

## Abstract

In accordance with the provisions of the law (Ordinance no. 3121 from 2015, January 27th), the present habilitation thesis consists in two parts. The first one presents the main scientific results obtained after the PhD degree was conferred, highlighting the professional, scientific and academic career along with the main directions of its development. The second one refers to the management of teaching and research activities and includes relevant information regarding the capacity to coordinate research teams, to organize and administrate teaching activities, to explain and facilitate learning and research.

In summary, the scientific research carried out since 2002, the year when I have the PhD degree conferred, was materialized in more than 20 academic publications, from which 17 were published in English, 11 abroad, 7 indexed in ISI Thomson data base, 6 in other international data base (SCOPUS, EBSCO, IBSS, CSA). I have been the author of 5 books, 3 as single author, 1 as co-author and 1 as co-author and coordinator. One of these was published abroad, - *Mapped In or Mapped Out?: The Romanian Poor in Inter-Household and Community Networks*, World Bank, Washington, 2004 – and it is registered in more than 100 libraries from WorldCat. Books, articles, studies and research reports have more than 35 citations abroad, without self-citations, in journals and books from Elsevier, Palgrave, Sage, Taylor& Francis, Springer; 10 of these are in ISI journals with the impact factor higher than 0.1. Hirsch index – registered by Goggle Scholar data base – is 6.

The research activity orientation towards subjects and topics with applied stakes, as well as a special interest for a knowledge of the social, doubled by action and intervention (a policy sociology) are demonstrated by the large number of studies and research projects carried out for beneficiaries from the economic and social environment, public and private institutions and organizations, national and international, such as Ministry of Education and Research, National Council of Research, Open Society Foundation, World Bank, Alternatives Incorporation Delaware SUA – Bucharest Branch, National Agency for Development and Implementation of Reconstruction Programmes in Mining Areas, Romanian Fund for Social Development, Ministry of Public Information, *The Romanian Order of Architects*, The National Audiovisual Council of Romania, Institute for Advanced Studies Austria, InWEnt Germany, Hart Group - UK, Nokia Corporation, SECOR Europe, Hulla & Co. Human Dynamics KG – Wien.

The main scientific results presented in extension in the habilitation thesis circumscribe the following topics: a) the methodological challenges of current sociological research with two distinct exemplifications - the first one is related to methodology limits and problems in the cross-national survey carried out as part of the international project “Multilingualism in Europe as a Resource for Immigration”; the second one approaches the methodological issues encountered in studying children and their internet experiences, with a focus on online risks; b) the configuring factors and communication strategies used in drug advertising - a case study on television broadcasted

advertisements in Romania; c) the mass media influence on children socializing processes; d) the impact of minority participation in Romanian Government; e) Mapped In or Mapped Out?: a study about the Romanian poor in inter-household and community networks; f) an assessment study of the architecture as a profession and professional practices.

The second part of the thesis shortly reviews the most relevant information regarding the activities carried out in last years in the fields of teaching and research management, such as following examples:

- Since 2007 I have been director and coordinator of 8 research projects, financed through competition, whose implementation involved a cumulative participation of more than 100 people, teachers, reserchears, students from bachelor, master and PhD levels from the Faculty of Sociology and Social Work.
- The contents of the courses taught were and are configured in relation to the main objective to provide students a theoretical, methodological and practical training, oriented to applied and instrumental skills useful both in terms of labor market insertion and development of academic competence required in order to continue their studies at master's level or Ph.D.
- Since 2000 I coordinate the master's degree program Communication and Public Relations, transformed and re-accredited in 2007 under the name Communication, Society and Media. Since 2010, I am the coordinator of the undergraduate program in Human Resources - first initiated and implemented nationally by the faculties of Sociology and Social work at UBB and University of Bucharest - and the master's program Strategic Management of Human Resources (accredited in 2011).