

International Colloquium of Social Sciences and Communication
ACUM 2026, 13th Edition, 04-07 November 2026
Social Dynamics and Digital Transformations: Navigating Communication, Technology, and Society in the 21st Century

Organized byTransilvania University of Brașov, **Faculty of Sociology and Communication in partnership with the Romanian Romanian Sociologists Society (SSR)**

CONFERENCE PROGRAMME – SHORT FORM

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

https://g.co/kgs/fZd9Dt8

DAY 1 – 04.11.2026

10.00 – 11.00 Registration, Aula Sergiu T. Chiriacescu

11.00 – 11.30 Welcome Address

- 11.00-11.10 **Carmen Buzea**, PhD, Professor and **Vice-Rector for Research and IT, Transilvania University of Brașov**
- 11.10-11.30 **Adrian Hatos**, PhD, Professor, University of Oradea and **President of the Romanian Sociologists Society (SSR)**

11.30 – 12.30 Keynote Speaker Malissa Clark, PhD, Professor of Industrial-Organizational Psychology, Head of the Department of Psychology, and Director of the Healthy Work Lab at the University of Georgia. https://psychology.uga.edu/directory/people/malissa-clark

Never Not Working : Why the Always-On Culture Is Bad for Business—and How to Fix It

12.30 – 14.00 Lunch break

14.00 – 18.00 Parallel sessions

16.00-16.30 Coffe break

Room UI6 Panel 2	Room UI7 Panel 7	Room UI3 Panel 11	Room UI2 Panel 12	Room UII3 Panel 15
14.00 – 16.00 -	14.00 – 16.00 -	14.00 – 16.00 -	14.00 – 16.00 -	14.00 – 16.00 -
16.30 – 18.00 -			16.30 – 18.00 -	16.30 – 18.00 -



DAY 2 – 05.11.2026

09.30 – 10.00 Registration, Aula Sergiu T. Chiriacescu

09.00 – 13.00 UNITA Annual Conference - European Identity and the Politics of Memory (Room AULA)

10.00 – 13.00 – Parallel sessions

13.00 – 14.00 – Lunch break

14.00-15.00 **Keynote speaker Eszter Hargittai**, PhD, Professor and Chair of Internet Use and Society at University of Zurich and one of the world's leading scholars on digital inequality, internet use, and digital literacy. https://www.ikmz.uzh.ch/en/research/divisions/internet-use-and-society/team/eszter-hargittai.html

Myths vs Realities: Digital Inequality in the AI Era

15.00-15.30 **Book Launch (in Romanian): Assoc. Prof. Romeo Asiminei,** PhD**,** Dean of the Faculty of Philosophy and Social-Political Sciences at Alexandru Ioan Cuza University of Iași. (2026). Introducere în metode mixte de cercetare. Editura Tritonic (Tritonic Bookstand).. https://www.fssp.uaic.ro/images/fssp/CV-uri/en/CV-europass_Romeo-Asiminei_EN_2026-09_online.pdf

15.30-16.00 Coffe break

16.00-18.00 **Workshop 1. Romanian Sociologists Society (SSR)** (in Romanian language). Sociologia românească acum: relevanță publică, identitate profesională și rolul sociologului într-o societate în schimbare (**Coordinator: Professor Adrian Hatos, PhD — President of Romanian Sociologists Society - SSR**).

16.00 – 18.00 – Parallel sessions

Room UI6 Panel 5		Room UI2 Panel 3	Room UI3 Panel 8	Room TSB (Ground floor)	Room UII3
10.00 – 13.00		10.00 – 13.00	10.00 – 13.00	-	-
Room UI6 Panel 5	Room UI7 Panel 14 Part 1	Room UI2 Panel 4+ Panel 9	Room UI3 Panel 17	Workshop 2 Workshop 3	Workshop 1 (SSR)
16.00-18.00	16.00-18.00	16.00-18.00	16.00-18.00	16.30-18.30 18.30-19.30	16.00-18.00



16.30-18.30 **Workshop 2. Staying Well While Doing Good: Burnout Prevention for Social Workers** (in Romanian language) (Coordinator: Professor Gabriela Dima, PhD, Transilvania University of Brașov)

18.30-19.30 **Workshop 3.** What do employers expect from a Social Work graduate? (Meeting with employers in the field of social work) (in Romanian language) (Coordinator: Professor Gabriela Dima, PhD,Transilvania University of Brașov)

19.30 – 22.00 Official dinner



DAY 3 – 06.11.2026

09.30 – 10.00 Registration, Aula Sergiu T. Chiriacescu

10.00 – 11.00 **Keynote Speaker Michael Ungar**, PhD, Professor at the School of Social Work and founder and Director of the Resilience Research Centre at Dalhousie University, where he holds the Canada Research Chair in Child, Family and Community Resilience. https://www.dal.ca/faculty/health/socialwork/faculty-staff/our-faculty/michael-ungar.html

"Diagnosing" Resilience Across Cultures and Contexts: Seeing the Positives in People Even When There Are Serious Problems

11.00 – 12.00 **Keynote Speaker Cristina Grasseni**, PhD, Professor of Anthropology at Leiden University and an internationally recognized scholar in economic and multimodal anthropology..

https://www.universiteitleiden.nl/en/staffmembers/cristina-grasseni#tab-1

Learning to See, to Make and to Share: Multimodal Ethnography of Collective Practice

12.30 – 13.30 – Lunch break

14.00 -16.00 – **Workshop session for researchers 4: Researching Resilience and Evaluating Resilience-Promoting Programs: Culturally and Contextually Sensitive, Mixed Methods Approaches to Transformative Inquiry** (Coordinator: Michael Ungar, PhD, Professor at the School of Social Work and founder and Director of the Resilience Research Centre at Dalhousie University)

16.00-18.00-**Workshop 5**. What do employers expect from a Communication Sciences graduate in the AI era? (Meeting with employers in the field of communication sciences) (Coordinator: Professor Florin Nechita, PhD, Transilvania University of Brașov)

13.30 – 18.00 – Parallel sessions

15.30-16.00 Coffe break

Room UI6 Panel 13	Room UI7 Panel 14 Part 2	Room UI2 Panel 6	Room UI3 Panel 18	Room UII3 Workshop 4	Room TSB (Ground floor) Workshop 5
13.30-15.30	13.30-15.30	13.30-15.30	13.30-15.30	14.00-16.00	16.00-18.00
16.00-18.00	16.00-18.00	16.00-18.00	16.00-18.00		



DAY 4 – 07.11.2026

09.00 – 09.30 Registration, Aula Sergiu T. Chiriacescu

09.30 – 12.30– Parallel sessions

12.30 – 13.30 – Lunch break

Room UI2 Panel 10	Room UI7 Panel 16	Room UI3 Panel 19
09.30-12.30	09.30-12.30	09.30-12.30

ACUM 2026 – List of Panels

Panel 2. MAPPING SOCIAL RISK IN PRIMARY PREVENTION: SOCIAL NETWORK ANALYSIS AND THE CIRCULATION OF NONCOMMUNICABLE DISEASE DETERMINANTS

Coordinator(s): Professor Marian-Gabriel Hâncean, PhD & Lecturer Bianca-Elena Mihăilă, PhD — University of Bucharest

Panel 3. DIGITAL FRONTIERS OF POLITICAL COMMUNICATION: ELECTORAL CRISES, POPULIST DISRUPTION, AND THE RECONFIGURATION OF DEMOCRATIC DISCOURSE

Coordinator(s): Assoc. Prof. Romeo Asiminei, PhD & Assist. Prof. Sergiu Bortos, PhD — Alexandru Ioan Cuza University of Iași

Panel 4. DIGITAL WORLDS AS INCARNATE PLAY: ANTHROPOLOGICAL POTENTIAL IN DYNAMIC TIMES

Coordinator(s): Assoc. Prof. Mihai Burlacu, PhD — Transilvania University of Brasov; Senior Researcher Gabriel Stoiciu, PhD — 'Francisc Rainer' Institute of Anthropology

Panel 5. EDUCATION, LABOUR MARKET AND SOCIAL POLICIES: PATHWAYS TO INCLUSION AND EQUITY

Coordinator(s): Assoc. Prof. Gabriela Motoi, PhD — University of Craiova

Panel 6. GLOBALIZATION AND GLOCALIZATION: TOWARDS AN INTERSECTIONAL APPROACH TO SOCIAL PHENOMENA

Coordinator(s): Professor Claudiu Coman, PhD — Transilvania University of Brasov; Professor Lucian Marina, PhD — 1 Decembrie 1918 University of Alba Iulia

Panel 7. SOCIETIES UNDER ENVIRONMENTAL PRESSURE: KNOWLEDGE, BEHAVIOR, AND COMMUNICATION IN THE AGE OF ECOLOGICAL CRISIS

Coordinator(s): Professor Laura Nistor, PhD — Sapientia Hungarian University of Transylvania, Cluj-Napoca; Lecturer Andreea-Claudia Mardache, PhD — Transilvania University of Brasov

Panel 8. HUMAN AGENCY AND ORGANIZATIONAL DYNAMICS: FROM TRADITIONAL BEHAVIORAL FOUNDATIONS TO AI-DRIVEN SHIFTS

Coordinator(s): Professor Carmen Buzea, PhD & Assoc. Prof. Horia Moasa, PhD — Transilvania University of Brașov



Panel 9. VULNERABLE POPULATION AND DIGITALIZATION

Coordinator(s): Professor Adrian Netedu & Assoc. Prof. Lucian Sfetcu, PhD — Alexandru Ioan Cuza University of Iași

Panel 10. FEELING RULES IN MOTION: TECHNOLOGIES THAT RESHAPE EMOTIONAL LIFE

Coordinator(s): Professor Cosima Rughinis, PhD & Lecturer Simona Vulpe, PhD — University of Bucharest

Panel 11. RETHINKING SOCIAL WORK IN TIMES OF SOCIAL CHANGE

Coordinator(s): Professor Gabriela Dima, v & Assoc. Prof. Marinela Simon, PhD — Transilvania University of Brașov

Panel 12. RECONFIGURING EDUCATION IN THE DIGITAL AGE: A SOCIOLOGICAL PERSPECTIVE ON INEQUALITY, SOCIAL RELATIONS, AND LEARNING ECOLOGIES

Coordinator(s): Professor Adrian Hatos, PhD — University of Oradea and President of the Romanian Sociologists Society (SSR)

Panel 13. DEMOCRATIC RESILIENCE IN A GLOBAL CONTEXT: LAW, CONFLICT AND PARTICIPATION

Coordinator(s): Assoc. Prof. Ana-Maria Bolborici, PhD — Transilvania University of Brasov; Assoc. Prof. LLM 01 Pitt Angela Maria Romito — Università dagli Studi di Bari Aldo Moro

Panel 14. AGEING WITHOUT CRISIS? CARE, INEQUALITY, AND REGIMES OF RESPONSIBILITY IN CENTRAL AND EASTERN EUROPE

Coordinator(s): Lecturer Ionuț Foldes, PhD, Lecturer Adriana Teodorescu, PhD & Researcher Mihaela Haragus, PhD — Babes-Bolyai University

Panel 15. GENDER RETINA: GENDER STEREOTYPES IN CONTEMPORARY VISUAL CULTURE

Coordinator(s): Assoc. Prof. Alina Coman, PhD — Transilvania University of Brasov

Panel 16. NAVIGATING SOCIAL COHESION IN TURBULENT TIMES: CONCEPTUAL, EMPIRICAL, AND POLICY PERSPECTIVES

Coordinator(s): Assist. Prof. Bianca Mădălina Popa, PhD & Lecturer Livia Pogan, PhD — Lucian Blaga University of Sibiu; Professor Tatiana Spătaru, PhD — Moldova State University

Panel 17. EUROPEAN IDENTITY, POLITICS OF MEMORY, AND ENGAGING EUROPE'S TOTALITARIAN PAST

Coordinator(s): Professor Gabriela Rățulea, PhD & Professor Florin Nechita, PhD — Transilvania University of Brasov

Panel 18. CHILDHOOD IN THE DIGITAL AGE: POLICY REGULATION, PARENTAL MEDIATION, AND CHILDREN'S DIGITAL RIGHTS

Coordinator(s): Researcher Anca Velicu, PhD — Institute of Sociology, Romanian Academy; Professor Diana Cheianu-Andrei, PhD — International Center 'La Strada', Moldova

Panel 19. VARIA. INTERDISCIPLINARY RESEARCH

Coordinator(s): Assoc. Prof. Luiza Mesesan Schmitz, PhD & Professor Codrina Csezneck, PhD — Transilvania University of Brasov



Scientific Committee

Prof. Michael Ungar, PhD, Dalhousie University, Canada

Prof. Malissa Clark, PhD, University of Georgia, United States

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Prof. Gabriel Hancean, PhD, University of Bucharest

Prof. Carmen Buzea, PhD, Transilvania University of Brasov

Prof. Gabriela Rățulea, PhD, Transilvania University of Brasov

Prof. Lucian Marina, PhD, 1 Decembrie 1918 University of Alba Iulia

Prof. Laura Nistor, PhD, Sapientia Hungarian University of Transylvania, Cluj-Napoca

Prof. Cosima Rughiniș, PhD, University of Bucharest



Organizing Committee

Prof. Adrian Hatos, PhD, University of Oradea, President of the Romanian Sociologists Society (SSR)

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Assoc. Prof. Ana-Maria Bolborici, PhD, Transilvania University of Brasov

Assoc. Prof. Mihai Burlacu, PhD, Transilvania University of Brasov

Lect. Andreea Mardache, PhD, Transilvania University of Brasov