

## PERSONAL INFORMATION

Maria Cristina Bularca


 [cristina.bularca@unitbv.ro](mailto:cristina.bularca@unitbv.ro)

| Nationality: Romanian

## PROFESSIONAL EXPERIENCE

03/06/2017–20/09/2017

**Sales representative**

NISA.SRL, Brasov (Romania)

01/10/2021–21/02/2022

**Associate teaching staff**

Transilvania University of Braşov, Faculty of Sociology and Communication

02/21/2022–Present

**Assistant professor PhD**

Transilvania University of Braşov, Faculty of Sociology and Communication

## EDUCATION AND TRAINING

01/10/2021 – 13/11/2024

**PhD in Sociology**

University of Craiova, Doctoral School of Social Sciences and Humanities

01/10/2019–02/07/2021

**In depth studies: Master's degree**Transilvania University of Braşov, Faculty of Sociology and Communication,  
Study programme: Branding Campaign Management

03/10/2016–05/07/2019

**Bachelor in Communication Sciences**Transilvania University of Braşov, Faculty of Sociology and Communication Study  
programme: Communication and Public Relations

15/09/2012–03/05/2016

**Diploma of baccalaureate, SERIES A. No. 0073904**"Korosi Csoma Sandor" High School  
Street school, No. 1, 525200 Covasna (Romania)  
Natural Sciences

## PERSONAL SKILLS

Mother tongue(s)

Romanian

Other language(s)

English

Understanding		Speaking		Writing
Listening	Reading	Spoken Interaction	Spoken production	
B2	B1	B2	B2	B2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

SELF  
ASSESSMENT

Processing information	Communication	Content creation	Security	Problem solving
Independent user	Independent user	Independent user	Independent user	Independent user

Digital skills – Grid of self-assessment

- Microsoft Office Package: (Word, PowerPoint, Excel), SPSS

## Publications

**Elaborated and/or published papers: Books and book chapters**

- Stan, G., Coman, C., Crisan, S. & Bularca, MC (2023). Psihosemiotica socială: Despre prospectări semiotice ale vizualului. [Social psychosemiotics: On semiotic explorations of the visual] Bucharest: CHBeck, ISBN 978-606-18-1298-1
- Bularca, MC, Nechita, FM, Coman, C. (2022). Interacțiunea dintre studenți și universități în mediul online. [Interaction between students and universities in the online environment]. Bucharest: CH Beck, ISBN 978-606-18-1155-7
- Coman, C., Anton, M., Lupu, AC, Bârsan, G. & Bularca, MC (2021). Managementul conflictelor în organizații [Conflict management in organizations]. Bucharest: CH Beck, ISBN 978-606-18-1049-9
- Coman, C., Nechita, F. & Bularca, MC (2020) Promovarea și brandingul universităților [Promotion and branding of universities]. Bucharest: CH Beck, ISBN: 987-606-18-1003-1
- Șargu, L., Coman, C., Bularca, MC & Gîdilica, C. (2020) Negocierile între metodă și proces în condiții atipice [Negotiations between method and process in atypical conditions]. Warsaw, Poland: iScience, ISBN:978-83-66216-23-5
- Bularca, MC & Coman, C. (2020). Transilvania University of Brasov: brand ambassador of Brasov. In Coman, C. (coord.). Building strong brands, (pp. 66-79). Sibiu: "Nicolae Bălcescu" Land Forces Academy Publishing House, ISBN:978-973-153-405-3
- Bularca, MC, Anghel, DA, Damo, AA & Huștiu, M. (2018) Iuzia libertății [The illusion of freedom]. In Coman, C. (coord). Iluzii Mediatice [Media illusions]. (pp. 25 – 54). Timișoara: West Publishing House, ISBN:978-973-36-0752-6
- Coman, C. & Bularca MC (2018) Formare versus informare prin media [Training versus information through the media]. Timișoara: West Publishing House. ISBN: 978-973-36-0751-9

**Papers published in specialized journals****- ISI indexed articles**

- Bularca, MC, Bumbuc, S., Barsan, G., Coman, C., Bucoi, A., Hertanu, A., ... & Aron, I. (2024). The influence of COVID-19 on the learning and developing processes of practical skills in military educational institutions. *Frontiers in education*, 9, <https://doi.org/10.3389/feduc.2024.1332850>
- Coman, C., Barbat, C., Goian, C., Bularca, MC, Androni, F., Popp, L., ... & Popa, B. (2024). The Impact of the COVID-19 Pandemic on the Immobilized Lifestyle of Institutionalized Older Persons: An Empirical Study. *Societies*, 14(6), 91 <https://doi.org/10.3390/soc14060091>
- Mesesan-Schmitz, L., Coman, C., Stanciu, C., Bucur, V., Tiru, LG, & Bularca, MC (2024). Changes in parenting behavior in the time of COVID—19: A mixed method approach. *Plos one*, 19(4), <https://doi.org/10.1371/journal.pone.0302125>
- Burlacu, M., Coman, C., & Bularca, MC (2023). Blogged into the System: A Systematic Review of the Gamification in e-Learning before and during the COVID-19 Pandemic. *Sustainability*, 15(8), <https://doi.org/10.3390/su15086476>
- Coman, C., Netedu, A., Damean, SL, Toderici, OF, Briciu, VA, Pascu, ML, & Bularca, MC (2023). Improving the Quality of Community Public Services-Case Study: General Directorate of Personal Records, Brașov. *Sustainability*, 15(1), <https://doi.org/10.3390/su15010816>
- Nanu, CC, Coman, C., Bularca, MC, Mesesan-Schmitz, L., Gotea, M., Atudorei, I., ... & Negrila, I. (2023). The role of chess in the development of children-parents' perspectives. *Frontiers in Psychology*, 14, <https://doi.org/10.3389/fpsyg.2023.1210917>
- Dominguez-Gaibor, I., Talpa, N., Bularca, MC, Hălălișan, AF, Coman, C., & Popa, B. (2023). Socioecological Dynamics and Forest-Dependent Communities' Wellbeing: The Case of Yasuní National Park, Ecuador. *Land*, 12(12), <https://doi.org/10.3390/land12122141>

- Sargu, L., Andrioni, F., Popp, L., Netedu, A., Bularca, MC, Otovescu, A., ... & Chirugu, G. (2023). The Role of Mass Media in Influencing the Lifestyle of the Elderly during the COVID-19 Pandemic. *Healthcare* 11(13), 1-39, <https://doi.org/10.3390/healthcare11131816>
- Bularca, MC, Nechita, F., Sargu, L., Motoi, G., Otovescu, A., & Coman, C. (2022). Looking for the sustainability messages of European universities' social media communication during the COVID-19 pandemic. *Sustainability*, 14(3), 1-35 <https://doi.org/10.3390/su14031554>
- Coman, C., Bularca, MC, Repanovici, A., & Rogozea, L. (2022). Misinformation about medication during the COVID-19 pandemic: A perspective of medical staff. *PLoS One*, 17(10), 1-23 <https://doi.org/10.1371/journal.pone.0276693>
- Coman, C., Mesesan-Schmitz, L., Tiru, LG, Grosseck, G., & Bularca, MC (2021). Dear student, what should I write on my wall? A case study on academic uses of Facebook and Instagram during the pandemic. *PloS one*, 16(9) <https://doi.org/10.1371/journal.pone.0257729>
- Coman, C., Bularca, MC, & Angela, R. (2021). Constructing and Communicating the Visual Identity of a University. Case Study: Visual Identity of Transilvania University of Brasov. *Sustainability*, 13(13), 1-17. <https://doi.org/10.3390/su13137145>
- Rogozea, LM, Sechel, G., Bularca, MC, Coman, C., & Cocuz, ME (2021). Who's Getting Shots First? Dealing With the Ethical Responsibility for Prioritizing Population Groups in Vaccination. *American journal of therapeutics*, 28(4), e478-e487 doi: 10.1097/MJT.0000000000001400, [https://journals.lww.com/americantherapeutics/abstract/2021/08000/who\\_s\\_getting\\_shots\\_first\\_dealin\\_g\\_with\\_the.10.aspx](https://journals.lww.com/americantherapeutics/abstract/2021/08000/who_s_getting_shots_first_dealin_g_with_the.10.aspx)
- Coman, C., Andrioni, F., Ghita, RC, & Bularca, MC (2021). Social and Emotional Intelligence as Factors in Terrorist Propaganda: An Analysis of the Way Mass Media Portrays the Behavior of Islamic Terrorist Groups. *Sustainability*, 13(21) <https://doi.org/10.3390/su132112219>
- Coman, C., Tiru, LG, Meseşan-Schmitz, L., Stanciu, C., & Bularca, MC (2020). Online Teaching and Learning in Higher Education during the Coronavirus Pandemic: Students' Perspective. *Sustainability*, 12(24), 1-22. <https://doi.org/10.3390/su122410367>

#### - Erih Plus, BDI indexed papers

- Andrioni, F., Coman, C., Ghita, RC, Bularca, MC, Motoi, G., & Fulger, IV (2022). Anxiety, Stress, and Resilience Strategies in Parents of Children with Typical and Late Psychosocial Development: Comparative Analysis. *International journal of environmental research and public health*, 19(4), <https://doi.org/10.3390/ijerph19042161>
- Bularca, MC, Coman, C., Tudorica, R., Filip, OL, Drăguinea, D., & Marian, A. (2022). Representation of People with Disabilities in the Online Media during the COVID - 19 Pandemic. *Social Work Review/Revista de Aistenta Sociala*, 1, [http://www.swreview.ro/index.pl/representation\\_of\\_people\\_with\\_disabilities\\_in\\_the\\_online\\_media\\_during\\_the\\_covid\\_19\\_pandemic](http://www.swreview.ro/index.pl/representation_of_people_with_disabilities_in_the_online_media_during_the_covid_19_pandemic)
- Coman, C., Bularca, MC, & Barbu, SG(2021). The Matter of Human Rights in the Context of the COVID-19 Pandemic. *Human rights year XXXI NO.*, 43, 43-59, [http://revista.irdo.ro/pdf/numar\\_revista/00\\_revista\\_1\\_2021.pdf#page=44](http://revista.irdo.ro/pdf/numar_revista/00_revista_1_2021.pdf#page=44)
- Bularca, MC, Popescu, A., Sima, A., Bălăuță, DS & Filip, OL (2021). The experiences of school bullying. Perceptions and attitudes of students on the phenomenon. *Bulletin of the Transilvania University of Braşov. Series VII: Social Sciences • Law* 14(63), 2, 247-256, <https://doi.org/10.31926/but.ssi.2021.14.63.2.7>
- Coman, C., Bularca, MC & Otovescu, A. (2021) The role of events in developing the cultural side of a city: Assessing events organized by European Capitals of Culture. *Journal of Digital Art & Humanities*, 2(1): 1-19 [https://doi.org/10.33847/2712-8148.2.1\\_1](https://doi.org/10.33847/2712-8148.2.1_1)
- Coman, C., Buica, D., Marian, A., Ioţu, C., & Bularca, MC (2021). Fake News on Social Media during the Coronavirus Pandemic. *Social Work Review*, (1). [http://www.swreview.ro/index.pl/fake\\_news\\_on\\_social\\_media\\_during\\_the\\_coronavirus\\_pandemic](http://www.swreview.ro/index.pl/fake_news_on_social_media_during_the_coronavirus_pandemic)
- Antonie, L., Vintilă, M, Tudorel, OI. Teţu, G, Nanu, CC, Bularca MC (2020). Body satisfaction and self-esteem in pregnant women. *Bulletin of the Transilvania University of Braşov. Series VII: Social Sciences • Law •* 13(62), 2, 193-200. <https://doi.org/10.31926/but.ssi.2020.13.62.2.7>

**- Articles published in conference proceedings**

- Bularca, MC, Coman, C., Nechita, F., & Briciu, VA (2023). Attributes of Effective Online Promotion Strategies: Case Study of European Universities. In The International Conference on Strategic Innovative Marketing and Tourism (pp. 863-871). Cham: Springer Nature Switzerland, [https://link.springer.com/chapter/10.1007/978-3-031-51038-0\\_93](https://link.springer.com/chapter/10.1007/978-3-031-51038-0_93)
- Briciu, VA, Briciu, A., Bularca, MC, & Dogaru, G. (2023). Characteristics of Romanian Travel Bloggers and Generated Content During COVID-19. In The International Conference on Strategic Innovative Marketing and Tourism (pp. 111-119). Cham: Springer Nature Switzerland, [https://link.springer.com/chapter/10.1007/978-3-031-51038-0\\_13](https://link.springer.com/chapter/10.1007/978-3-031-51038-0_13)
- Coman, C., Guta, A., & Bularca, MC (2023). Students' Perception About the Role of Universities' Online Informal Communication Platforms in Improving the Connections Between Students and Institutions. In The International Conference on Strategic Innovative Marketing and Tourism (pp. 873-881). Cham: Springer Nature Switzerland, [https://link.springer.com/chapter/10.1007/978-3-031-51038-0\\_94](https://link.springer.com/chapter/10.1007/978-3-031-51038-0_94)
- Bularca MC, Coman C. (2022) Building the Identity of a Corporate Brand. Case Study: Banca Transilvania (Transilvania Bank). In: Antipova T. (eds) Comprehensible Science. ICCS 2021. Lecture Notes in Networks and Systems, vol 315. Springer, Cham. [https://doi.org/10.1007/978-3-030-85799-8\\_31](https://doi.org/10.1007/978-3-030-85799-8_31)
- Coman, C., Bularca, MC, Otovescu, A. (2021). Promoting Cities as Cultural Destinations Through Events. Case Study: Aarhus European Capital of Culture. In Antipova, T. (ed.). Advances in Digital Science: ICADS 2021, Vol.1352, (pp.275-287). Springer, [https://doi.org/10.1007/978-3-030-71782-7\\_25](https://doi.org/10.1007/978-3-030-71782-7_25)
- Coman, C., Goian, C., Bularca, MC, & Vlaicu, L. (2021). The role of online media channels in portraying the effects of the covid-19 pandemic on vulnerable groups. In Economic and Social Development (Book of Proceedings), 76th International Scientific Conference on Economic and Social Development, Zagreb, Croatia (pp. 77- 86), [https://www.researchgate.net/profile/VenelinTerziev/publication/357183341\\_MODEL\\_OF\\_OVERCOMING\\_THE\\_CRISIS\\_IN\\_BULGARIA\\_CAUSED\\_BY\\_THE\\_PANDEMIC/links/61c099ea63bbd93242a94b6e/MODEL-OF-OVERCOMING-THE-CRISIS-IN-BULGARIA-CAUSED-BY-THE-PANDEMIC.pdf#page=83](https://www.researchgate.net/profile/VenelinTerziev/publication/357183341_MODEL_OF_OVERCOMING_THE_CRISIS_IN_BULGARIA_CAUSED_BY_THE_PANDEMIC/links/61c099ea63bbd93242a94b6e/MODEL-OF-OVERCOMING-THE-CRISIS-IN-BULGARIA-CAUSED-BY-THE-PANDEMIC.pdf#page=83)
- Coman, C. & Bularca, MC (2020). Transilvania University of Brasov: Brand ambassador of Brasov. In Antipova, T. (ed.). Comprehensible Science: ICCS 2020, Vol. 186, (pp.286-301). Springer [https://link.springer.com/chapter/10.1007/978-3-030-66093-2\\_28](https://link.springer.com/chapter/10.1007/978-3-030-66093-2_28)

**Papers presented at national and international conferences**

- The International Conference on Strategic Innovative Marketing and Tourism, 22-26 September 2023, Zakynthos, Greece. Participation by presenting the article entitled: Attributes of Effective Online Promotion Strategies: Case Study of European Universities, [https://link.springer.com/chapter/10.1007/978-3-031-51038-0\\_93](https://link.springer.com/chapter/10.1007/978-3-031-51038-0_93)
- 16th Annual International Conference on Sociology, 2-5 May 2022, Athens, Greece. Participation by presenting the article entitled: The Process of Communication and Promotion of European Universities on Social Networks during the COVID-19 Pandemic, <https://www.atiner.gr/2022soc-pro>
- IXth SWS International Scientific Conference on SOCIAL SCIENCES (ISCSS), August 24-27, 2022, Maritim Paradise Blue Congress Centre, Albena, Bulgaria. Participation by presenting the article entitled: The role of online media channels in portraying the effects of the COVID-19 Vaccine. Link: <https://www.sgemsocial.org/>
- 15th Annual International Conference on Sociology, 2021, Athens, Greece. Participation by presenting the article entitled: Symbolic Construction of a University's Identity - Case Study: Visual Identity of Transilvania University of Brasov, <https://www.atiner.gr/abstracts/2021ABST-SOC.pdf>
- Graduates in the Face of Companies 2021, Transilvania University of Braşov. (3rd place- section VII- Psychology and educational sciences, Sociology and communication, Law). Participation by presenting the article entitled: Promotion strategies on social networks of European universities in the context of the Covid 19 pandemic. [https://afco.unitbv.ro/images/Documente/Lucrari\\_inscrisoare\\_AFECO\\_2021.pdf](https://afco.unitbv.ro/images/Documente/Lucrari_inscrisoare_AFECO_2021.pdf)
- 4th Annual International Conference on Sociology, 2020, Athens, Greece. Participation by presenting the article entitled: (2020) Case Study: Master Degree in Communication. <https://www.atiner.gr/abstracts/2020ABST-SOC.pdf>

### Curriculum vitae

Maria Cristina Bularca

- The 16th International Scientific Conference "Media pedagogy in research and educational practice, Nicolaus Copernicus University in Torun, 2020. Participation by presenting the article entitled: The role of online promotion strategies in shaping the image of an institution. Case study , <http://www.edukacja.torun.pl/PM/program.pdf>

### ADDITIONAL INFORMATION

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Driving license

AM, B1, B