

## International Colloquium of Social Sciences and Communication ACUM 2024, 12th Edition 25 - 26 November 2024

### CONFERENCE PROGRAM – SHORT FORM

**Address:** Aula Sergiu T. Chiriacescu (Strada Iuliu Maniu 41A, Braşov 500091)

<https://g.co/kgs/fZd9Dt8>

#### DAY 1 – 25.11.2024

09.00 – 10.00 Registration, Aula Sergiu T. Chiriacescu

10.00 – 12.30 Welcome and Plenary session

12.30 – 13.30 Lunch

13.30 – 17.30 Parallel sessions

Room UI6	Room UI7	Room UI2	Room UI3	Room TBA
13.30 – 15.30 - <b>Workforce Dynamics in Crisis: Exploring Organizational and HRM Responses to Transformative Challenges</b>	13.30 – 16.00 <b>Social Networks: Antecedents and Consequences</b>	13.30 – 17.30 - <b>Reimagining Social Policies for Resilience and Equity</b>	13.30 – 15.30 - <b>Environmental Concerns and Challenges: Global Issues, Sustainable Solutions</b>	
15.30 – 17.30 - <b>The Challenges of AI in the Digital Citizenship Era</b>	16.00 – 18.00 - <b><i>The East: Reconsidering the Otherness of the Other as a Spatial Practice</i></b>		15.30 – 17.30 - <b>Between Screenings and the Hegemony of the Screens: Sifting the Social in the Age of Boundless Communication</b>	15.00 – 17.30 - <b>Varia. Interdisciplinary Research – part 1</b>

19.00 – 21.00 Official dinner

Address: Aro Palace (B-dul Eroilor 27-29, Braşov, 500030,  
<https://maps.app.goo.gl/uRGiFPYpSENERbNz9>)



**DAY 2 – 26.11.2024**

10.00 – 11.00 Plenary session

11.10 – 13.30 – Parallel sessions

Room UI7	Room TBA	Room UI2	Room UI3	Room UI6
11.10 – 13.30 - <b>European Identity: Borders and Citizenship Today – part 1</b>	11.10 – 13.30 - <b>Varia. Interdisciplinary Research – part 2</b>	11.10 – 13.30 <b>Addressing Global Dynamics: International and European Relations, Legal Challenges, Resilience, and Conflict Resolution – part 1</b>	11.10 – 13.30 - <b>Digital Space – Shaped by People and Contents – part 1</b>	11.10 – 13.30 - <b>Unveiling the Social Fabric: Narrative Explorations in Digital Societies</b>

13.30 – 14.30 – Lunch

14.30 – 17.30 – Parallel sessions

Room UI7	Room UI6	Room UI2	Room UI3
14.30 – 17.30 - <b>European Identity: Borders and Citizenship Today – part 2</b>	14.00 – 16.00 – <b>HR Managers’ Round Table</b>	14.30 – 17.30 - <b>Addressing Global Dynamics: International and European Relations, Legal Challenges, Resilience, and Conflict Resolution – part 2</b>	14.30 – 17.30 - <b>Digital Space – Shaped by People and Contents – part 2</b>

## CONFERENCE PROGRAM – EXTENDED

### DAY 1 – 25.11.2024

09.00 – 10.00 Registration, Aula Sergiu T. Chiriacescu

10.00 – 10.30 Welcome message

10.30 – 11.30 Keynote Speaker - **Luis M. Arciniega** (ITAM Mexico) - An Emerging Global Classification of Employees Based on Work Ethic Levels

11.30 – 12.20 Keynote Speaker - **Kai A. Schafft** (Penn State University) - Divided Democracy: Comprehending the Spatial Polarization of Politics in the Global Moment in the United States and Elsewhere

12.30 – 13.30 Lunch

13.30 – 17.30 Parallel sessions

### **Workforce Dynamics in Crisis: Exploring Organizational and HRM Responses to Transformative Challenges**

Schedule: 13.30 – 15.30

Room UI6

Chairs: Carmen Buzea and Horia Moaşa, Transilvania University of Braşov

1. Sarah Kovoov-Misra, University of Colorado, Denver  
*Complexity and Resilience: An Ecosystem Approach to Crisis Management*
2. Ştefania Fîc (Miloş) Miroslava, Quanita, West University of Timisoara  
*Organizational culture within Ministry of Internal Affairs*
3. Nicoleta Elena Apostol, University of Bucharest  
*Agile working and gender*
4. Anca-Alexandra Popa (Moldoveanu), Transilvania University of Brasov  
*Learning Paradigms, Theories and ROI in The Digital Age*

### **The Challenges of AI in the Digital Citizenship Era**

Schedule: 15.30 – 17.30

Room UI6

Chairs: Ileana Rotaru, West University of Timisoara | Anca Velicu, Institute of Sociology, Romanian Academy | Gyöngyvér Erika Tokes, Sapientia Hungarian University of Transylvania and Gabriel Stoiciu, Institute of Anthropology „Francisc I. Rainer”

1. Rozália Klára Bakó, Sapientia Hungarian University of Transylvania  
*Virtual third places and community formation: Gen Z concerns*
2. Varga Edward Csaba, West University of Timisoara  
*AI, Privacy, and Digital Citizenship: Navigating the Balance Between Innovation and Surveillance*
3. Gabriel-Remus Suci, Transilvania University of Braşov  
*The recommendation system of TikTok*

- Ileana Rotaru, West University of Timisoara | Anca Velicu, Institute of Sociology, Romanian Academy | Gyöngyvér Erika Tokes, Sapientia Hungarian University of Transylvania  
*Exploring teachers' attitudes and values towards Generative Artificial Intelligence: insights from a qualitative study*

### **Social Networks: Antecedents and Consequences**

Schedule: 13.30 – 16.00

Room UI7

Chairs: Bianca-Elena Mihăilă-Pinţoiu, Iulian Oană and Marian-Gabriel Hâncean, University of Bucharest

- Andreea Valeria Andras, West University of Timisoara  
*The social impact of forum theatre in combating violence in schools*
- Marian-Gabriel Hâncean, University of Bucharest | Juergen Lerner, University of Konstanz  
*Romania Panel personal network data from living labs*
- Krisztina Sitku, University of Dunaújváros  
*County European theory – local practice: Under what conditions do two Central Eastern European regional universities operate their social relations?*
- Iulian Oană, University of Bucharest  
*Online media use and COVID-19 vaccination in real-world personal networks*
- Bogdan-Adrian Vidraşcu and Isabela Tincă, University of Bucharest  
*Personal network research in living labs: the case study of Lereşti, Argeş County*
- Bianca-Elena Mihăilă, University of Bucharest  
*Cross-sectional personal network analysis of adult smoking in rural areas*
- Simona-Elena Puncioiu, Florin Găină, University of Bucharest  
*Physical inactivity: a key risk factor for BMI in urban areas*

### **The East: Reconsidering the Otherness of the Other as a Spatial Practice**

Schedule: 16.00 – 18.00

Room UI7

Chairs: Mihai Burlacu, Transilvania University of Braşov and Kai Schafft, Pennsylvania State University

- Kai A. Schafft, Penn State University  
*Through a Glass Darkly: Encountering Post-Revolution Romania and Central Europe from a Western Gaze*
- Alina Ioana Branda, Babes-Bolyai University  
*The Other and the Self as Spatial and Cultural Practices. Views from Cultural/Social Anthropology*

3. Gabriel Stoiciu, Francisc Rainer Institute of Anthropology  
*“Tefelisti” vs “trogloditi” – opposite protesting groups of the second decade in Bucharest*
4. Attila Kovács, Transilvania University of Braşov  
*Selfhood and Otherness in the Context of Identity*
5. Mihai Burlacu, Transilvania University of Braşov  
*The East as a ‘feast’ of representation: Does it end?*

### Reimagining Social Policies for Resilience and Equity

Schedule: 13.30 – 17.30

Room UI2

Chair: Gabriela Motoi, University of Craiova

1. Ana-Maria Dincă, Transilvania University of Braşov | Kai A. Schafft, Penn State University | Florina Mădălina Harabagiu, Diana-Cristina Bódi, and Codrina Csesznek, Transilvania University of Braşov | Diana Vasilica Szasz, Braşov County School Inspectorate  
*School Mediators and Roma Educational Access and Inclusion in Rural and Urban Romania*
2. Florina - Mădălina Harabagiu and Codrina Csesznek, Transilvania University of Braşov  
*The Role of the School Mediator in the Education and Social Integration of Roma*
3. Ioana Prodan, University of Bucharest  
*Proposals for a policy agenda on social innovation and social entrepreneurship*
4. Gabriela Motoi, University of Craiova  
*Tackling Economic Inequality through Social Policies: Strengthening Resilience in the Marginalized Rural Community of Rast, Dolj County*
5. Atena Gagiu, University of Craiova  
*Existential meanings and civic perspectives of social education*
6. Alexandra Damaschin, Alexandru Ioan Cuza University of Iasi  
*Resilience and vulnerability. Integrative interventions based on children’s experiences*
7. Elena Maria Felea (Bochis), West University of Timisoara | Lavinia Popp, Babeş-Bolyai University  
*The perception of social actors (NGOs, associations, social enterprises, protected units) on the framework of social policies for the inclusion of people with disabilities in Maramures County*
8. Veronica Gheorghită, University of Craiova  
*Preventing and combating violence against women: from social policies to intervention*

## **Environmental Concerns and Challenges: Glocal Issues, Sustainable Solutions**

Schedule: 13.30 – 15.30

Room UI3

Chairs: Laura Nistor, Sapientia Hungarian University of Transilvania and Andreea Mardache, Transilvania University of Braşov

1. Laura Nistor and Gyöngyvér Bálint, Sapientia Hungarian University of Transylvania  
*Measuring Environmental Concern through Willingness to Pay across Europe. A Comparison between the ISSP and EVS Surveys*
2. Rozália Klára Bakó, Sapientia Hungarian University of Transylvania  
*Greening the office: Opportunities and challenges*
3. Anna Wójtowicz, Warsaw School of Economics  
*The importance and role of the EU emissions trading market (EU ETS) in the EU's pursuit of climate neutrality (online)*
4. Petruța Teampău and Fernando Varga, Babeş-Bolyai University  
*„Cows do not belong to the beach”. Online and offline tensions between tourists and local community over biodiversity and sense of place in the Danube Delta*
5. Andreea Claudia Mardache, Transilvania University of Braşov  
*Students' pro-environmental attitudes and behaviors*

## **Between Screenings and the Hegemony of the Screens: Sifting the Social in the Age of Boundless Communication**

Schedule: 15.30 – 17.30

Room UI3

Chairs: Silviu Totelecan and Adrian Sîrbu, Romanian Academy – Cluj-Napoca Branch

1. Mara Mihaela Panaite, Transilvania University of Braşov  
*Reshaping Production Practices in the Age of Global Streaming*
2. Sergiu Bortoş and Romeo Asiminei, "Alexandru Ioan Cuza" University of Iaşi  
*Navigating News in the Screen Age: A Conceptual and Theoretical Exploration of Media Perception*
3. Silviu Totelecan, Romanian Academy – Cluj-Napoca Branch  
*Screen dependency and/or divided sociality*
4. Cristian Pop, Romanian Academy Cluj-Napoca Branch & Babes-Bolyai University  
*Transforming Social Research. The Influence of Digital (Big) Data and Machine Learning Algorithms on Sociological Theories and Methodologies*
5. Roxana Tohaneanu-Shields, Transilvania University of Braşov  
*A sense of place, a sense of self and the digital ego - conceptual clarifications in a pervasive digital age*

## Varia. Interdisciplinary Research - PART 1

Schedule: 15.00 – 17.30

Room: TBA

Chair: Luiza Meseşan Schmitz and Florin Nechita, Transilvania University of Braşov

1. Masatoshi Adachi, Meisei University  
*Transformation of Decision-Making Processes in educational site*
2. Airi Shin, Meisei University  
*Exploring the Role of Team Management Styles on Individual Well-Being and Commitment*
3. Sakiho Mori, Meisei University  
*Transformation of Meisei University Students' participation attitudes during MSSP 2024 and the social construction of team equilibrium*
4. Florin Nechita, Nicolae Marinescu, Transilvania University of Braşov | Guilherme Augusto Barucke Marcondes, Instituto Nacional de Telecomunicações – Inatel and Susana Lugo Rolón, Universidad Nacional de Itapua  
*Establishing students' cooperation in a multicultural environment: The heicomp experience*
5. Ioana Suhov and Cristian Bălăcescu, Transilvania University of Braşov  
*The specifics of researching the phenomenon of multiculturalism in the diachronic. The Sulina case*
6. Eugen Bucur, Elderly Home Jimbolia - DGASPC Timiş and Venera-Margareta Bucur, West University of Timisoara  
*Positive and negative factors of adjustment of the elderly in the institution and their effect on the level of the elderly's quality of life*

19.00 – 21.00 Official dinner

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## DAY 2 – 26.11.2024

10.00 – 11.00 Keynote Speaker - **Katarzyna Drag** (The Pontifical University of John Paul 2, Krakow) - New communication patterns - new communication skills. Challenges of today's information society

11.10 – 13.30 & 14.30 – 17.30 – Parallel Sessions

### European Identity: Borders and Citizenship Today - PART 1

Schedule: 11.10 – 13.30

Room UI7

Chair: Arabela Briciu and Gabriela Răţulea, Transilvania University of Braşov

1. Matteo Frau and Natalina Stamile, University of Brescia  
*European citizenship between legal standardization and identity factor. Pathways for an intercultural citizenship*
2. Vlad Bătrânu-Pinţea, Claudiu Coman, Maria-Cristina Bularca, and Cătălina-Ioana Tarbă, Transilvania University of Braşov  
*The Romanian community in Florence, Italy*
3. Maria-Cristina Bularca, Claudiu Coman, Vlad Bătrânu-Pinţea, and Andra Dan, Transilvania University of Braşov  
*Integrated branding in the city of Braşov - Connections between Transilvania University of Braşov and other institutions in the same city*
4. Florina-Mădălina Harabagiu and Codrina Csesznek, Transilvania University of Braşov  
*The Intangible Heritage of Drăguş: Safeguarding Cultural Legacy through Tourism Valorization and Community Involvement*
5. Monica Defta, Transilvania University of Braşov  
*Representations of divinity in 12-15 age group in Romanian children*

### European Identity: Borders and Citizenship Today - PART 2

Schedule: 14.30 – 17.30

Room UI7

Chair: Arabela Briciu and Gabriela Răţulea, Transilvania University of Braşov

6. Ioan-Alexandru Grădinaru, "Alexandru Ioan Cuza" University of Iaşi  
*Can European Scepticism Be a Form of Intangible Heritage?*
7. Alejandro Torres Gutiérrez, Universidad Pública de Navarra  
*National symbols and common shared identity. What happens if the national anthem doesn't have lyrics?*
8. Javier Martín Lan, Universidad Pública de Navarra  
*European Union: Advantages of a shared economic project*



9. Ander Loyola Sergio, Universidad Pública de Navarra  
*Identity and self-government between politics and law: the case of Navarre*
10. Sergio Díaz Sánchez, Universidad Pública de Navarra  
*End-of-life decisions: a new challenge for Europe?*
11. Zoltán Salánki, Romanian Academy, Cluj-Napoca Branch  
*Ethnic/national minorities in the context of European identity: a possible shift from a state of being to a state/dynamics of happenings*
12. Arabela Briciu, Transilvania University of Braşov | Goran Pavel Šantek, University of Zagreb and Androniki Kavoura, University of West Attica  
*A Strategic Approach to Incorporating Intangible Cultural Heritage in European Higher Education*

### **Varia. Interdisciplinary Research - PART2**

Schedule: 11.10 – 13.30

Room: TBA

Chair: Luiza Meseşan Schmitz and Florin Nechita, Transilvania University of Braşov

7. Gabriela Dima and Marinela Şimon, Transilvania University of Braşov  
*Exploring burnout and resilience processes of Romanian social workers during the COVID-19 pandemic*
8. Luciana Anastasoae, University of Bucharest  
*The Dialectics of Social Values between "Thriving" vs. "Surviving" - A Study of the Dynamics of Social Values in Romanian Immigrant Communities from America*
9. Gheorghita Nistor, Mihaela Popa, and Mirela Anghel, University of Bucharest  
*Assessing the Prosocial Attitudes Regarding Students' Admission of Social Work Major*
10. Mihaela Tomiţă and Roxana Ungureanu, West University of Timisoara  
*The role of professionals' resilience in the rehabilitation process of offenders*
11. Roxana Ungureanu and Mihaela Tomiţă, West University of Timisoara  
*Social work students' satisfaction in E-learning. Experiences and learning outcomes*
12. Justin Datcu, Université Jean Monnet  
*Moldova's educational system reform: an Europeanization beyond Europe*
13. Marton Szasz, University of Bucharest  
*The impact of Hungary's behavior over the European societal cohesion. A political and sociological analysis*

## Addressing Global Dynamics: International and European Relations, Legal Challenges, Resilience, and Conflict Resolution - PART1

Schedule: 11.10 – 13.30

Room UI2

Chairs: Angela Maria Romito, Università degli Studi di Bari and Ana-Maria Bolborici - Transilvania University of Brasov

1. Umberto Marzo, Università degli Studi di Bari Aldo Moro  
*The Paradox of Resilience: From Solution to Structural Perpetuation in International Relations (online)*
2. Muslum Ibrahimov, International University of Applied Sciences, London Institute of Banking & Finance (LIBF)  
*Ethics and Globalization: Redefining International Policies for Sustainable Development (online)*
3. Vanessa Gondouin-Haustein, Journalist and Senior advocacy officer on Human Rights, Conflict and Migration in France  
*How are the migration challenges in Europe redefining asylum and immigration policies between the Member States?*
4. Nicoleta Roşca and Cristian Bălăcescu, Transilvania University of Brasov  
*The cleavage of social attitudes in politically vulnerable spaces. An evaluation of the citizens' options regarding the accession to the potential poles of power in the north-east of the Republic of Moldova*

## Addressing Global Dynamics: International and European Relations, Legal Challenges, Resilience, and Conflict Resolution PART2

Schedule: 14.30 – 17.30

Room UI2

Chairs: Angela Maria Romito, Università degli Studi di Bari and Ana-Maria Bolborici - Transilvania University of Brasov

5. Ovidiu Oltean, Andriana Cosciug, Raluca Moldovan, Daniela Angi, and Viktoriia Kyrychenko, Babeş-Bolyai University | Daniel Beers, James Madison University | Anotolie Cosciug, Lucian Blaga University of Sibiu and Toma Burean, Babeş-Bolyai University  
*Advancing Migrant Inclusion and Overcoming Barriers in Romania's Refugee Response*
6. Cătălina Georgeta Dinu, Transilvania University of Braşov  
*Is European Cross-Border Medical Assistance a Help or a Challenge for the Patients?*
7. Oana Şaramet, Transilvania University of Braşov  
*The principle of separation and balance of powers in the state - contemporary challenges*
8. Aysel Musayeva Gurbanova, University of East Anglia & University of Toronto  
*Navigating North American Markets: Analyzing the Impact of Canada-U.S. Trade Relations on Romania's Economic Integration and Investment Opportunities" (online)*
9. Ana-Maria Bolborici, Transilvania University of Brasov  
*The role of women in conflict prevention and resolution*

## Digital Space – Shaped by People and Contents – PART 1

Schedule: 11.10 – 13.30

Room UI3

Chair: Alina Coman, Transilvania University of Braşov

1. Alexandra-Anamaria Preda, West University of Timisoara  
*The Role of Social Media in Structuring Today's Beauty Standards and Consumption*
2. Kósa Istvan and Blanka Bálint, Sapientia University  
*The Role of Visual Cues in News Selection and Avoidance*
3. Ion Negrilă, Spiru Haret University  
*Hostility and interaction in the digital domain*
4. Bianca-Raluca Ionescu, University of Bucharest  
*Turkey between fake news and reality. A sociological perspective on the ideological war between Recep Tayyip Erdoğan and Fethullah Gülen*
5. Ana Maria Gulpe, University of Bucharest, Doctoral School of Communication Sciences of FJSC  
*Digital Communication of Place Brands: Crafting Images through TikTok*

## Digital Space – Shaped by People and Contents – PART 2

Schedule: 14.30 – 17.30

Room UI3

Chair: Alina Coman, Transilvania University of Braşov

6. Ramona Ioniță, University of Bucharest | Anca Ana Maria Lascu, Center for Resources and Educational Assistance Prahova  
*The temporal dimension of smart urbanity and teenagers' perception on similarities with past historical eras*
7. Toma Burean and Daniela Angi, Babeş-Bolyai University  
*Political participation through social media and gender in Denmark, Germany, Hungary, Italy Romania and the UK. A comparative perspective*
8. Delia Tomozei, Transilvania University of Braşov  
*The Online Disinhibition Effect and Gender Dynamics*
9. Corina Georgescu, Transilvania University of Braşov  
*Sexist Advertising – Online and Offline Impact*
10. Iuliana Ştefan, University of Bucharest, Doctoral School of Communication Sciences of FJSC  
*Gender and fairy tale in advertising*

## Unveiling the Social Fabric: Narrative Explorations in Digital Societies

Schedule: 11.10 – 13.30

Room UI6

Chairs: Dan Chiribucă and Adriana Teodorescu, Babeş-Bolyai University

1. Mara Birou and Viorela Telegdi Csetri, CASTLE - Centre for the Study of Transnational Families  
*Narratives of migration: a family's journey back home*
2. Dan Chiribucă and Adriana Teodorescu, Babeş-Bolyai University  
*Researching digital societies. Big data, AI and the narrative approach: from mapping the trails to comprehension through tales*
3. Camelia Gradinaru, "Alexandru Ioan Cuza" University of Iaşi  
*The unlikely "hero": Narratives about algorithms*
4. Eugen Glăvan, Monica Marin, Mădălina Manoilă, Research Institute for Quality of Life, Romanian Academy  
*Integrating FAIR Principles into Spatial Driven Data: Insights from the EU-FAR Project*
5. Mara Mihaela Panaite, Transilvania University of Braşov  
*Narratives and Identity in Romanian adaptations of Turkish TV series*

### HR Managers' Round Table

Schedule: 14.00 – 16.00

Room UI6

Chairs: Carmen Buzea and Horia Moaşa, Transilvania University of Braşov