

CURRICULUM VITAE

Name: Irimies

Surname: Cosmin Vasile

Date of birth/place of birth: 16.04.1976, Cluj-Napoca, Cluj, Romania

Institution:

Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Cluj-Napoca

Contact:

Str. T. Mosoiu, Nr. 71, 400132 Cluj-Napoca

Tel/Fax: 00-40-64-405300, int 5219

E-mail: laura.irimies@fspac.ro,

Position:

Deputy Director General, Babes-Bolyai University,

Professor, Faculty of Political, Administrative and Communication Sciences, Cluj-Napoca

Education:

2008 – professional training on Project Management, Lexim Grup - National Center for Adult Professional Training - Ministry of Education, Research and Youth, Bucharest

February – March 2008 – professional training for trainers, Education 2000+, National Center for Adult Professional Training - Ministry of Education, Research and Youth, Bucharest

2008 – professional training on Human Resources Management, National Council of SMEs Deva

2004-2007 – PhD on Public Relations in Public Institutions, Babes-Bolyai University

2006 - professional training on Public Relations Management, National Institute for Administration, Bucharest

2006 - professional training on Project Management: Tools and Techniques”, Management Centre Europe - Barcelona

2006 - professional training on Project Management: People Skills”, Management Centre Europe - Barcelona

2005 – “Nicolae Titulescu” Government’s Grant on Research, Universita degli Studi di Genova, Italy

2003 – Arion Grant, Ministry of Education, Portugal

2003-2004 – MA in Management of European Public Affairs, Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Cluj-Napoca

2001-2002 – Governmental research grant, Universite Paris XI, France

2000 – 2001 – Graduate studies on Public Services Management, Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Cluj-Napoca

1996-2000 – BA in Public Administration, Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Cluj-Napoca

Work experience:

January 2017 - present – professor, Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Cluj-Napoca

April 2013 – January 2017 – assoc. professor, Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Cluj-Napoca

February 2008 – March 2013 – Lecturer, Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Cluj-Napoca

2004-2008 – Assistant, Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Cluj-Napoca

May 2012 - present – Deputy Director General – Babes-Bolyai University

August 2011 – March 2012 – Executive Director, FC Universitatea Cluj

February 2009 – July 2011 – Personal Counsellor, Romanian Government

August 2005-February 2009 – PR Specialist, Ministry of Education and Research, Project Management Unit for Preschool Education, Bucharest

2004-July 2005 – Press Officer Babes-Bolyai University, Cluj-Napoca

February 2004 – August 2005 – expert, Project Management Unit for Rural Education Project in Cluj

1999 – 2004 – PR specialist, Counselor, Ministry of Education and Research, Bucharest

1996-1999 – journalist

Projects:

1. „Improving quality of MA programs in public administration”, financed through the Sectorial Operational Program „Human Resources Development” 2007-2013
2. Interdisciplinary research regarding IT systems for improving learning efficiency, financed through the National research-development and innovation plan 2007-2013
3. E-learning systems through conceptual maps-SEARCH”, financed through the National research-development and innovation plan 2007-2013

4. „Research on a model for virtual access to knowledge and learning through communications technologies and wireless systems– MOBNET”, financed through the National research-development and innovation plan 2007-2013
5. „Performance and innovation in the professional development of teachers in urban areas”, financed through the Sectorial Operational Program „Human Resources Development” 2007-2013
6. Project for Early Education Reform in Romania (PRET), financed by the European Reconstruction and Development Bank - Communication and PR specialist
7. Project for Rural Education (PIR), financed by the World Bank - Communication and PR specialist

Published works:

1. Volumes with single author

- Principii de management al comunicării și relațiilor publice, ISBN 978-606-561-054-5, Ed. Accent, Cluj-Napoca, 2012
- Basic principles of brand management”, ISBN 978-606-561-073-6, Colecția Comunicare, Ed. Accent, Cluj-Napoca, 2012

2. Collective volumes

- Encyclopedic Dictionary of Communication and Associated Terms, Ed C.H.Beck, Bucharest, 2014

3. Articles/ studies published in professional journals nationally and internationally recognized

- „Comunicarea și informarea, acțiuni majore ale relațiilor publice”, Buletin informativ al MEN, nr. 17/2000;
- „Înțelesuri majore ale comunicării”, „Revista transilvană de științe administrative”, nr. 1 (9)/2003;
- „Sleepor Effect – condiții și efect”, „Revista transilvană de științe administrative”, nr. 1 (9)/2003;
- „Procesul comunicării, baza relațiilor publice/Comunicarea instituțională, interes și realitate”, „Revista transilvană de științe administrative”, nr. 1 (10)/2004;
- „Relațiile publice spre o nouă abordare”, „Revista transilvană de științe administrative”, nr. 1 (13) /2006;
- “Strategia de PR la nivelul organizațiilor publice”, Revista Transilvană pentru Științele Comunicării Revista Transilvană pentru Științele Comunicării, 2007
- „Moderne Betrachtungsweisen des PR-Konzeptes. Neue Kompetenzen der PR-Fachleute und ihre Kommunikationshindernisse”, Hochschulverlag Mittweida, Mitteldeutsche Hochschul – Schriften, HVM, 2008

- „Medierea conflictelor – o soluție viabilă pentru depășirea barierelor comunicaționale. Implicarea Uniunii Europene în conflictul ruso-ucrainean în timpul crizei gazelor naturale”, „Rev. transilvană de științe administrative”, nr. 2 (24), 2009
- „Think Small First – un principiu european pentru sprijinirea mediului de afaceri din România” , „Revista transilvană de științe administrative”, nr. 1 (25), 2010
- „Integrarea brandingului serviciilor publice cu programele de promovare – componentă esențială a brandingului de oraș”, „Revista transilvană de științe administrative”, nr. 1 (28), 2011
- „Synthesis: The Management of Public Relations within Central Public Institutions”, Revista Transilvană de Științe ale Comunicării, vol 8 - nr. 2(16)/2012
- “The Management of Public Relations within Central Public Institutions” – Revista Transilvană pentru Științele Comunicării, sept 2012
- „The Branding – a Defining Element of Modern Public Relations” – prezentare conferința internațională PR Trend 2012
- Irimieș, C. - Comunicarea și brandingul pe Internet – de la utilizare pasivă la participare activă, Revista Transilvană de Științe Administrative, nr. 31/2013
- „Basic Notions of Branding”, Journal of Media Research, ISSN 1844-8887, nr. 14 / 2012,
- „Review: Marușca, L.M., Communication and Conflict. Communication Management in the Alternative Dispute Resolution””, Journal of Media Research, ISSN 1844-8887, nr. 14 / 2012
- Irimieș, C. – „Models of Lobby In Europe”, Journal of Media Research, ISSN 1844-8887, vol 6, nr. 1 (15)/2013
- Irimieș, C., Marușca, L. – „Effective communication – an essential step towards public success”, Journal of Media Research, ISSN 1844-8887, vol 6, nr. 1 (15)/2013
- Irimieș, C. – „Review: Wally Olins, The Brand Handbook”, Journal of Media Research, ISSN 1844-8887, vol 6, nr. 1 (15)/2013
- Irimieș, C. – „Review Mark Tungate: Adland: A Global History of Advertising ”, Journal of Media Research, ISSN 1844-8887, 2014
- Irimieș, C – “Effective Communication in Crisis Situations” Journal of Media Research, ISSN 1844-8887, 2016
- Irimieș, C. – Crisis Communication-an Essential Survival Tool in Nowadays Society (Review: The Management of Communication in Crisis Situations / Authors: Ion Chiciudean, George David), Journal of Media Research, ISSN 1844-8887, 2016
- Irimieș, C. Marușca, L. – „Effective Communication in Politics. Barack Obama’s Inspirational Speeches“, Journal for Media Resources, 2017

4. ISI articles

- Conflict Brand Evaluation- A Basic Feature in Modern Brand Management - „Transylvanian Review of Administrative Sciences”, nr. 37 E, 2012
- Review: The Willey-Blackwell Companion to Religion and Social Justice, Journal for the Study of Religions and Ideologies, ISSN 1583-0039, nr. 34/February/2013
- Irimieș, C., Balaban D.C., Abrudan, M., Iancu. I – „Online Communication and PR in Romanian Public Administration. The Case of Public Institutions from Transylvania”, Transylvanian Review of Administrative Sciences, ISSN 1842-2845, February 2016
- Irimieș, C. – „Successfull Communication and PR Management within Public Institutions”, Proceedings of „Comunicare, context, interdisciplinaritate”, 2013
- Irimieș, C. – „Crisis communication and the role of the pr specialist”, Studies on Literature, Discourse and Multicultural Dialogue, volum colectiv indexat ISI, bazat pe lucrările conferinței Literature, Discourse and Multicultural Dialogue. The First International Scientific Conference, organizată de Universitatea „Petru Maior” din Târgu-Mureș, dec. 2013, edited by Iulian Boldea, Targu-Mures, Ed. Arhipelag XXI, 2013, ISBN 978-606-93590-3-7

Personal skills and competences:

Foreign languages:

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	4	4	4	4	3
French	4	4	4	4	3
Spanish	3	3	2	2	2
Italian	4	3	3	3	2