



INTERNATIONAL COLLOQUIUM ON SOCIAL SCIENCES AND COMMUNICATION
14-15 November 2013

Thursday, 14 November 2013

Room PI3, Building P, 50 Iuliu Maniu street

13⁰⁰ - 14³⁰ Workshop for dissemination of results and testing the *E-learning* platform of the program POSDRU/86/1.2/S/64075, "University for the future in communication society"
Facilitator: Silviu COPOSESCU and Leonardo DELFITTO

Aula Sergiu T. Chiriacescu, 41A Iuliu Maniu street

13⁰⁰ - 15⁰⁰ Registration of guests and participants
15⁰⁰ - 15³⁰ Opening of the Colloquium ACUM 2013

Opening messages:

Ioan Vasile ABRUDAN – Rector of *Transilvania* University of Braşov

Aristotel CĂNCESCU – President of County Council Braşov

Silviu COPOSESCU – Dean of Faculty of Sociology and Communication, *Transilvania* University of Braşov

Sebastian BLIDARU – Student representative, *Transilvania* University of Braşov

Facilitator: Silviu COPOSESCU

15³⁰ – 17⁰⁰ Plenary session

Defragmenting by Regionalising the Romanian Social Space

Dumitru SANDU, *University of Bucharest*

The Social Scientist as parrhesiastes: a foucauldian approach to social research methodology

Marco MARZANO, *Universita Degli Studi di Bergamo*

The expansion of patients` rights in Europe: a new perspective for healthcare abroad

Monica DE ANGELIS, *Universita Politecnica Delle Marche Ancona*

University for the future in communication society – our project under implementation

Leonardo DELFITTO, *IF Italia Forma*

17⁰⁰ - 17¹⁵ Coffee break



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17¹⁵ - 18⁴⁵ Plenary session

China through multiple lenses

Xiao Rui ZHANG, *Meisei University Tokyo*

B2B communication. Understand what your (potential) customer wants to know about you

Lorand Boti BALINT, *Bucharest Academy of Economic Studies*

Inequality: How is observed and stated and how is endured. An explorative research

Gheorghe ONUȚ, *Transilvania University of Braşov*

18⁴⁵ – 19⁰⁰ Coffee break

19⁰⁰ - 19⁴⁵ Students' Scientific Circles

Visual Sociology. The exhibition and award winners of the project *Beyond the fence*
Students' scientific circle *Anton Golopenția*

Awards:

- The best project: Bianca Alexandra MARCU;
- The best photography: Alin MILU – I prize, Olesia MERIACRE – II prize, Adriana PAVEL – III prize
- Special prize *Ecographies*: Răzvan BUN, Ionela COSTEA, George DINU, Elena NEAGU, Nicușor FLOREA, Cătălina RAZMA, Miruna VLAD.

Coordinator: Ștefan UNGUREAN

Dramaturgical Sociology. Gala and award winners of the project *How do we understand Ion Luca Caragiale*. Students' scientific circle *Erving Goffman*

Performances:

- **Art. 214:** Benjamin AMBĂRUȘ, Ana Maria CĂLDĂRAR, Marcela FĂLICĂ, Adrian GHEORGHE, Laura GHINEA and Bogdan ȘTIURUC
- **„D'ale carnavalului”:** Florin FILIP, Alexandra GAȘPAR, Daniela GRAPĂ, Olivia HÂRȘAN, Olesia MERIACHE, Alin MILU and Andreea MOACĂ

Coordinators: Ștefan UNGUREAN, Arabela BRICIU

20³⁰ - 22⁰⁰ Dinner, BISTRO 2003 Restaurant, 5 Eroilor Boulevard



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Friday, 15 November 2013

9⁰⁰ – 10⁴⁰ Section: Equality and inequality. What is acceptable and what is unacceptable

Room UI2, Aula Sergiu T. Chiriacescu, 41A Iuliu Maniu street

Facilitators: Gheorghe ONUȚ and Claudiu COMAN

Research Findings on Social Capital and Matters in Brasov Community. A Secondary Analysis Approach

Claudiu COMAN, *Transilvania University of Braşov*

Identity Transformations inside a Roma Community following Romania's Accession in the European Union

Radu ENACHE, *National School of Political Science and Public Administration*

The Limitations of the European Idea of Development

Silviu COPOSESCU, *Transilvania University of Braşov*

Young Social Leaders in Ukraine. The Personality Types

Rudska ANTONINA, *Taras Shevchenko National University of Kyiv*

The quality of university management. The involvement of students in quality assurance services and processes of the Transilvania University

Ana-Maria GERMAN, *Transilvania University of Braşov*

Diana PĂULEȚ, *Transilvania University of Braşov*

10⁴⁰ – 11⁰⁰ Coffee break

11⁰⁰ - 12⁴⁰ Section: Cross-Cultural Studies

Room UI2, Aula Sergiu T. Chiriacescu, 41A Iuliu Maniu street

Facilitators: Carmen BUZEA and Radosveta DIMITROVA

Procedures for translating and evaluating equivalence of questionnaires for use in cross-cultural studies

Amina ABUBAKAR, *Tilburg University*

Radosveta DIMITROVA, *Tilburg University*

Byron ADAMS, *Tilburg University*

Venzislav JORDANOV, *National Sports Academy*

Delia STEFENEL, *Contemporary Balkania*



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Openness to change of Ukrainian and Romanian Students

Lyudmyla ROMANYUK, *Taras Shevchenko National University of Kyiv*

Carmen BUZEA, *Transilvania University of Braşov*

Radosveta DIMITROVA, *Tilburg University*

Ethnic Identity of Ukrainian Students

Ivan DANYLIUK, *Taras Shevchenko National University*

Acquisition of integrated language-culture competency in a multi-cultural work place

Chihoko ITAMI, *Meisei University Tokyo*

Factors of English as a Lingua Franca

Aya MATSUMOTO, *Meisei University Tokyo*

12⁴⁰ – 14⁰⁰ Lunch break, City Center Restaurant, 4 Traian Grozăvescu street

14⁰⁰ – 15⁴⁰ Section: Cross-Cultural Studies

Room UI2, Aula Sergiu T. Chiriacescu, 41A Iuliu Maniu street

Facilitators: Carmen BUZEA and Radosveta DIMITROVA

Re-producing professional values: findings from a Greek Balkan academic environment

Delia STEFENEL, *Contemporary Balkania*

Ciprian-Lucretius SUCIU, *University of Western Macedonia*

Collective Identity and Well-Being of Roma Adolescents in Bulgaria, Czech Republic, Kosovo, and Romania

Radosveta DIMITROVA, *Tilburg University*

Athanasios CHASIOTIS, *Tilburg University*

Michael BENDER, *Tilburg University*

Fons J. R. van de VIJVER, *Tilburg University, North-West University and University of Queensland*

Jitka TAUŠOVÁ, *Palacký University*

Carmen BUZEA, *Transilvania University of Braşov*

Fitim UKA, *European Center for Vocational Education*

Ergyul TAIR, *Bulgarian Academy of Sciences*

Collective Identity and Well-being of Dutch and Italian Adolescents

Natasja van CITTERT, *Tilburg University*

Radosveta DIMITROVA, *Tilburg University*

Marianna KOSIC, *Scientific-Cultural Institute Mandala, Slovene Research Institute*



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Ethnic and Personal Identity Enhance Life Satisfaction of Bulgarian and Romanian Youth

Radosveta DIMITROVA, *Tilburg University*
Carmen BUZEA, *Transilvania University of Braşov*
Venzislav Jordanov, *National Sports Academy*

Becoming of personality's values and meaning in university's space of socialization

Lyudmyla ROMANYUK, *Taras Shevchenko National University of Kyiv*

Examining the relationship between identity and inter-group orientation in four ethnic groups in South Africa

Byron G. ADAMS, *Tilburg University și University of Johannesburg*
Fons J. R. van de VIJVER, *Tilburg University, North-West University and University of Queensland*
Gail M. FERGUSON, *University of Illinois at Urbana-Champaign*
J. Alewyn NEL, *North-West University*
Luzelle NAUDE, *Free State University*
Florance TADI, *Free State University*
Johann LOUW, *University of Cape Town*
Sumaya LAHER, *Witwatersrand University*

09⁰⁰ – 10⁴⁰ Section: Community Development and Social Work Intervention

Room UI3, Aula Sergiu T. Chiriacescu, 41A Iuliu Maniu street
Facilitators: Gabriela DIMA and Marinela ȘIMON

Health care expenditure in a Social Accounting Matrix

Rosita PRETAROLI, *Universita degli Studi di Macerata*
Claudio SOCCI, *Universita degli Studi di Macerata*

Frame changing after a public policy announcement: the HPV vaccination campaign in 2008

Valentin VÂLCU, *University of Bucharest*

`EMPOWER` Women Victims of Domestic Violence: Validation of a Psycho-social Intervention Program

Gabriela DIMA, *Transilvania University of Braşov*
Mihaela BUCUȚĂ, *"Lucian Blaga" University of Sibiu*
Ines TESTONI, *University of Padova*

Peculiar Aspects of Development and Corruption Index in Romania

Maria-Ana GEORGESCU, *Petru Maior University Târgu Mureş*

Dimension of the globalization in Romania. The Roşia Montană case

Mihai PASCARU, *1 Decembrie 1918 University of Alba Iulia*



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10⁴⁰ – 11⁰⁰ Coffee break

11⁰⁰ – 12⁴⁰ **Section: Community Development and Social Work Intervention**

Room UI3, Aula Sergiu T. Chiriacescu, Iuliu Maniu street 41 A

Facilitators: Gabriela DIMA and Marinela ŞIMON

Competition under Romanian capitalism

Fănel STROE, *University of Bucharest*

Family culture - Instrument for the family socialization function

Dumitru BATÂR, *„Lucian Blaga” University Sibiu*

Campaigning to “Save Roşia Montană”: the role of the magazine Formula AS

Alina Viorica POP, *“Dimitrie Cantemir” Christian University Bucharest*

The ethnic community in Braşov

Codrina ŞANDRU, *Transilvania University of Braşov*

The Bucharest School of Sociology and the Failure of the Interwar Community Development Project

Bogdan BUCUR, *National School of Political Science and Public Administration*

12⁴⁰ – 14⁰⁰ Lunch, City Center Restaurant, 4 Traian Grozăvescu street

14⁰⁰ – 15⁴⁰ **Section: Community Development and Social Work Intervention**

Room UI3, Aula Sergiu T. Chiriacescu, 41A Iuliu Maniu street

Facilitators: Gabriela DIMA and Marinela ŞIMON

New approaches and realizations in sanitary communication: the e-health, opportunities and limits

Giuseppina CERSOSIMO, *University of Salerno*

The culture in the context of globalization

Maria PESCARU, *University of Piteşti*

The social-economic and cultural characteristics of the Romanian-Belgian relationships

Cristina Maria PESCARU, *University of Craiova*



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Family household between subsistence and social stability

Maria BĂTAR, *"Onisifor Ghibu" High School Sibiu*

Volunteering in prison. Expectations, implications, challenges

Elena PITIU, *University of Bucharest*

09⁰⁰ – 10⁴⁰ Section: Communication and Public Relations

Room UI6, Aula Sergiu T. Chiriacescu, 41A Iuliu Maniu street

Facilitators: Romulus CHIRIȚĂ and Alina COMAN

Information retrieval by using electronic databases

Ionela BÂRSAN, Angela REPANOVICI, *Transilvania University of Braşov*

Open access and the new era of information flow

Doru STAN, *University of Piteşti*

Carmen Maria CHIŞ, *University of Oradea*

Library services – communication form of information

Daciana STANA, Tudoriţa RĂBIGAN, *University of Piteşti*

The librarian - a professional in information communication

Daniela STANA, Bogdan GEORGESCU, *University of Piteşti*

The National Library of Romania and its users. An approach of the new building of information access

Elena TIRZIMAN, *University of Bucharest*

Open educational resources - Workshop

Bogdan MANOLEA, *Association for Technology and Internet*

Nicolae CONSTANTINESCU, *National Association of Librarians in Romania*

10⁴⁰ – 11⁰⁰ Coffee break

11⁰⁰ – 12⁴⁰ Section: Communication and Public Relations

Room UI6, Aula Sergiu T. Chiriacescu, 41A Iuliu Maniu street

Facilitators: Romulus CHIRIȚĂ and Alina COMAN



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Cultural branding online: Methods of brand building to museums on the web

Tokes GYONGYER, *"Sapientia" University Târgu Mureş*

Consumption experience, essential factor in Destination Branding: a semiotic approach

Simona ŞOICA, *Transilvania University of Braşov*

Football supporters' communication paradox

Elena – Catinca PLEŞCA, *University of Bucharest*

Workshop for changing attitudes towards people with mental disabilities. A threefold approach

Alina COMAN, *Transilvania University of Braşov*

Using archetypes in branding and advertising

Florin NECHITA, *Transilvania University of Braşov*

12⁴⁰ – 14⁰⁰ Lunch, City Center Restaurant, 4 Traian Grozăvescu street

14⁰⁰ – 15⁴⁰ Section: Communication and Public Relations

Room UI6, Aula Sergiu T. Chiriacescu, 41A Iuliu Maniu street

Facilitators: Romulus CHIRIŢĂ and Alina COMAN

How technology enhances Communication – A perspective about the future network enterprises

Adela Andreea CĂLIN, Alexandru MOLDOVAN, *University of Liechtenstein*

Administration and the new media

Mircea BOTEI, *"Spiru Haret" University Braşov*

Voice and silence in organizations

Horia MOAŞĂ, *Transilvania University of Braşov*

Politic and Personal Branding: The Case of 2009 Presidential Campaign

Arabela BRICIU, Victor BRICIU, *Transilvania University of Braşov*

BUZZ! The new marketing trend

Bianca BUJOR, *Transilvania University of Braşov*



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16⁰⁰ – 20⁰⁰ Section: Practitioners in communication: Leo Burnett team

Room UI2,UI3,UI7 Aula Sergiu T. Chiriacescu, 41A Iuliu Maniu street

Facilitators: Florin NECHITA

Irina BECHER (Creation Director) – **Creativity in Advertising**

Liviu TOADER (Shopper Marketing Director) – **Shopper Marketing**

Codrina CIUBOTARU (Brand Communication Director) – **New Business & Pitching**

Victor STROE (Planning Director) – **The Strategy in Advertising**

Adrian MUTESCU (Strategic Planner) – **Yesterday Student, Today Strategist**

Irina CĂRBUNESCU (Strategic Planner) – **Curiosity – The Essence of Planning**

Lorand Boti BALINT (Managing Director) – **Managing an Advertising Agency**

Diana ALEXA (Brand Communication Manager) – **The Role of Client Service**

16⁰⁰ – 18⁰⁰ Workshop „The Use of Action Methods for Social Workers’ Personal Development”

Room UI6 Aula Sergiu T. Chiriacescu, 41 A Iuliu Maniu street

Coordinator: Gabriela DIMA, Transilvania University of Braşov, Romanian Association of Classical Psychodrama

20³⁰ – 22⁰⁰ Dinner, BISTRO 2003 Restaurant, 5 Eroilor Boulevard



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Scientific committee

dr. Ioan Vasile ABRUDAN – *Rector Transilvania University of Braşov*
dr. Silviu COPOSESCU – *Dean of Faculty of Sociology and Communication*
dr. Hiromasa TANAKA – *Meisei University, Japan*
dr. Xiao Rui ZHANG – *Meisei University, Japan*
dr. Monica de ANGELIS – *Universita Politecnica Delle Marche, Ancona, Italia*
dr. Giuseppina CERSOSIMO - *Universita Degli Studi di Salerno, Italia*
dr. Marco MARZANO – *Universita Degli Studi di Bergamo, Italia*
dr. Rosita PRETAROLI – *Universita Degli Studi di Macerata, Italia*
dr. Mihai COMAN – *University of Bucharest*
dr. Traian ROTARIU – *Babeş-Bolyai University Cluj - Napoca*
dr. Dumitru BĂȚAR – *Lucian Blaga University of Sibiu*
dr. Floare CHIPEA – *University of Oradea*
dr. Mihai PESCARU – *1 Decembrie 1918 University of Alba Iulia*
dr. Ioan PĂȘCUȚĂ – *West University of Timișoara*
dr. Nicu GAVRILUȚĂ – *A.I. Cuza University of Iași*

Organizing committee

dr. Claudiu COMAN – *President of the organizing committee*
dr. Silviu COPOSESCU
dr. Gheorghe ONUȚ
dr. Carmen BUZEA
dr. Gabriela DIMA
dr. Codrina ȘANDRU
dr. Florin NECHITA
drd. Ada DOBRESCU