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EDUCATION AND TRAINING

2007/09 – 2015/04 Bucharest, Romania

PHD IN COMMUNICATION University of Bucharest, Faculty of Journalism and Communication

Website www.fjsc.ro

2005/09 – 2007/05 Brasov, Romania

MASTER'S DEGREE IN IMAGE CAMPAIGN MANAGEMENT Transilvania University of Brasov, Faculty of Law and Sociology

Website www.unitbv.ro

2001/09 – 2005/05 Brasov, Romania

BACHELOR'S DEGREE IN SOCIOLOGY Transilvania University of Brasov, Faculty of Law and Sociology

Website www.unitbv.ro

1997/08 – 2001/05 Campina, Romania

BACCALAUREATE "Nicolae Grigorescu" National High School

WORK EXPERIENCE

MARKETING AND PUBLIC RELATIONS DEPARTMENT COORDINATOR – TRANSILVANIA UNIVERSITY OF BRASOV, OFFICE OF THE VICE RECTOR FOR PUBLIC RELATIONS – 2018/04 – Current – BRASOV, ROMANIA

ASSOCIATE PROFESSOR – TRANSILVANIA UNIVERSITY OF BRAȘOV, FACULTY OF SOCIOLOGY AND COMMUNICATION – 2020/09 – Current – BRASOV, ROMANIA

Courses: Fundamentals of Communication, Creative Techniques in Developing Public Relations Materials, Creative Techniques and the Development of Creativity, Public Relations Campaigns, Jobs and Careers in Public Relations, Communication and PR in the Online Environment, Media Relations, Online Media Relations, Public Relations, Organizational Communication, Sociology of Cyberspace, Online Public Relations

Teaching activities in undergraduate programs: Communication and Public Relations, Digital Media, Digital Media (in English), Human Resources, Sociology

Teaching activities in the master's degree program: Human Resource Management and Development

Coordinator of the internship program: Communication and Public Relations, 2nd year

Year tutor: Digital Media, 2nd year

LECTURER – TRANSILVANIA UNIVERSITY OF BRAȘOV, FACULTY OF SOCIOLOGY AND COMMUNICATION – 2015/09 – 2020/08 – BRASOV, ROMANIA



ASSISTANT PROFESSOR – TRANSILVANIA UNIVERSITY OF BRASOV, FACULTY OF SOCIOLOGY AND COMMUNICATION – 2007/09 – 2015/08 – BRAȘOV, ROMANIA

CREATIVE / COPYWRITER – SC FOTON PRODUCTION SRL – 2006/06 – 2007/08 – BRAȘOV, ROMANIA

LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2
FRENCH	A2	A2	A2	A2	A2

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

CERTIFICATIONS

Transilvania University of Brasov, 2011/02

Certificate of Completion of the Level I Psychopedagogical Studies Program

Transilvania University of Brasov, 2012/02

Certificate of Completion of the Level II Psychopedagogical Studies Program

Center for Modern Language Learning, Transilvania University of Brasov, 2007/07

Certificate of English Language Proficiency

Medina Association, Florence, Italy, 2006

Certified competencies: project management; specialization in the promotion and implementation of new public and social policies; and specialization in community and regional development

PUBLICATIONS

Books (author/editor)

- Kavoura, A., Briciu, V.-A., & Briciu, A. (Eds.). (2025). *Strategic Innovative Marketing and Tourism: Creative Solutions and Digital Transformation Challenges—11th ICSIMAT, Brasov, Romania, 2024*. Springer.
- Briciu, V.-A. (Coord.). (2021). *10 studii de caz în relații publice*. Presa Universitară Clujeană.
- Briciu, V.-A. (2020). *Brandingul locurilor și mediul online: Caracteristici și ipostaze identitare*. Presa Universitară Clujeană.

Chapters in International Books and Encyclopedias (Selection)

- Briciu, A., Briciu, V.-A., Gabor, D., & Duguleană, M. (2026). The dynamics of recruitment in the Romanian public sector: The role of digital platforms within the institutions of the Ministry of Internal Affairs. In A. Kavoura, U. Gretzel, & V. Vrana (Eds.), *Strategic Innovative Marketing and Tourism: Navigating Global Trends and Managing Challenges—12th ICSIMAT* (pp. 1007–1015). Springer.
- Briciu, V.-A., Briciu, A., Balmuș, D.-A., & Bîldea, T.-Ș. (2026). Digital communication and innovation strategies in the HoReCa industry: A case study of the Brașov Tavern Keepers' Guild, Romania. In A. Kavoura, U. Gretzel, & V. Vrana (Eds.), *Strategic Innovative Marketing and Tourism: Navigating Global Trends and Managing Challenges—12th ICSIMAT* (pp. 423–431). Springer.
- Briciu, V.-A., Briciu, A., & Dogaru, G. (2026). Analysis of Romanian tourism bloggers characteristics and their COVID-19 content. In S. Avdimiotis (Ed.), *Harnessing Innovation for Personalized Tourism* (pp. 431–462). IGI Global.

- Briciu, V.-A., Strempele, C. G., & Briciu, A. (2025). Digital transformation and the Romanian public sector: Evaluating engagement strategies on Facebook. In E. B. Sevinç Çubuk (Ed.), *Digital Competency Development for Public Officials: Adapting New Technologies in Public Services* (pp. 385–418). IGI Global.
- Briciu, V.-A., Catargiu, A. C., & Briciu, A. (2025). Artificial intelligence adoption in corporate recruitment and selection processes: A qualitative investigation of Romanian recruiters. In A. Ara (Ed.), *Human Resource Management in the Age of Generative AI* (pp. 133–156). IGI Global.
- Briciu, V. A., Cogean, C. V., Briciu, A., & Gulpe, A. (2025). Dietary supplements market in Romania: Trends, opportunities, and challenges in the digital age. In K. Djakeli (Ed.), *Brand Creation and Management in the Phygital Era* (pp. 225–256). IGI Global.
- Briciu, A., Briciu, V.-A., Candrea, A., Pascu, M. L., Kavoura, A., & Constantinescu, L. (2025). Promotion of intangible heritage on social media. In A. Kavoura, V.-A. Briciu, & A. Briciu (Eds.), *Strategic Innovative Marketing and Tourism: ICSIMAT 2024* (pp. 637–645). Springer.
- Briciu, V.-A., Briciu, A., & Floroiu, E. A. (2024). Exploring the work-life balance effects of work from home in the corporate environment in Romania: A case study approach. In E. Shaikh (Ed.), *Impact of Corporate Social Responsibility on Employee Wellbeing* (pp. 343–366). IGI Global.
- Briciu, A., Briciu, V.-A., Cogean, C. V., & Gulpe, A.-M. (2024). Online marketing strategies used in the promotion of dietary supplements in Romania. In A. Kavoura, T. Borges-Tiago, & F. Tiago (Eds.), *Strategic Innovative Marketing and Tourism: Current Trends and Future Outlook—10th ICSIMAT* (pp. 411–419). Springer.
- Briciu, V.-A., Briciu, A., Bularca, M. C., & Dogaru, G. (2024). Characteristics of Romanian travel bloggers and generated content during COVID-19. In A. Kavoura, T. Borges-Tiago, & F. Tiago (Eds.), *Strategic Innovative Marketing and Tourism: Current Trends and Future Outlook—10th ICSIMAT* (pp. 111–119). Springer.
- Bularca, M. C., Coman, C., Nechita, F., & Briciu, V.-A. (2024). Attributes of effective online promotion strategies: Case study of European universities. In A. Kavoura, T. Borges-Tiago, & F. Tiago (Eds.), *Strategic Innovative Marketing and Tourism: Current Trends and Future Outlook—10th ICSIMAT* (pp. 863–871). Springer.
- Briciu, V.-A., Briciu, A., & Kavoura, A. (2022). Place identity. In D. Buhalis (Ed.), *Encyclopedia of Tourism Management and Marketing* (pp. 512–515). Edward Elgar Publishing.
- Briciu, A., & Briciu, V.-A. (2022). Travel blogs. In D. Buhalis (Ed.), *Encyclopedia of Tourism Management and Marketing* (pp. 580–583). Edward Elgar Publishing.
- Briciu, V.-A., & Briciu, A. (2021). Social media and organizational communication. In M. Khosrow-Pour (Ed.), *Encyclopedia of Organizational Knowledge, Administration, and Technology* (pp. 2609–2624). IGI Global.

Chapters in National Books

- Briciu, V.-A., Briciu, A., & Catargiu, A. C. (2024). Utilizarea inteligenței artificiale în procesele de recrutare și selecție: Indicii de la recrutorii din sectorul corporatist din România. În A. Momoc & R. Surugiu (Eds.), *Media și Inteligența Artificială* (pp. 207–226). Tritonic.
- Briciu, V.-A. (2021). Despre puterea exemplului: Aspecte privind rolul și importanța studiilor de caz. În V.-A. Briciu (Coord.), *10 studii de caz în relații publice* (pp. 5–17). Presa Universitară Clujeană.
- Briciu, V.-A., & Văcaru, A.-I. (2021). Social media și comunicarea organizațională. În C. Buzea & H. Moașa (Eds.), *Managementul resursei umane: Teorii în practica profesională* (pp. 301–328). Institutul European.

Articles published in peer-reviewed journals (Web of Science / Scopus / BDI) (selection)

- Briciu, V.-A., Zinger, E., Strempele, C.-G., & Briciu, A. (2026). Greener websites: A digital carbon footprint audit of higher education homepages across the UNITA alliance. *Sustainability*, 18(17), 8941.
- Szöke, A., Richard, J.-R., Ladea, M., Ferchiou, A., Ouaknine, E., Briciu, V.-A., Pirlog, M. C., Bran, M., Pignon, B., & Schürhoff, F. (2024). Season of birth and schizotypy in a sample of undergraduate students. *Social Psychiatry and Psychiatric Epidemiology*.
- 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), 816.
- Briciu, V.-A., & Briciu, A. (2022). Defining place branding through local and national identity and national stereotypes. *Bulletin of the Transilvania University of Brasov, Series VII: Social Sciences and Law*, 15(64)(2), 225–230.
- Tiago, F., Correia, P., Briciu, V.-A., & Borges-Tiago, T. (2021). Geotourism destinations online branding co-creation. *Sustainability*, 13(16), 8874.
- Briciu, V.-A., & Briciu, A. (2021). Critical perspectives on the use of branding models in approaching places. *Bulletin of the Transilvania University of Brasov, Series VII: Social Sciences and Law*, 14(63)(2), 383–390.
- Briciu, V.-A., Rezeanu, C.-I., & Briciu, A. (2020). Online place branding: Is geography "destiny" in a "space of flows" world?. *Sustainability*, 12(10), 4073.
- Duguleană, M., Briciu, V.-A., Duduman, I.-A., & Machidon, O.-M. (2020). A virtual assistant for natural interactions in museums. *Sustainability*, 12(17), 6958.

- 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.
- Briciu, V.-A., & Briciu, A. (2020). COVID-19 influence and future perspectives of artificial intelligence on the labour market. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, 11(2Sup1), 21–28.
- Ladea, M., Szöke, A., Bran, M., Baudin, G., Slavu, R., Pirlog, M. C., Briciu, V., Udristoiu, I., Schürhoff, F., & Ferchiou, A. (2020). Schizotypal Personality Questionnaire-Brief: Effect of invalid responding on factor structure analysis and scores of schizotypy. *L'Encéphale*, 46(1), 7–12.
- Briciu, V.-A., & Briciu, A. (2020). Multidisciplinary perspectives in approaching brands and expressing place identity. *Bulletin of the Transilvania University of Brasov, Series VII: Social Sciences and Law*, 13(62)(2), 283–290.
- Briciu, A., & Briciu, V.-A. (2020). A cultural perspective on brands and symbol affirmation: The theory of cultural and iconic branding reviewed. *Bulletin of the Transilvania University of Brasov, Series VII: Social Sciences and Law*, 13(62)(1), 95–102.
- Briciu, V.-A., Nechita, F., Demeter, R., & Kavoura, A. (2019). Minding the gap between perceived and projected destination image by using information and communication platforms and software. *International Journal of Computational Methods in Heritage Science*, 3(2), 1–17.
- Briciu, V.-A., & Briciu, A. (2019). Concept variations on destination, place and nation marketing and branding. *Bulletin of the Transilvania University of Brasov, Series VII: Social Sciences and Law*, 12(61)(2), 389–394.
- Briciu, V.-A., Briciu, A., & Demeter, R. (2019). A tentative model for an online place branding application solution. *Bulletin of the Transilvania University of Brasov, Series VII: Social Sciences and Law*, 12(61)(1), 149–160.

Publications in conference proceedings (selection)

- Strempele, C.-G., & Briciu, V.-A. (2024). Characteristics of communication through online social networks in central public institutions in Romania. In C. A. Nastase, A. Monda, & R. Dias (Eds.), *International Scientific Conference – EMAN 2024: Conference Proceedings* (Vol. 8, pp. 373–382). Association of Economists and Managers of the Balkans.
- Briciu, V.-A., Briciu, A., & Catargiu, A.-C. (2023). The use of artificial intelligence in recruitment and selection processes: Evidence from corporate recruiters. In *10th SWS International Scientific Conference on Social Sciences – ISCSSL 2023: Conference Proceedings* (Vol. 23, No. 1). SWS Scholarly Society.
- Briciu, V.-A., Briciu, A., & Floroiu, E.-A. (2023). An exploratory study about the effects of working from home in the corporate environment. In *10th SWS International Scientific Conference on Social Sciences – ISCSSL 2023: Conference Proceedings* (Vol. 23, No. 1). SWS Scholarly Society.
- Briciu, A., Briciu, V.-A., & Bortos, E.-L. (2023). An exploratory study on the consequences for young people of cyberbullying—The new form of online violence and aggression. In *9th Ruhuna University International Conference on Humanities and Social Sciences (RUICHSS 2023): Conference Proceedings* (pp. 113–128). University of Ruhuna.
- Briciu, V.-A., Briciu, A., & Baci, D.-V. (2023). Aspects of Romanian students' attitudes towards using vlogging as a tool in the education process. In *9th Ruhuna University International Conference on Humanities and Social Sciences (RUICHSS 2023): Conference Proceedings* (pp. 293–308). University of Ruhuna.
- Briciu, V.-A., Briciu, A., Tudor, C.-A., & Coman, C. (2022). Analyzing Romanian automotive companies websites to evaluate the online employer of choice and branding characteristics. In *9th SWS International Scientific Conference on Social Sciences – ISCSSL 2022: Conference Proceedings* (Vol. 9, No. 1, pp. 801–807). SWS Scholarly Society.
- Briciu, V.-A., Briciu, A., Antochi, V. R., & Bătrânu-Pinţea, V. (2022). Organizing eSports events in Romania: Case studies from the early stage of development. In *9th SWS International Scientific Conference on Social Sciences – ISCSSL 2022: Conference Proceedings* (Vol. 9, No. 1, pp. 825–832). SWS Scholarly Society.
- Bătrânu-Pinţea, V., Coman, C., Briciu, A., & Briciu, V.-A. (2022). Destructive contemporary aspects in social media: Mukbang and hikikomori phenomena. In *9th SWS International Scientific Conference on Social Sciences – ISCSSL 2022: Conference Proceedings* (Vol. 9, No. 1, pp. 817–824). SWS Scholarly Society.
- Briciu, V.-A., Gherghinoiu, M., Groza, M.-G., Briciu, A., & Coman, C. (2021). City branding and universities: How city brands can use universities as part of their strategy. In *8th SWS International Scientific Conference on Social Sciences – ISCSSL 2021: Conference Proceedings* (Vol. 8, No. 1, pp. 583–592). SWS Scholarly Society.
- Briciu, V.-A., Briciu, A., & Găitan, Ş.-M. (2019). The image management strategy through social networks: An analysis of the banking environment in Romania. In V. Bevanda (Ed.), *International Scientific Conference EMAN 2019: Conference Proceedings* (pp. 583–588). All in One Print Center.
- Briciu, V. A., Briciu, A., & Gulpe, A.-M. (2019). An empirical research for identifying and analyzing the identity characteristics of different online destination websites. In C. Ignatescu (Ed.), *12th LUMEN International Scientific Conference: LUMEN Proceedings* (pp. 26–39). LUMEN Publishing.
- Briciu, V.-A., & Briciu, A. (2019). Web 1.0 and Web 2.0 variations of identity characteristics of official place brands websites. In A.-D. Bibiri, C. Grădinaru, E. Grosu, A. Mironescu, & R. Patraş (Eds.), *Exploring the Digital Turn: Conference Proceedings* (pp. 307–324). Editura Universităţii „Alexandru Ioan Cuza”.

PROJECTS

International Research Grants and Projects (Selection)

- **2023–2026** — Enhancement of the competences and possibilities for religious tourism development and for better integration and management of religious sites in the urban environment (ReligiTour), Erasmus+ (2023-1-PL01-KA220-HED-000156074). **Role:** UNITBV Partner Team Member.
- **2023–2026** — Civil engagement, integration and better management of the national intangible heritage to raise awareness of European common values – EU context, perspectives and active citizenship (INThrace), Erasmus+ (2023-1-RO01-KA220-HED-000156121). **Role:** UNITBV Partner Team Member.
- **2022–2025** — On-Wheels summer school for the socio-cultural evolution of the European Values, Principles, Identity and Awareness (EUROPIA), Erasmus+ (2022-1-PL01-KA220-HED-000086334). **Role:** UNITBV Partner Team Member.
- **2021–2023** — Digital readiness and capacity building of humanities professors in universities through partnership with digital technologies companies, Erasmus+ (2021-1-LT-01-KA220-HED-000031124). **Role:** UNITBV Partner Project Manager (or *Principal Investigator / Project Director*).
- **2020–2023** — Rediscovering "NewEurope" – On-Wheels summer school for Balkan/Central and Eastern Europe trans-border history and politics, Erasmus+ (2020-1-PL01-KA203-081999). **Role:** UNITBV Partner Team Member.
- **2020–2023** — Developing Inclusive Education for Students with Disabilities in Sri Lankan Universities (IncEdu), Erasmus+ (609871-EPP-1-2019-1-LK-EPPKA2-CBHE-JP). **Role:** UNITBV Partner Team Member.

AWARDS

Awards

2026 — "Outstanding Contribution to the Supervision of Scientific Papers" Award, UNITBV "Graduates in Front of Companies" event (AFCO 2026), May 14.

2025 — "Outstanding Contribution to the Supervision of Scientific Papers" Award, UNITBV "Graduates in Front of Companies" event (AFCO 2025), May 13.

2020 — Best Paper Award (S7 Other Related Topics), CoSME'20 International Conference, Braşov, for the paper "Teaching online during the COVID - 19 crisis. Initial thoughts" (co-authors: Deaky, B.-A., Pârş, L.).

2020 — UEFISCDI Award – Research Results Rewarding Program (PRECISI 2020), project code PN-III-P1-1.1-PRECISI-2020-41405, for the article "Evaluating How 'Smart' Braşov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism" (co-author: Briciu, A.).

2020 — UEFISCDI Award – Research Results Rewarding Program (PRECISI 2020), project code PN-III-P1-1.1-PRECISI-2020-44657, for the article "A Virtual Assistant for Natural Interactions in Museums" (co-authors: Duguleană, M., Duduman, I.-A., Machidon, O.-M.).

2020 — UEFISCDI Award – Research Results Rewarding Program (PRECISI 2020), project code PN-III-P1-1.1-PRECISI-2020-46697, for the article "Online Place Branding: Is Geography 'Destiny' in a 'Space of Flows' World?" (co-authors: Rezeanu, C., Briciu, A.).