

Doctoral School of "Communication, Public Relations and Advertising"

Communication Sciences

Doctoral supervisors

Prof. Dr. Habil. Delia Cristina BĂLAȘ

Social media research; Advertising and new media research; Media communication effects (media effects); Children, adolescent, and media; Media credibility, media credibility; Analysis of advertising through social media influencers; Privacy protection behavior in online and mobile communication; Social media and well-being

delia.balas@ubbcluj.ro

<https://www.sdcrrp.ro/coordonatori.html>

Prof. Dr. Habil. Ioan HOSU

Online vs offline communication; Communication in the political space; Organizational communication; Strategic communication; Communication and society

ioan.hosu@ubbcluj.ro

<https://www.sdcrrp.ro/coordonatori.html>

Prof. Dr. Habil. Flaviu-Călin RUS

Internal and external communication in private firms; Internal and external communication in public institutions; Interpersonal communication; Communication and PR in politics; Crisis communication; Communication and PR in conflict situations; Communication and negotiation in the international sphere; Communication and PR in the media field; Communication and PR in the NGO field; Public relations in the commercial/services fields; Sports PR; Cultural PR; Public relations in health; Public relations and events; Communication campaigns; PR campaigns; Branding; Advertising; Media research - classic and new media

calin.rus@ubbcluj.ro

<https://www.sdcrrp.ro/coordonatori.html>

Prof. Dr. Habil. Cosmin IRIMIEȘ

New challenges of communication in the public space; Brand management, creation and management of institutional, location or country brands; Communication in crisis situations; PR and communication in sport; Lobbying as a method to achieve a successful democracy

cosmin.irimies@ubbcluj.ro

<https://www.sdcrrp.ro/coordonatori.html>

Prof. Dr. Habil. VINCZE Hanna-Orsolya

New media and participatory practices; The transformation of news media; Online political communication; Media literacy; Media portrayals and representations; Communication and culture

hanna.vincze@ubbcluj.ro

<https://www.sdcrrp.ro/coordonatori.html>

Assoc. Prof. Dr. Habil. Ioana IANCU

Consumer behaviour and decision making; Emotions in advertising; Sensory branding; Attention in advertising; Smart advertising; Creativity in advertising

ioana.iancu@ubbcluj.ro

<https://www.sdcrrp.ro/coordonatori.html>

Prof. Dr. Habil. KADAR Magor-Elek

Image analysis and image building; Reputation management; Place branding; Destination branding; Company branding; Institutional communication; Event management and branding; Personal branding; Sensorial branding; Strategic thinking and planning

magor.kadar@ubbcluj.ro

<https://www.sdcrrp.ro/coordonatori.html>



The Doctoral school of "Communication, Public Relations, and Advertising" includes coordinators from the communication sciences, political sciences and marketing fields, with research areas revolving around the communication analysis. Their scientific preoccupations comprise public relations, advertising, branding, political communication, public communication, strategic communication, communication on social network sites, religious communication etc.

Political Science

Doctoral supervisors

Prof. Dr. Habil. Sandu FRUNZĂ

Ethical, social and political values of political correctness and its beneficial role in building balanced relations in the public sphere; Discrimination as a factor of imbalance in political construction. Negative effects of discrimination in the construction of political brands; Biopolitics, bioethics and religion in the 21st century

sandu.frunza@ubbcluj.ro

<https://www.sdcrrp.ro/coordonatori.html>

CONTACT

Director of the doctoral school:

Prof. Dr. Habil. Delia Cristina BĂLAȘ (BALABAN)

E-mail: delia.balas@ubbcluj.ro

Web: <https://www.sdcrrp.ro/>

Marketing

Doctoral supervisors

Prof. Dr. Habil. Smaranda COSMA

Governance of tourist destinations; Competitiveness and performance of tourist destinations; Impact of events on tourist destinations; Innovation in leisure activities; Research and development of tourism products; Promotion in the hospitality industry; Marketing policies and strategies in the business sphere; Policies and strategies

smaranda.cosma@ubbcluj.ro

<https://www.sdcrrp.ro/coordonatori.html>