

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

10/2025 – Present – Lecturer (PhD), Transilvania University of Brașov – Education

Address: 25 Eroilor Blvd., Brașov, Romania; Website: <https://socio.unitbv.ro/acasa.html>. University Lecturer (PhD), responsible for a range of courses, seminars, and laboratory sessions, such as:

Applied Informatics in Social and Communication Sciences (CRP, HR, SW, and Soc – 1st Year);

Applied Informatics Laboratories in Social and Communication Sciences (CRP, HR, SW, and Soc – 1st Year); Introduction to Advertising (CRP and MD – 2nd Year);

Introduction to Public Relations (CRP and MD – 2nd Year);

Creative Techniques and Creativity Development (HR – 2nd Year and Soc – 3rd Year);

Social Media (CRP – 2nd Year);

Also responsible for supervising the bachelor's theses of final-year students.

09/2024 – 09/2025 – 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).

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.

EDUCATION AND TRAINING**01/2025 – Brașov, Romania****Cybersecurity and Artificial Intelligence Certification – Transilvania University of Brașov****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.

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.

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.

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.

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.

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. **BĂTRÂNU-PINȚEA, Vlad** (2025), *Applied Informatics for Social and Communication Sciences*, Presa Universitară Clujeană Publishing House, ISBN: 978-606-37-2524-1.
2. ȚÎRU CM, COMAN C, DALBAN CM, BĂTRÂNU-PINȚEA V, ANTON M, GHERHEȘ V, OBADĂ D-R AND OTOVESCU A (2026) Multidimensional analysis of conventional and electronic cigarette consumption among students. *Front. Psychol.* 16:1724372. doi: 10.3389/fpsyg.2025.1724372
3. DALBAN, C. M., COMAN, E., BĂTRÂNU-PINȚEA, V., ANTON, M., PARA, I., & MAZURU, L. I. (2026). Mapping European Countries' Resilience to Cognitive Warfare. *Administrative Sciences*, 16(3), 160. <https://doi.org/10.3390/admsci16030160>
4. COMAN, C., DALBAN, C. M., BĂTRÂNU-PINȚEA, V., ARON, G., & MARINA, L. (2026). Comparative Performance of AI-Generated Fake News Detection Pipelines on Romanian News Content. *Information*, 17(7), 698. <https://doi.org/10.3390/info17070698>
5. **COMAN, Claudiu, MEȘAN-SCHMITZ, Luiza, DOBRESCU, Ada & BĂTRÂNU-PINȚEA, Vlad** (2025), *How did the Beatles impact cultural movement on different generations?* *Front. Commun.* 9:1525016. doi: 10.3389/fcomm.2024.1525016, [Link](#)
6. **BĂTRÂNU-PINȚEA, Vlad, COMAN, Claudiu & TARBĂ, Ioana** (2025), *The Romanian Community in Florence*, in *Bulletin of the Transilvania University of Brașov*, [DOI](#)
7. **BĂTRÂNU-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
8. **BĂTRÂNU-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
9. **BĂTRÂNU-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
10. **BĂTRÂNU-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
11. **MEȘAN-SCHMITZ, Luiza, NEGRILĂ, Ion, BĂTRÂNU-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
12. **REPANOVICI, Angela, BĂTRÂNU-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
13. **PLEȘCAN, Costel, COJOCARU, Igor, BĂTRÂNU-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
14. **BĂTRÂNU-PINȚEA, Vlad & COMAN, Claudiu** (2023), *Social Learning Reflected in Younger Generations' Lives. Case Study: The Bobo Clown Experiment and The Famous YouTuber OG McSkillet*, in *Bulletin of the Transilvania University of Brașov*, [Link](#), DOI: 10.31926/but.ssl.2023.16.65.1.3
15. **BĂTRÂNU-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

16. **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
17. **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
18. **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](#)
19. **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](#)
20. **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
21. **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
22. **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.