

## Personal information

## Vlad BĂTRÂNU-PINȚEA



Brașov, România


Linkedin: <https://www.linkedin.com/in/vlad-b%C4%83tr%C3%A2nu-615306149/?originalSubdomain=ro>

Gender: Male | Birth date: | Nationality: Romanian

## PROFESSIONAL EXPERIENCE

## 09/2024 – PRESENT – ASSISTANT PHD, TRANSILVANIA UNIVERSITY OF BRAȘOV – Education

Address: B-dul Eroilor no. 25, Brașov, Romania

Website: <https://socio.unitbv.ro/acasa.html>

Lecturer responsible for conducting seminars and labs including:

- Applied Informatics in Social and Communication Sciences (CRP, HR, SW and SOC, Year I);
- Introduction to Advertising (CRP and MD, Year II);
- Introduction to Public Relations (CRP and MD, Year II);
- Creative Techniques and Creativity Development (HR, Year II and SOC, Year III);
- Social Media (CRP, Year II).

Also co-supervising undergraduate theses of final-year students.

## 02/2022 – 09/2024 – PHD TEACHING ASSISTANT, TRANSILVANIA UNIVERSITY OF BRAȘOV – Education

Address: B-dul Eroilor no. 25, Brașov, Romania

Website: <https://socio.unitbv.ro/acasa.html>

Doctoral teaching assistant responsible for seminars and labs including:

- Applied Informatics in Social and Communication Sciences (CRP, HR, SW and SOC, Year I);
- Introduction to Advertising (CRP and MD, Year II);
- Introduction to Public Relations (CRP and MD, Year II);
- Creative Techniques and Creativity Development (HR, Year II and SOC, Year III);
- Social Media (CRP, Year II);
- Fundamentals of Communication (MD English program, Year I).

## 01/10/2020 – 10/02/2022 – PART-TIME TEACHING ASSOCIATE IN HIGHER EDUCATION – COMMUNICATION SCIENCES, TRANSILVANIA UNIVERSITY OF BRAȘOV – Education

Address: B-dul Eroilor no. 25, Brașov, Romania

Website: <https://socio.unitbv.ro/acasa.html>

Responsible for seminars and labs including:

- Applied Informatics in Social and Communication Sciences (CRP, HR, SW and SOC, Year I);
- Introduction to Advertising (CRP and MD, Year II);
- Introduction to Public Relations (CRP and MD, Year II);
- Creative Techniques and Creativity Development (HR, Year II and SOC, Year III);
- Social Media (CRP, Year II).

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**01/03/2019 – 10/06/2019 – NEWS EDITOR, RADIO TV TIPOTEX SA – Media**

Address: Str. Carpaților 60, Fl. 2, Apt. BIR. 20, 500269, Brașov, Romania

Website: <https://mytex.ro/>

Tasks:

- Recording news;
- Hosting daily 2-hour talk shows (Monday to Friday);
- Editing news and updating program schedule;
- Finding guests for various shows.

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**EDUCATION AND TRAINING****01/10/2020 – 01/10/2023 – PhD IN SOCIOLOGY – University of Craiova, Doctoral School of Social and Human Sciences**

Address: Str. A.I. Cuza no. 13, Craiova, Romania

Website: <https://stiintesociale.ucv.ro/>

Activities: Study of international migration, society and media, sociological research methods, bibliographic documentation, research reports.

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**26/09/2022 – 30/09/2022 – CERTIFIED LECTURER-TRAINER FOR PROFESSIONAL DEVELOPMENT TRAINING (NATIONAL REGISTRY CERTIFIED)**

Centrul de Formare APSAP, Bucharest

Address: Str. Turturelelor no. 62, Decebal Tower, 6th floor, Bucharest 030882

Activities: Public speaking, course design, nonverbal communication, communication techniques.

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**01/10/2020 – 01/07/2021 – POSTGRADUATE TEACHING CERTIFICATE – PSYCHOPEDAGOGY MODULE LEVEL 2 – Transilvania University of Brașov**

Address: Str. N. Bălcescu no. 56, Brașov, Romania

Website: <https://didactic.unitbv.ro/departamentul-pentru-pregatirea-personalului-didactic>

Activities: Adolescent and adult psychopedagogy, critical thinking, lesson plan development.

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**01/10/2019 – 01/07/2020 – POSTGRADUATE TEACHING CERTIFICATE – PSYCHOPEDAGOGY MODULE LEVEL 1 – Transilvania University of Brașov**

Activities: Lesson plan design, educational psychology, curriculum theory and methodology, evaluation theory.

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**01/10/2018 – 01/07/2020 – MASTER'S DEGREE IN IMAGE CAMPAIGN MANAGEMENT – Transilvania University of Brașov**

National Classification: EQF Level 7

Address: B-dul Eroilor no. 25, Brașov, Romania

Website: <https://socio.unitbv.ro/acasa.html>

Activities: Crisis communication, media, advertising, branding, ethics, political image.

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**01/10/2015 – 31/05/2018 – BACHELOR'S DEGREE IN COMMUNICATION AND PUBLIC RELATIONS – Transilvania University of Braşov**

National Classification: EQF Level 6

Activities: Communication, public relations, philosophy, debates, anthropology, semiotics, crisis communication, psychology, ad analysis.

**01/09/2011 – 31/05/2015 – HIGH SCHOOL GRADUATE – "George Moroianu" Theoretical High School**

National Classification: EQF Level 4

Address: Bulevardul George Moroianu 110, Săcele, Romania, 505600

Website: <https://www.georgemoroianu.ro/>

Activities: Romanian, English, history, geography, participation in county-level history olympiads.

**PERSONAL SKILLS**

**Mother tongue(s):** Romanian

**Other languages:**

Language	Listening	Reading	Conversation	Oral Speech	Writing
English	C2	C2	C2	C2	C2
French	A2	A2	A2	A2	A2

Levels: A1/A2 – Basic | B1/B2 – Independent | C1/C2 – Proficient (Common European Framework)

**Communication Skills**

- Strong communication and interpersonal skills acquired through academic studies
- Strong public speaking skills developed through learning experiences
- Mastery of specialized terminology

**Organizational/Managerial Skills**

- Leadership
- Strong organizational skills gained as a member of the Faculty Council of Sociology and Communication and the Senate of Transilvania University
- Responsible for organizing presentations and promoting the university and the Faculty of Sociology and Communication
- Team leadership skills

**Job-Related Skills**

- Advanced knowledge of radio mixers and specialized media equipment
- Skilled mentor (for interns and new employees)
- Effective time management

**Digital Competence**

- Advanced use of Internet, Social Media, Microsoft Office Suite (Word, Excel, PowerPoint)
- Skilled in online communication tools (email, messenger, Skype, Zoom)
- Advanced skills in information processing and digital communication
- Excellent knowledge of Google Drive and PC usage

## Other Skills

- Passionate reader
- Psych pedagogical training for teaching career
- Teaching and teamwork: participated in a summer school in Tokyo, Japan, teaching English to 4th-grade students

Driver's License: –

## Publications

1. **BĂTRĂNU-PINȚEA, Vlad** (2025), *Applied Informatics for Social and Communication Sciences*, Presa Universitară Clujeană Publishing House, ISBN: 978-606-37-2524-1.
2. **COMAN, Claudiu, MESEȘAN-SCHMITZ, Luiza, DOBRESCU, Ada & BĂTRĂNU-PINȚEA, Vlad** (2025), *How did the Beatles impact cultural movement on different generations?* Front. Commun. 9:1525016. doi: 10.3389/fcomm.2024.1525016, [Link](#)
3. **BĂTRĂNU-PINȚEA, Vlad, COMAN, Claudiu & TARBĂ, Ioana** (2025), *The Romanian Community in Florence*, in *Bulletin of the Transilvania University of Brașov*, [DOI](#)
4. **BĂTRĂNU-PINȚEA, Vlad & ȘOȘOI, Atena** (2024), *Nutritional Habits Reflected in Mass Media*, SGEM WORLD SCIENCE (SWS), ISSN: 2682-9959, ISBN: 978-3-903438-14-9, [Link](#), DOI: 10.35603/sws.iscss.2024/s10/77
5. **BĂTRĂNU-PINȚEA, Vlad & PANAIT, Salomeea** (2024), *Embracing Differences: A Sociological Journey into Autism*, SGEM WORLD SCIENCE (SWS), ISSN: 2682-9959, ISBN: 978-3-903438-14-9, [Link](#), DOI: 10.35603/sws.iscss.2024/s07/84
6. **BĂTRĂNU-PINȚEA, Vlad, PLEȘCAN, Costel & KOJQIQI, Camelia** (2024), *Impact of Virtual Worlds in Collective Mentality. From Phantasmagorical Places and Whimsical Music to Tangent, Lively Aspects*, SGEM WORLD SCIENCE (SWS), ISSN: 2682-9959, ISBN: 978-3-903438-14-9, [Link](#), DOI: 10.35603/sws.iscss.2024/s10/75
7. **BĂTRĂNU-PINȚEA, Vlad, COMAN, Claudiu, DRĂGUINEA, Doina, PANAIT, Salomeea & GROZA, Mădălin** (2023), *Living a Double Life: The Effects of Virtual Worlds on Teenagers and Adults Alike*, SGEM WORLD SCIENCE (SWS), ISSN: 2682-9959, ISBN: 978-3-903438-06-4, [Link](#), DOI: 10.35603/sws.iscss.2023/s10.48
8. **MESEȘAN-SCHMITZ, Luiza, NEGRILĂ, Ion, BĂTRĂNU-PINȚEA, Vlad, COMAN, Claudiu & TODERICI, Ovidiu** (2023), *Preventing Violence in the Educational System*, SGEM WORLD SCIENCE (SWS), ISSN: 2682-9959, ISBN: 978-3-903438-06-4, [Link](#), DOI: 10.35603/sws.iscss.2023/s08.36
9. **REPANOVICI, Angela, BĂTRĂNU-PINȚEA, Vlad, DAN, Elisa, TOADER, Liviu, TULIGA, Adrian-Paul** (2023), *Daily Life in Communism. An Approach Through Personal Object Analysis*, SGEM WORLD SCIENCE (SWS), [Link](#), DOI: 10.35603/sws.iscss.2023/s10.44
10. **PLEȘCAN, Costel, COJOCARU, Igor, BĂTRĂNU-PINȚEA, Vlad, ȘOȘOI, Atena & GÎRBEA, Alexandra** (2023), *The Difference Between Two Countries That Share Similarities. Life Story: Romanian and Moldovan Students*, SGEM WORLD SCIENCE (SWS), [Link](#), DOI: 10.35603/sws.iscss.2023/s09.42
11. **BĂTRĂNU-PINȚEA, Vlad & COMAN, Claudiu** (2023), *Social Learning Reflected in Younger Generations' Lives. Case Study: The Bobo Clown Experiment and The Famous YouTube OG McSkillet*, in *Bulletin of the Transilvania University of Brașov*, [Link](#), DOI: 10.31926/but.ssl.2023.16.65.1.3
12. **BĂTRĂNU-PINȚEA, Vlad & COMAN, Claudiu** (2023), *Destructive Contemporary Aspects in Social Media. Mukbang and Hikikomori Phenomena*, SWS ISCSS 2022, DOI: 10.35603/sws.iscss.2022/s10.096, ISSN: 2682-9959, ISBN: 978-3-903438-04-0

13. **TULIGĂ, Adrian, COMAN, Claudiu, PLEȘCAN, Costel & BĂTRÂNU-PINȚEA, Vlad** (2022), *Case Study on Road Safety Analysis in the Area of Educational Units*, in *Bulletin of Transilvania University of Brașov*, [Link](#), DOI: 10.31926/but.ssl.2022.15.64.2.7
14. **BĂTRÂNU-PINȚEA, Vlad, BRICIU, Victor-Alexandru, BRICIU, Arabela & ANTOCHI, Vlad-Robert** (2022), *Organizing Esports Events in Romania. Case Studies from the Early Stage of Development*, IXth SWS ISCSCS 2022, DOI: 10.35603/sws.iscscs.2022/s10.097, ISSN: 2682-9959, ISBN: 978-3-903438-04-0
15. **BĂTRÂNU-PINȚEA, Vlad & COMAN, Claudiu** (2021), *The Media Influence in the Impact of The Beatles Cultural Movement on Different Generations*, *Romanian Journal of Library and Information Science*, [DOI](#)
16. **BĂTRÂNU-PINȚEA, Vlad & COMAN, Claudiu** (2021), *Image Analysis and Cultural Impact of One of the Most Popular Bands in Music History. The Beatles as Opinion Leaders*, *Bulletin of the Transilvania University of Brașov*, [DOI](#)
17. **BĂTRÂNU-PINȚEA, Vlad, MESEȘAN-SCHMITZ, Luiza & COMAN, Claudiu** (2021), *The Effects of The Beatles Cultural Movement on Different Generations. Case Study: Romania and Japan*, presented at the national conference VIIIth SWS ISCSCS
18. **BĂTRÂNU-PINȚEA, Vlad & COMAN, Claudiu** (2020), *A Semiotic Approach Towards Changing the Visual Identity of an Organisation. Case Study: Rebranding of the Faculty of Sociology and Communication Brașov*, in *Building Strong Brands*, ISBN: 978-973-153-405-3, pp. 9–18
19. **BĂTRÂNU-PINȚEA, Vlad & GEORGESCU, Maria-Ana** (2019), *Changing the Visual Identity of an Organisation*, in *Identity and Dialogue in the Era of Globalization*, ISBN: 978-606-8624-19-8, pp. 181–191

- **Papers Presented at National/International Conferences**

**17/05/2025 – Ovidius University of Constanța - Curtea Brâncovenească, Str. Vasile Lupu No. 43-45, Constanța**

**International Conference**

Participation and presentation at the international conference held at Ovidius University of Constanța – Faculty of Psychology and Educational Sciences and Faculty of Theology, titled "*How Much Is a Human Life Worth?*" The article is to be published during 2025 in an A2-ranked volume.

**21/08/2021 – 30/08/2021 – Congress Centre PARADISE BLUE, Albena, Bulgaria**

**International Conference**

Participation and presentation at the international conference held in Albena, Bulgaria, titled "*VIIIth SWS International Scientific Conferences, International Conference on SOCIAL SCIENCES – ISCSCS 2021 (August 21–30, 2021)*", with the acceptance and subsequent publication of the paper "*The Effects of The Beatles Cultural Movement On Different Generations. Case Study: Romania and Japan.*"

[Link](#)

**25/05/2019 – 26/05/2019 – "Gh. Șincai" Institute for Social Sciences and the Humanities, Târgu Mureș**

**International Conference**

Participation and presentation of the paper "*Changing the Visual Identity of an Organisation*" at the 6th Edition of the International Scientific Conference "*Globalization, Intercultural Dialogue and National Identity*", held in Târgu Mureș, May 25–26, 2019.

[Link](#)

**23/08/2022 – 28/08/2022 – Paradise Blue Center, Albena, Bulgaria**

**International Conference**

Conference name: 9th International Scientific Conference on Social Sciences, Arts and Humanities – SGEM World Science Scholarly Society – ISCSCS 2022 & ISCAH 2022 – Paradise Blue Congress Center, Albena.

Presented 3 papers:

- a) *Destructive contemporary aspects in Social Media. Mukbang and Hikikomori phenomenon*
- b) *Videogames impact and social learning in children's lives. From the Bobo Clown Experiment to modern virtual worlds*
- c) *Organizing Esports events in Romania. Case studies from the early stage of development*

All three papers were published in 2022 in databases recognized by Clarivate Analytics, Crossref, Scopus, Elsevier, Springer, and Mendeley.

**24/05/2019 – 25/05/2019 – Faculty of Journalism and Communication Sciences, University of Bucharest**

#### **National Conference**

Participation in the 2019 national scientific presentation session (May 24–25), organized by the University of Bucharest, Faculty of Journalism and Communication Sciences, titled *"Journalism and Communication between Tradition and Innovation" – 3rd edition*, and awarded **3rd place** with the paper *"Brand Analysis of Apple and Samsung from a Semiotic Perspective. Case Study: iPhone X and Samsung Galaxy S9."*

[Link](#)

**26/05/2017 – Faculty of Journalism and Communication Sciences, University of Bucharest**

#### **National Conference**

Participation in the 2017 national scientific presentation session (May 26), organized by the University of Bucharest, Faculty of Journalism and Communication Sciences, titled *"Journalism and Communication between Tradition and Innovation" – 1st edition*, with the paper *"American Elections from 2016. Case Study: Donald Trump and Hillary Clinton."*

[Link](#)

**26/02/2021 – Doctoral School of Social and Human Sciences, Faculty of Social Sciences, University of Craiova**

#### **National Conference**

Participation and presentation at the national conference *"Objectives and Priorities of Sociological Research in the Academic Environment"*, organized by the University of Craiova, Faculty of Social Sciences, Doctoral School of Social and Human Sciences, with the paper *"The Influence of Mass Media in the Impact of The Beatles Cultural Movement on Different Generations."* The paper is to be published.

**10/05/2017 – Coresi Shopping Center**

#### **Faculty Conference**

Awarded **2nd place** at the 2017 scientific presentation session of the Faculty of Sociology and Communication in Braşov – Section: *Creative Products in the Development of Public Relations Campaigns*

**10/05/2017 – Building T of "Transilvania" University of Braşov**

#### **Faculty Conference**

Awarded **2nd place** at the 2017 scientific presentation session of the Faculty of Sociology and Communication in Braşov with the paper *"The Main Doctrines: Fascism."*

### • Projects

#### **"My Faculty" and "Together for the University"**

I participated in and won funding for two projects – *"My Faculty"* and *"Together for the University"*, aiming to establish a student debate club and acquire supportive materials for the Student Show.

**29/07/2019 – 10/08/2019**

#### **Meisei Summer School Project**

Won a university-level competition after successfully passing three elimination rounds, which led to participation in a project teaching 6th-grade children English. The final lesson was presented in front of parents, faculty, and students at Meisei University, Tokyo.

**01/08/2017 – 06/08/2017**

#### **"I Was Citizen of Stalin Town"**

Participated in the project *"I Was Citizen of Stalin Town"*, during which I collected memorable items and stories from various citizens and turned them into exhibitions at the Braşov County History Museum. Additionally, I traveled to Poland as a representative of "Transilvania"

University of Braşov for this project.

[Link](#)

**29/08/2016 – 05/09/2016**

**"Transilvania Creative Camp" – Creative Destinations and Heritage Interpretation Summer School**

Together with students from Japan, Italy, and Albania, I visited Țara Lăpuşului, where I participated in multiple training sessions on photography, digital anthropology, and history.

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