

Abstract

The present paper, entitled „Contributions and Perspectives in the development of communication and public relations research field” started from my professional and academic benchmarks and was written with the specific objective of achieving the habilitation certificate and the official ability to coordinate PhD thesis in the field of communication, public relations and advertising, a field that has a lot to overcome, but also a lot to offer, a field with wide perspectives, of huge importance for the nowadays social interactions and for identity/ brand creation and management.

The habilitation thesis that I present to you has three sperarate parts, according to the legal methodologies regarding the habilitation process. Thus, the three parts of my habilitation thesis get to form a coordinate ppaper meant to present my academic activity, my professional achievements and choices according to the scientific fields of interest, as well as my vision and perspectives in future academic and research activity in the field I have chosen.

The first part of the thesis is represented by the abstract that makes a concentrated presentation of the whole and complex demeanour of realising the present thesis, the objectives, the motivation and the technical solution chosen for integrate the whole thesis. Much more complex than the first part of the thesis, the second part refers to mz whole academic route, especially the post doctoral one, as well as my future projects in the field I have chosen and that will also be presented thoroughly. In oreder to present my existing experience I have chosen to refer to several distinct parameters to perform a clear, complete thorough and relevant presentation of my overall professional and academic developmenet.

The structure of the presentation is based on major experience areas like: the teaching area, the scientific and research area as well as the practical experience of the chosen field(s). For this reason, the presentation of past experience is structured as follows: a short description of educational and professional background and experience, presentation of the main concerns, directions and fields of research, personal and collective books, studies published in proceedings of international scientific conferences, articles and studies written for publications under ISI Web of Knowledge and BDI, involvement in project management and implementation.

The presentation had both a quantitative (due to the list of publications) and a qualitative approach, presenting the research activity and the most important academic achievements. For this I chose to present some of my most important achievements, by presenting parts of the selected papers.

The second part of my habilitation thesis also includes a short description of future plans and fields of research, also directions for the future professional development, and this presentation is also based on major fields of interests, such as: books, national and international scientific conferences, scientific research and papers, teaching activity, the doctoral school and so on.

The choice I made for these parameters and the presentation structure help information be much more structured so that it creates a complete picture of my personal vision and of the importance of leading doctoral research in the field of communication and public relations.

My personal vision on future development covers several major aspects: personal evolution, the development of the Department for Communication, Public Relations and Advertising where I belong, and the subsequent natural development of Babes-Bolyai University. The choice I made for this type of structure is based on the fact that a personal academic and research evolution of any member of the university cannot be performed

unless a natural relationship with the department and the university he/she is studies and that provide him/ her proper working conditions and facilities.

The final conclusions naturally endt this second part of the habilitation thesis, presenting the main reason for the attempt to achieve the habilitation certificate and the official ability to coordinate doctoral researches.

The overall conclusions states that a more sensitive and thorough approach on the field communication and public relations is not only an inner necessity ofthe above mentioned field of research, for scholars and practitioners, but also for the public space, be it economic or political, local regional, national and global.

For all these reasons, I state that doctoral research in the field of communication and public relations is a must in order to overcome any delay Romania has on both theoretic and practical level and I am sure that the achievement of the Habilitation certiifcate and of the official ability to coordinate doctoral research will help me provide a major contribution to the development of the field of communication.