



Arabela Briciu

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WORK EXPERIENCE

Vice-Dean for Internationalisation and Public Relations

Transilvania University of Brasov, Faculty of Sociology and Communication [04/2024 – Current]

City: Braşov | Country: Romania

Associate Professor

Transilvania University of Brasov, Faculty of Sociology and Communication [02/2021 – Current]

City: Braşov | Country: Romania

Courses and seminars: Introduction to Public Relations, Social Media, Political Public Relations, Crisis Communication, Social Reporting, Public Sphere and Political Image, Branding and Corporate Identity

Programme coordinator: Digital Media (English)

Coordinator of student practice placement for the study programmes: Communication and Public Relations, 2nd year and Digital Media (English), 1st year

Director and member of teams implementing international strategic partnership projects for universities

Lecturer

Transilvania University of Brasov, Faculty of Sociology and Communication [10/2017 – 02/2021]

City: Braşov | Country: Romania

Courses and seminars: Introduction to Public Relations, Social Media, Political Public Relations, Crisis Communication, Social Reporting, Public Sphere and Political Image, Branding and Corporate Identity, Promotion Media, Social Research Methodology, Sociological Paradigms

Coordinator of student practice placement for the study programmes: Communication and Public Relations, 2nd year

Director and member of teams implementing international strategic partnership projects for universities

Teaching Assistant

Transilvania University of Brasov, Faculty of Law and Sociology/ Sociology and Communication [

10/2007 – 09/2017]

City: Braşov | Country: Romania

Courses: Introduction to Public Relations

Labs and seminars: Social Statistics, General Sociology, Sociological Doctrines, Introduction to Sociology, Sociological Paradigms, Sociology, Fundamentals of Public Relations, Political Communication, Promotion Media, Introduction to Public Relations, Applied Social Science Informatics, Public Sphere and Political Image, Managing Image Crises



Vice Head of Sociology-Philosophy: October 2010- March 2012.

Scientific Secretary of the Department of Sociology-Philosophy: October 2007 - September 2010.

Erasmus coordinator for Sociology, Social Work and Communication and Public Relations study programmes: February 2008- February 2012.

Administrator

S.C. FOCUS RESEARCH SRL [09/2008 – Current]

Research - development in social sciences and humanities

Public Relations Specialist

FOREX CLUB SA [07/2007 – 30/09/2007]

City: Braşov | Country: Romania

Development, implementation and management of public relations activities for a second division football team

Public Relations Specialist

S.C. FOR SPORT SRL [02/2007 – 07/2007]

City: Braşov | Country: Romania

Developing, implementing and managing public relations activities for a sports club

EDUCATION AND TRAINING

PhD in Communication Sciences

University of Bucharest, Faculty of Journalism and Communication Sciences [10/2008 – 14/07/2016]

City: Bucureşti | Country: Romania | Website: www.fjsc.ro

Master, specialist in Image Campaign Management

Transilvania University of Brasov, Faculty of Law and Sociology [10/2006 – 07/2008]

City: Braşov | Country: Romania | Website: www.unitbv.ro

Bachelor of Sociology

Transilvania University of Brasov, Faculty of Law and Sociology [10/2002 – 07/2006]

City: Braşov | Country: Romania | Website: www.unitbv.ro

Baccalaureate

Grigore Moisil National College of Computer Science [09/1997 – 06/2002]

City: Braşov | Country: Romania | Website: <https://moisilbrasov.ro>

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

English

LISTENING C1 READING C2 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

French

LISTENING B1 READING B2 WRITING B1

SPOKEN PRODUCTION B1 SPOKEN INTERACTION A2



Spanish

LISTENING A2 READING A2 WRITING A1

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

PUBLICATIONS (selection)

[2024]

Online Marketing Strategies Used in the Promotion of Dietary Supplements in Romania BRICIU, Arabela, BRICIU, Victor-Alexandru, COGEAN Claudiu Vasile si GULPE, Ana-Maria (2024) „Online Marketing Strategies Used in the Promotion of Dietary Supplements in Romania” in Androniki Kavoura, Teresa Borges-Tiago, Flavio Tiago (eds.) *Strategic Innovative Marketing and Tourism - Current Trends and Future Outlook*, Springer

[2024]

Characteristics of Romanian Travel Bloggers and Generated Content During COVID-19 BRICIU, Victor-Alexandru, BRICIU, Arabela, BULARCA, Maria Cristina & DOGARU, Georgiana (2024) „Characteristics of Romanian Travel Bloggers and Generated Content During COVID-19” in Androniki Kavoura, Teresa Borges-Tiago, Flavio Tiago (eds.) *Strategic Innovative Marketing and Tourism - Current Trends and Future Outlook—10th ICSIMAT*, Springer

[2022]

Place Identity BRICIU, Victor-Alexandru, BRICIU, Arabela și KAVOURA, Androniki (2022), „Place Identity” in D. Buhalis (ed.), *Encyclopedia of Tourism Management and Marketing*, Edward Elgar Publishing, pp. 512-515

[2022]

Travel blogs BRICIU, Arabela și BRICIU, Victor-Alexandru (2022), „Travel blogs” in D. Buhalis (ed.), *Encyclopedia of Tourism Management and Marketing*, Edward Elgar Publishing, pp. 580-583

[2021]

Participatory culture and entrepreneurship. Crowdfunding in business development BRICIU, Arabela, 2021, „Participatory culture and entrepreneurship. Crowdfunding in business development”. in D. Roventă-Frumușani și V. Marinescu (coord) *Sustainable development, entrepreneurship and social economy = Développement durable, entrepreneuriat et économie sociale*, Cluj- Napoca, Presa Universitară Clujeană, pp. 233-248;

[2020]

Participatory culture and tourist experience: Promoting destinations through YouTube Briciu, A., & Briciu, V. A. (2020). Participatory culture and tourist experience: Promoting destinations through YouTube. In *Strategic Innovative Marketing and Tourism: 8th ICSIMAT, Northern Aegean, Greece, 2019* (pp. 425-433). Springer International Publishing.

[2021]

Social media and organizational communication Briciu, V. A., & Briciu, A. (2021). Social media and organizational communication. In *Encyclopedia of organizational knowledge, administration, and technology* (pp. 2609-2624). IGI Global.

[2020]



Evaluating How 'Smart'Braşov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism Briciu, A., Briciu, V. A., & Kavoura, A. (2020). Evaluating How 'Smart'Braşov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism. *Sustainability*, 12(13), 5324

[2017]

Comunicarea și discursul politic: între teorie și practică BRICIU, Arabela, 2017, Comunicarea și discursul politic: între teorie și practică, Cluj- Napoca, Presa Universitară Clujeană;

[2021]

Testing the SmartMunk's Story. ly App for the Analysis of Online Customer Reviews on Face Masks BRICIU, A., Roman, C. L., & Briciu, V. A., 2021, Testing the SmartMunk's Story. ly App for the Analysis of Online Customer Reviews on Face Masks. In *New Opportunities for Sentiment Analysis and Information Processing* (pp. 90-116). IGI Global

[2021]

A Proposed Solution for Identifying Online Fake Reviews in the Research Process Briciu, V. A., Roman, C. L., & Briciu, A. (2021). A Proposed Solution for Identifying Online Fake Reviews in the Research Process. In *New Opportunities for Sentiment Analysis and Information Processing* (pp. 188-205). IGI Global.

Critical Perspectives on the Use of Branding Models in Approaching Places BRICIU, Victor-Alexandru, BRICIU, Arabela, 2021. Critical Perspectives on the Use of Branding Models in Approaching Places. *Bulletin of the Transilvania University of Braşov*. Series VII: Social Sciences, Law, 383-390.

[2020]

COVID-19 Influence and Future Perspectives of Artificial Intelligence on the Labour Market BRICIU, Victor-Alexandru, BRICIU, Arabela, 2020, „COVID-19 Influence and Future Perspectives of Artificial Intelligence on the Labour Market”. In *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, 11(2Sup1), pp. 21-28.

PROJECTS (selection)

[12/2023 – 06/2026]

Civil engagement, integration and better management of the national intangible heritage to raise awareness of European common values – EU context, perspectives and active citizenship Team Manager UNITBV(Coordinator), Erasmus + KA220- HED, Cooperation partnerships in higher education

[12/2023 – 06/2026]

Enhancement of the competences and possibilities for religious tourism development and for better integration and management of religious sites in the urban environment- (ReligiTour) Team Manager UNITBV (Partner), Erasmus + KA220- HED, Cooperation partnerships in higher education

[09/2022 – 04/2024]

Civic engagement of cultural and historical heritage in urban and sub-urban environment – EU context, perspectives & good practices, Team Member UNITBV (Coordinator), Erasmus + KA220- HED, Cooperation partnerships in higher education

[12/2021 – 12/2023]

Digital readiness and capacity building of humanities professors in universities through partnership with digital technologies companies Team Member UNITBV (Partner), Erasmus + KA220- HED, Cooperation partnerships in higher education



[12/2020 – 03/2023]

Rediscovering „NewEurope“ – On-Wheels summer school for Balkan/Central and Eastern Europe trans-border history and politics Team Manager UNITBV (Partner), Erasmus + KA220- HED, Cooperation partnerships in higher education

[02/2022 – 11/2023]

Developing Inclusive Education for Students with Disabilities in Sri Lankan Universities (IncEdu) Team Manager UNITBV (Partner), Erasmus + Capacity Building in Higher education