

Abstract

After defending my PhD thesis in December 2006 and obtaining the PhD degree in April 2007 my interest in research and professional development was focused on two main topics.

The first one consists of my earlier studies and the topic of the PhD thesis, and is dealing with communication campaigns, mobilisation of specific target groups by different mass or interpersonal communication means. This interest follows two main directions, one of which is online communication, an issue becoming more and more important which has established a new paradigm within institutional and interpersonal communication, puzzling the classical ATL system of mass communication channels, while the other direction is the combination of campaign techniques with the elements of project management, methods of analysis and strategic management, the results being researches and institutional branding projects as well as place branding. The research is primarily aimed at the development of my own methods of analysis applicable to institutions and cities in Romania, the transfer and implementation of internationally used methods in the administrative, legislative and economic fields in Romania. Practical institutional and place branding projects developed in the last two years are based on these analyzes. The processes performed in vivo will, hopefully, confirm our hypotheses. Generating and collecting new data and describing situations allow us, in return, to get back to our theoretical analysis. The main components will be qualitative and quantitative analysis used in branding, demographic, economic and legislative analysis, the methods of strategic project development, the mechanisms of implementing branding programs by focusing on the inclusion of specific internal and external target groups as well as the monitoring and comparative analysis of the results.

The second main field of interest includes the development of interpersonal communication abilities. On one hand it is a field of synthesis that emerges in publications dealing with the analysis and development of specific instruments, adapted to the communication environment, on the other hand it is a practical one too, essential for the curricular and extracurricular teaching process. The topics of primary interest are: the analysis of verbal and nonverbal communication channels, the effect of nonverbal communication on the interlocutors taking part in the communication process, perception, decoding and analysis of verbal and nonverbal signs. The synthesis of international research, replication of research

(e.g. in olfactive communication) and development of the proper personal instruments of analysis and research represent a separate field of interest. Another direction is the development of didactic material to support the education process and the creation of an infrastructure for other members of the teaching staff.

All these activities are conceived to add original aspects to my fields of research and practice and, at the same time, to assure a positive image of the department and the university where I work in order to attract and involve students and young researchers as well as PhD candidates studying to reach the MA or PhD level.