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## WORK EXPERIENCE

- 01/10/2025- Present **Lecturer**  
Transilvania University of Braşov, Braşov, Eroilor Boulevard No. 29, <https://www.unitbv.ro/>
- 21/02/2022–2025 **Teaching Assistant**  
Transilvania University of Braşov, Braşov, Eroilor Boulevard No. 29, <https://www.unitbv.ro/>
- 01/10/2021–21/02/2022 **Associate Teaching Staff**  
Transilvania University of Braşov, Braşov, Eroilor Boulevard No. 29, <https://www.unitbv.ro/>
- 03/06/2017–20/09/2017 **Sales Representative**  
Nisa, SRL., Braşov

## 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 **Advanced Studies: Master's Degree**  
Transilvania University of Braşov, Faculty of Sociology and Communication,  
Specialization: Image Campaign Management  
Courses studied: Image Analysis, Promotional Techniques, Image Evaluation, Mass Media Laboratory, Image Crisis Management
- 03/10/2016–05/07/2019 **Bachelor's Degree in Communication Sciences**  
Transilvania University of Braşov, Faculty of Sociology and Communication  
Specialization: Communication and Public Relations  
Courses studied: Introduction to the Mass Media System, Introduction to Sociology, Editing Techniques, Fundamentals of Communication, Information Literacy, Introduction to Public Relations, Social Communication, Marketing, Press Communication, Negotiation Techniques, Aesthetics and Communication
- 15/09/2012–03/05/2016 **Baccalaureate Diploma, series A. No. 0073904**  
"Korosi Csoma Sandor" High School  
Şcolii Street, No. 1, 525200 Covasna (Romania)  
Profile: Natural Sciences

## PERSONAL SKILLS

Mother tongue(s) Romanian

|                                                                                                                                                               | Listening | Reading | Spoken interaction | Spoken production |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|--------------------|-------------------|----|
| English                                                                                                                                                       | B2        | B1      | B2                 | B2                | B2 |
| Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user <a href="#">Common European Framework of Reference for Languages</a> |           |         |                    |                   |    |

## Digital skills

| Information processing | Communication    | Content creation | Safety           | Problem solving  |
|------------------------|------------------|------------------|------------------|------------------|
| Independent user       | Independent user | Independent user | Independent user | Independent user |

Digital skills - Self-assessment grid

Office suite: (Word, PowerPoint, Excel, SPSS)

Driving licence Category AM, A1, B

## ADDITIONAL INFORMATION

### Publications

#### - Works produced and published: Books and book chapters

- Bularca, M.C. (2025) Introducere în sistemul mass – media. Rolul rețelelor sociale în era digitală. Timișoara: Editura de Vest. ISBN: 9789733608547
- Stan, G., Coman, C., Crișan, S. & Bularca, M.C. (2023). Psihosemiotica socială: Despre prospectări semiotice ale vizualului. Bucharest: 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. Bucharest: 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. Bucharest: CH Beck, ISBN 978-606-18-1049-9
- Coman, C., Nechita, F. & Bularca, M.C. (2020) Promovarea și brandingul universităților. Bucharest: CH Beck, ISBN: 987-606-18-1003-1
- Șargu, L., Coman, C., Bularca, M.C. & Gîdilica, C. (2020) Negocierile între metodă și proces în condiții atipice. Warsaw, Poland: iScience, ISBN:978-83-66216-23-5
- Bularca, M.C. & Coman, C. (2020). Transilvania University of Brasov: brand ambassador of Brasov. In Coman, C. (ed.). 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. In Coman, C. (ed.). 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

#### - Works produced and published in specialized magazines and journals

#### - ISI-indexed articles

- Chasciar, D. R., Chasciar, V., Coman, C., Toderici, O. F., Toader, L., Kovacs, A., & Bularca, M. C. (2025). Determinants of post-penitentiary social reintegration: analysis of the needs and perceptions of persons released from detention in Romania. *Frontiers in Psychology*, 16, <https://doi.org/10.3389/fpsyg.2025.1484889>
- 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., 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, 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., Androni, 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., Tîru, 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](https://journals.lww.com/americantherapeutics/abstract/2021/08000/who_s_getting_shots_first_dealin_g_with_the.10.aspx)
  - Coman, C., Androni, 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., Tîru, L. G., Meseşan-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>

#### - Erih Plus, BDI-indexed articles

- Androni, 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 Asistență Socială*, 1, [http://www.swreview.ro/index.pl/representation of people with disabilities in the online media durin g the covid 19 pandemic](http://www.swreview.ro/index.pl/representation%20of%20people%20with%20disabilities%20in%20the%20online%20media%20durin_g%20the%20covid%2019%20pandemic)
- 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](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 Braşov. Series VII: Social Sciences • Law* 14(63), 2, 247-256, <https://doi.org/10.31926/but.ssl.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](https://doi.org/10.33847/2712-8148.2.1_1)
- Coman, C., Buica, D., Marian, A., Ioşu, C., & Bularca, M. C. (2021). Fake News on Social Media during the Coronavirus Pandemic. *Social Work Review/Revista de Asistență Socială*, (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, O.I., Teţu, G., Nanu, C.C., Bularca M.C. (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.ssl.2020.13.62.2.7>

#### - Articles published in the proceedings of international conferences

- 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](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](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](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](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. 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, 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](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. 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, Grecia. 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), 24-27 August, 2022, Maritim Paradise Blue Congress Centre, Albenia, 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 Facing Companies 2021, Transilvania University of Braşov. (3rd place – Section VII – Psychology and Educational Sciences, Sociology and Communication, Law). Participation by presenting the article entitled: Strategii de promovare pe reţelele sociale ale universităţilor europene în contextul pandemiei de Covid 19. [https://afco.unitbv.ro/images/Documente/Lucrari\\_inscrise\\_AFCO\\_2021.pdf](https://afco.unitbv.ro/images/Documente/Lucrari_inscrise_AFCO_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>
- 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>