

INFORMAȚII PERSONALE

Maria Cristina Bularca


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| Naționalitatea română

EXPERIENȚĂ PROFESIONALĂ

03/06/2017–20/09/2017

Sales representative

NISA.SRL, Brașov (Româniac)

01/10/2021–21/02/2022

Cadru didactic asociat

Universitatea Transilvania din Brașov, Facultatea de Sociologie și Comunicare

21/02/2022–Prezent

Asistent universitar

Universitatea Transilvania din Brașov, Facultatea de Sociologie și Comunicare

EDUCAȚIE ȘI FORMARE

01/10/2021 –13/11/2024

Doctorat în Sociologie

Universitatea din Craiova, Școala doctorală de științe sociale și Umaniste

01/10/2019–02/07/2021

Studii aprofundate: MasteratUniversitatea Transilvania din Brașov, Facultatea de Sociologie și Comunicare,
Specializarea: Gestiunea Campaniilor de Imagine

03/10/2016–05/07/2019

Licențiat în Științele ComunicăriiUniversitatea Transilvania din Brașov, Facultatea de Sociologie și Comunicare
Specializarea: Comunicare și Relații Publice

15/09/2012–03/05/2016

Diploma de bacalaureat , seria A. Nr. 0073904Liceul "Korosi Csoma Sandor"
Strada Școlii, Nr. 1, 525200 Covasna (Romania)
Profil: Științe ale Naturii

COMPETENȚE PERSONALE

Limba(i) maternă(e)

română

Limbile străine

engleză

ÎNȚELEGERE		VORBIRE		SCRIERE
Ascultare	Citire	Participare la conversație	Discurs oral	
B2	B1	B2	B2	B2

Niveluri: A1 și A2: Utilizator elementar - B1 și B2: Utilizator independent - C1 și C2: Utilizator experimentat

Cadru european comun de referință pentru limbi străine

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Competențele digitale

AUTOEVALUARE				
Procesarea informației	Comunicare	Creare de conținut	Securitate	Rezolvarea de probleme
Utilizator independent	Utilizator independent	Utilizator independent	Utilizator independent	Utilizator independent

Competențele digitale - Grilă de auto-evaluare

- bună stăpânire a pachetului Office: (Word, PowerPoint, Excel, SPSS)

Publicații

Lucrări elaborate și publicate: Cărți și capitole în cărți

- Stan, G., Coman, C., Crișan, S. & Bularca, M.C. (2023). Psihosemiotica socială: Despre prospectări semiotice ale vizualului. București: C.H.Beck, ISBN 978-606-18-1298-1
- Bularca, M.C., Nechita, F.M., Coman, C. (2022). Interacțiunea dintre studenți și universități în mediul online. București: C.H. Beck, ISBN 978-606-18-1155-7
- Coman, C., Anton, M., Lupu, A.C., Bârsan, G. & Bularca, M.C (2021). Managementul conflictelor în organizații. București: CH Beck, ISBN 978-606-18-1049-9
- Coman, C., Nechita, F. & Bularca, M.C. (2020) Promovarea și brandingul universităților. București: CH Beck, ISBN: 987-606-18-1003-1
- Șargu, L., Coman, C., Bularca, M.C. & Gidilica, C. (2020) Negocierile între metodă și proces în condiții atipice. Varșovia, Polonia: iScience, ISBN:978-83-66216-23-5
- Bularca, M.C. & Coman, C. (2020). Transilvania University of Brasov: brand ambassador of Brasov. În Coman, C. (coord.). Building strong brands, (pp. 66-79). Sibiu: Editura Academiei Forțelor Terestre „Nicolae Bălcescu”, ISBN:978-973-153-405-3
- Bularca, M.C., Anghel, D.A., Damo, A.A & Huștiu, M. (2018) Iluzia libertății. În Coman, C. (coord). Iluzii mediatice. (pp.25 – 54). Timișoara: Editura de Vest, ISBN:978-973-36-0752-6
- Coman, C. & Bularca M.C (2018) Formare versus informare prin media. Timișoara: Editura de Vest. ISBN: 978-973-36-0751-9

Lucrări elaborate și publicate în reviste și jurnale de specialitate**- Articole indexate ISI**

- Bularca, M. C., 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/educ.2024.1332850>
- Coman, C., Bărbat, C., Goian, C., Bularca, M. C., Andrioni, 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, L. G., & Bularca, M. C. (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, M. C. (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, S. L., Toderici, O. F., Briciu, V. A., Pascu, M. L., & Bularca, M. C. (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, C. C., Coman, C., Bularca, M. C., 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., Talpă, N., Bularca, M. C., Hălălișan, A. F., 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, M. C., 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, M. C., 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, M. C., 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, L. G., Grosseck, G., & Bularca, M. C. (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, M. C., & 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, L. M., Sechel, G., Bularca, M. C., Coman, C., & Cocuz, M. E. (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
 - Coman, C., Andrioni, F., Ghita, R. C., & Bularca, M. C. (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., Țîru, L. G., Meseșan-Schmitz, L., Stanciu, C., & Bularca, M. C. (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>

- Articole indexate Erih Plus, BDI

- Andrioni, F., Coman, C., Ghita, R. C., Bularca, M. C., Motoi, G., & Fulger, I. V. (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, M. C., Coman, C., Tudorică, R., Filip, O. L., Drăguinea, D., & Marian, A. (2022). Representation of People with Disabilities in the Online Media during the COVID-19 Pandemic. *Social Work Review/Revista de Asistentă Socială*, 1, http://www.swreview.ro/index.pl/representation_of_people_with_disabilities_in_the_online_media_during_the_covid_19_pandemic
- Coman, C., Bularca, M. C., & Barbu, S. G. (2021). The Matter of Human Rights in the Context of the COVID-19 Pandemic. *Drepturile omului anul XXXI NR.*, 43, 43-59, http://revista.irdo.ro/pdf/numar_revista/00_revista_1_2021.pdf#page=44
- Bularca, M.C., Popescu, A., Sima, A., Bălăuță, D.S. & Filip, O.L. (2021). The experience of school bullying. Perceptions and attitudes of students on the phenomenon. *Bulletin of the Transilvania University of Brașov. 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, M.C. & 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
- Coman, C., Buica, D., Marian, A., Iotă, C., & Bularca, M. C. (2021). Fake News on Social Media during the Coronavirus Pandemic. *Social Work Review/Revista de Asistentă Socială*, (1). http://www.swreview.ro/index.pl/fake_news_on_social_media_during_the_coronavirus_pandemic
- Antonie, L., Vintilă, M., Tudorel, O. I., Țețu, G., Nanu, C. C., Bularca M. C. (2020). Body satisfaction and self-esteem in pregnant women. *Bulletin of the Transilvania University of Brașov. Series VII: Social Sciences • Law* • 13(62), 2, 193-200. <https://doi.org/10.31926/but.ssi.2020.13.62.2.7>

- Articole publicate în volume ale unor conferințe din străinătate

- Bularca, M. C., Coman, C., Nechita, F., & Briciu, V. A. (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
- Briciu, V. A., Briciu, A., Bularca, M. C., & 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
- Coman, C., Guta, A., & Bularca, M. C. (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
- Bularca M.C., 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
- Coman, C., Bularca, M.C., Otovescu, A. (2021). Promoting Cities as Cultural Destinations Through Events. Case Study: Aarhus European Capital of Culture. În 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
- Coman, C., Goian, C., Bularca, M. C., & 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
- Coman, C. & Bularca, M.C. (2020). Transilvania University of Brasov: Brand ambassador of Brasov. În 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

Lucrări prezentate în
cadrul unor conferințe
naționale și internaționale

- The International Conference on Strategic Innovative Marketing and Tourism, 22- 26 Septembrie 2023, Zakynthos, Grecia. Participare prin prezentarea articolului intitulat: Attributes of Effective Online Promotion Strategies: Case Study of European Universities, https://link.springer.com/chapter/10.1007/978-3-031-51038-0_93
- 16th Annual International Conference on Sociology, 2-5 May 2022, Atena, Grecia. Participare prin prezentarea articolului intitulat: 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), 24-27 August, 2022, Maritim Paradise Blue Congress Centre, Albena, Bulgaria. Participare prin prezentarea articolului intitulat: 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. Participare prin prezentarea articolului intitulat: Symbolic Construction of a University's Identity - Case Study: Visual Identity of Transilvania University of Brasov, <https://www.atiner.gr/abstracts/2021ABST-SOC.pdf>
- Absolvenți în Fața Companiilor 2021, Universitatea Transilvania din Brașov. (Locul 3- secțiunea VII- Psihologie și științele educației, Sociologie și comunicare, Drept). Participare prin prezentarea articolului intitulat: Strategii de promovare pe rețelele sociale ale universităților europene în contextul pandemiei de Covid 19. https://afco.unitbv.ro/images/Documente/Lucrari_inscrise_AFCO_2021.pdf
https://afco.unitbv.ro/images/Documente/Premii_AFCO_2021.pdf
- 4th Annual International Conference on Sociology, 2020, Athens, Greece. Participare prin prezentarea articolului intitulat: (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. Participare prin prezentarea articolului intitulat: The role of online promotion strategies in shaping the image of an institution. Case study, <http://www.edukacja.torun.pl/PM/program.pdf>

INFORMAȚII SUPLIMENTARE

Permis de conducere

AM, B1, B