across cultures**

**Room U 13**

**Chairs:**

**Carmen Buzea, Transilvania University of Braşov**  
**Horia Moaşa, Transilvania University of Braşov**

***Synergizing Integrated Solutions and Decision Management for Better Organizational Communication***

· *Ilie Mihai Balaban, "Lucian Blaga" University of Sibiu*

***The Involvement of Public Institutions With Real Estate Fraud in Braşov. A case Study***

· *Ştefan Ungurean, Transilvania University of Braşov*

***The Limits of International Communication in Organizations: Analysis and Strategic Reflections of Romanian Negotiations***

· *Rhea-Sophia Raarup, University of Bucharest*

***Identifying the Importance of Skills from the Students' Perspective on the Labour Market***

· *Ioana Anisa Atudorei, Transilvania University of Braşov*

· *Ada Ioana Dobrescu, Transilvania University of Braşov*

***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 Moaşa, Transilvania University of Braşov*

· *Stewart Clegg, University of Technology Sydney*



**Friday, 10 November 2017**



**09.30 – 11.00**

***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 Braşov

***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 University 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*

**Friday, 10 November 2017**



**09.30 – 11.00**

**Third Sector - Inclusion and  
Social Responsibility**

**Room U I 7**

**Chair:**

**Marinela Şimon, Transilvania University of Braşov**

***Living with Cancer - A Visual Approach***

· Florentina Scârneli-Domnişoru, *Transilvania University of Braşov*

***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 Creţu, *"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. Mureş*

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

· Maria Roxana Atesoae, *"Petre Andrei" University*

**Friday, 10 November 2017**



**11.30 – 13.00**

***International Relations and  
Global Challenges in the 21st  
Century***

**Room U 1 2**

**Chair:**

**Ana-Maria Bolborici, Transilvania University of Braşov**

***Integration of Romanian Residents into the Labor Market in Belgium***

- *Maria Pescaru, University of Piteşti*
- *Cristina Maria Pescaru, University of Craiova*

***International Relation and Global Challenge, the Case of Energy Law***

- *Ovidiu Joiţa, Low office Ovidiu Joiţa*

***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 Braşov*



**Friday, 10 November 2017**



**11.30 – 13.00**

**Organizational Studies  
Across Cultures**

**Room U 13**

**Chairs:**

**Carmen Buzea**, Transilvania University of Braşov  
**Horia Moaşa**, Transilvania University of Braşov

***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 Braşov

· Carmen Buzea, Transilvania University of Braşov

**Friday, 10 November 2017**



**11.30 – 13.00**

**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 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.)***

· Eyle 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 Braşov

**Friday, 10 November 2017**



**11.30 – 13.00**

***Post-Communist Cities: Memory,  
Identity, Challenges***

**Main Entry**

**Chair:**

**Daniela Sorea, Transilvania University of Braşov**

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

- Radosveta Dimitrova, *Stockholm University*
- Nora Wiium, *University of Bergen*
- Marianna Kotic, *Scientific-Cultural Institute Mandala*
- Delia Stefenel, *"Lucian Blaga" University of Sibiu*

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

- Cătălina-Ionela Rezeanu, *Transilvania University of Braşov*

***Technology and Totalitarianism***

- Attila Kovacs, *Transilvania University of Braşov*

***Post-Communist Cities: Memory, Challenges and Threats***

- Daniela Sorea, *Transilvania University of Braşov*



**Friday, 10 November 2017**



**15.00 – 16.30**

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

**Friday, 10 November 2017**



**17.00 – 18.30**

***International Relations and  
Global Challenges in the 21st  
Century***

**Room U I 2**

**Chair:**

**Ana-Maria Bolborici, Transilvania University of Braşov**

***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 Braşov
- Silviu Gabriel Barbu, Transilvania University of Braşov

***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 Braşov

***Misinformation with Fake News***

- Mircea Botei, Transilvania University of Braşov

**Friday, 10 November 2017**



**17.00 – 18.30**

***The Active Aging - Challenges and Opportunities***

**Room U 13**

**Chair:**

**Diana-Cristina Bódi**, Transilvania University of Braşov

***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, Braşov***

- Diana-Cristina Bódi, Transilvania University of Braşov



**Friday, 10 November 2017**



**17.00 – 18.30**

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

**Room U I 7**

**Chair:**

**Mihai Burlacu**, Transilvania University of Braşov

***Anonymity and Spectral Existance in Urban Space***

· *Attila Kovacs, Transilvania University of Braşov*

***The “Field” as Space in Anthropological Research***

· *Gheorghită 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 Braşov*

**Saturday, 11 November 2017**



**09.30 – 11.00**

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

**Room U 1 6**

***Chairs:***

**Giuseppina Cersosimo**, University of Salerno, Italy  
**Codrina Csesznek**, Transilvania University of Braşov

***A Phenomenological Approach to Understand Otherness***

· *Attila Kovacs, Transilvania University of Braşov*

***Asylum in Europe During the New Exodus***

· *Codrina Csesznek, Transilvania University of Braşov*

***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*

**Saturday, 11 November 2017**



**09.30 – 11.00**

**Gender Studies**

**Room U I 3**

**Chair:**

**Alina Coman, Transilvania University of Braşov**

***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 Braşov

***Gender Identity to Adolescents***

· Ada Ioana Dobrescu, Transilvania University of Braşov

***"How to Beat Your Wife...without Tracks". A Longitudinal Analyze of Perceptions on Gender Stereotype Contents***

· Alina Coman, Transilvania University of Braşov



**Saturday, 11 November 2017**



**09.30 – 11.00**

**ACUM Student in Social Sciences**

**Room U I 2**

**Chair:**

**Victor Briciu, Transilvania University of Braşov**

***Research Methodology on Consumer Perception of the Automobile TV Commercials***

*· Alexandru Picior, Transilvania University of Braşov*

***PR Campaign for “Montana Show”***

*· Ştefania-Sinziana Bularca, Transilvania University of Braşov*

***Promotional Strategies of a Touristic Destination:  
The Saint Anne Lake***

*· Andrea-Simona Momoi, Transilvania University of Braşov*

***Public Speaking. From Fear to Control***

*· Andreea Tudor, Transilvania University of Braşov*

***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*

**Saturday, 11 November 2017**



**09.30 – 11.00**

**ACUM Digital Media - Panel  
for Students**

**Room U 17**

**Chair:**

**Florin Nechita**, Transilvania University of Braşov

**Modern Tools Used In Audience Measurement**

- Cătălina Ţurcan, Transilvania University of Braşov
- Irina Truţia, Transilvania University of Braşov

**Can Studying And Social Networks Work Together?**

- Alin Puiu, Transilvania University of Braşov

**Instagram in B2B: Trend or Necessity?**

- Bianca Ştefănescu, Transilvania University of Braşov

**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 Braşov
- Drăghiciu Ştefan, Transilvania University of Braşov

**Self Interview Category**

- Cristian Pinte, Transilvania University of Braşov

**Saturday, 11 November 2017**



**10.00 – 11.30**

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

**Main Entry**

**Chairs:**

**Mariana Busuioc, SCUT Braşov**  
**Mihaela Gotea, Transilvania University of Braşov**





**Saturday, 11 November 2017**



**11.30 – 13.00**

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

**Room U I 6**

**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 Braşov

· Cătălina-Ionela Rezeanu, Transilvania University of Braşov

***The Role of Digital Technology in Rural Regions in Romania***

· József Gagy, Sapientia University, Târgu Mureş

***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

**Saturday, 11 November 2017**



**11.30 – 13.00**

**ACUM Student in Social Sciences**

**Room U 1 2**

**Chair:**

**Victor Briciu, Transilvania University of Braşov**

***The Impact of a PR on a Growing Organization***

· *Ruxandra Cioacă, Transilvania University of Braşov*

***Marketing Communication Strategies of Coresi Mall***

· *Daniela Ciobotaru, Transilvania University of Braşov*

***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 Beşchea, Transilvania University of Braşov*

***Museum Marketing Strategies at Astra Museum Sibiu***

· *Bogdan Rotaru, Transilvania University of Braşov*

**Saturday, 11 November 2017**



**11.30 – 13.00**

**ACUM Digital Media - Panel  
for Students**

**Room U 1 7**

**Chair:**

**Florin Nechita**, Transilvania University of Braşov

***The New Digital Perspective***

· *Maria Gherghinoiu, Transilvania University of Braşov*

***Google Effect***

· *Dumitru Alexandra, Transilvania University of Braşov*

***The Internet and Social Media***

· *Andreea Adam, Transilvania University of Braşov*

· *Alexandra Chirilă, Transilvania University of Braşov*

***Aspects Regarding the Dependence or the Addiction of the Internet***

· *Sidonia Ilisan, Transilvania University of Braşov*

***Product Promotion Methods Using The Youtube Platform***

· *State Raul, Transilvania University of Braşov*

***Virtual Communication - An Integral Part of Inter-Human  
Communication in Contemporary Society***

· *Alexandra Ioana Mircea, Transilvania University of Braşov*



# **Top 5 touristic attractions in Brasov**



**Black Church**



**Rope Street (the narrowest street in CEE)**



**Central Square**



**First Romanian School**



**Brasov Citadel**



**Transilvania University of Brasov  
Bulevardul Eroilor 29, Brasov 500036**