



Habilitation Thesis

*Contribution to developing the domain of Communication
Sciences and Public Relations in Romania*

Assoc. Prof. Rus Flaviu Călin, PhD.

Abstract of the Habilitation Thesis

The present paper represents the habilitation thesis and it was developed on the basis of my academic activity and on my vision for future projects. It was drawn up with the purpose of obtaining the habilitation and implicitly of being granted the permission to coordinate doctoral theses in the fields of Communication, Public Relations and Advertising.

This paper will include three parts. The first part is this abstract, through which I will briefly show my approach in elaborating this paper. The second part, comprised of two parts and the most ample, will concern my entire academic activity after the PhD and my projects for future development. In the first section of the second part, I have used several parameters in order to describe my entire activity in a compelling and detailed manner. From the very beginning, I have divided my work in large fields, as: the scientific field, the didactical and pedagogical field, the academic management field, research etc. These fields also represented fundamental elements, according to which I have described my activity. I shall subsequently enumerate the parameters according to which I have described my activity: a brief description of the candidate's professional training and of his national and international activity (extended CV), defining the fundamental concepts in the field, sole author books or volumes, coauthor volumes, collective volumes, conferences, articles and volumes based on conferences, articles published in IDB journals (International Databases), articles published in journals rated in the ISI Web of Knowledge database, programs and funding, the conclusions of this section which also comprise the diplomas received throughout our activity. I have used two types of approaches throughout this section in order to present my activity. The first was quantitative, through which I presented a list of papers with all the due documentation from which one can clearly infer the number and type of papers published after obtaining the PhD diploma up to the present day. This list includes volumes, articles, conferences and also projects and programs I participated in or I coordinated during the aforementioned period of time. After presenting the quantitative aspects of my activity, I moved on to the qualitative approach, through which I described my academic activity. To this end, I presented with great detail some of my most important scientific accomplishments and for the argumentation I described and commented upon parts of these papers. This endeavor posed some challenges because I found it difficult to choose the most important papers because, as I repeatedly stated throughout this thesis, it is difficult for every researcher to make this distinction himself, as he

might be subjective on the one hand, but on the other hand, he can value his entire work. I have nonetheless made this selection and I have presented only some of the papers in this section, while only naming the others.

The second section of the second part contains a description of my development trajectory in the subsequent period and a vision of my academic development for the following years. Similar parameters were used in this section as well in order to describe my projects as accurately as possible. These parameters were the following: volumes and books, national and international conferences, the PR and Advertising Festival, scientific articles, research, development and innovation programs, *Revista Transilvană de Științe ale Comunicării* (Transylvanian Review of Communication Sciences), didactical and pedagogical activity, department development, university management, doctoral school. All these parameters served to divide information so it should describe as accurately as possible my vision on personal development, but also on the development of the department I am a part of. The doctoral school represents a very significant aspect of my description. I have tried to explain my vision concerning this doctoral school and why it is necessary to coordinate PhD theses in the field of Communication Sciences. I wish to emphasize that my vision about the future is focused on three main directions: on personal development, on the development of the department I belong to and on the development of the university in the areas in which I temporarily hold leadership positions. I focused on the three main directions because I deem it is absolutely necessary that, apart from personal development, every researcher or teaching professional should focus on and support through personal contributions the department they belong to, due to the fact that a strong department is a very good calling card for any of its members and also a strong department supports clean competition among its members, which leads to progress. I have taken into consideration the University as well, because I consider that a strong university creates, in its turn, the premise for the development of all the teaching professionals there. I wished to describe, through these parameters, my vision about future projects because I have the strong belief that they offer a panoramic view of the development trajectory of a teaching professional. The connection between the first section and the second part of the second section is a natural one and the second section is actually the addition to the work undertaken throughout all these years. I would also like to note that all the descriptive material I made reference to is to be found on the CD, which will be attached to my habilitation folder.

As far as the third part of this habilitation paper is concerned, it will contain a bibliographic list with all the works I referred to in this habilitation thesis. I wish to further remark that the first part, the second part with its two sections and the third part of this habilitation paper were elaborated taking into account the requirements from the habilitation guide created by CNATDCU. The three parts represent components of the same whole, through which I wished to present both my academic activity after obtaining the PhD diploma and my vision on my future development.