

CURRICULUM VITAE

PERSONAL INFORMATION

Name **IANCU, IOANA RALUCA**
Address 71, G-ral Traian Moşoiu Street, 400123, Cluj-Napoca, Romania
Telephone 0264 431505
E-mail **iancu@fspac.ro**
Data of birth 3rd of April 1982

PROFESSIONAL EXPERINCE

Date 2008 – present
Place Department of Communication, Public Relations and Advertising,
Faculty of Political, Administrative and Communication Sciences
Babeş-Bolyai University, Cluj-Napoca
Profession Graduated from Political Science
Occupation 2008-2013 - Assistant Professor
2013-2017 - Lecturer
2017- present – Associate Professor
Main activity Teaching and research activities

Date August 2007 – May 2008
Place Office of Information for Investors, Department of Communication, Public relations
and Tourism, Cluj-Napoca City Hall
Profession Specialized inspector
Occupation Research and information activities

Date September 2005 – September 2006
Place Public Policy Center (CENPO), Cluj-Napoca
Profession Research assistant
Occupation Research activities

EDUCATION

Year 2016
Name of the organization Faculty of Political, Administrative and Communication Sciences
Babeş-Bolyai University, Cluj-Napoca
Title Habil.
Specialization Domain of Communication Sciences, Doctoral School of Communication, Public
Relations and Advertising
Title of the thesis *From Rationality to Emotions in Media and Advertising Communication*

Year 2007 – 2010
Name of the organization Babeş-Bolyai University, Cluj-Napoca, Faculty of Sociology and Social Assistance
Title PhD
Specialization Sociology
Title of the thesis *The Feasibility of Introducing Internet voting in Romania. A Case Study of Cluj-Napoca*

Year	2006-2007
Name of the organization	Central European University (CEU), Budapest, Hungary
Title	MA
Specialization	Master of Arts in Political Science
Year	2005-2006
Name of the organization	Faculty of Political, Administrative and Communication Sciences Babeş-Bolyai University, Cluj-Napoca
Title	MA
Specialization	Advertising
Year	2005-2006
Name of the organization	Faculty of Political, Administrative and Communication Sciences Babeş-Bolyai University, Cluj-Napoca
Title	MA
Specialization	The Management of Political Organizations
Year	2001-2005
Name of the organization	Faculty of Political, Administrative and Communication Sciences Babeş-Bolyai University, Cluj-Napoca
Title	BA
Specialization	Political Science

**TEACHING
ACTIVITY**

Professional experience

COURSES	SEMINARIES	PROGRAM	YEAR
Planning and strategy in advertising	Planning and strategy in advertising	Advertising	III
Advertising strategies	Advertising strategies	Communication and Public Relations	II
Advertising projects	Advertising projects	Advertising	II
Introduction in advertising	Introduction in advertising	Journalism	III
Research Methods in PR and Advertising	Research Methods in PR and Advertising	Master of PR and Advertising	Master I
Creativity in PR and Advertising	Creativity in PR and Advertising	Master of PR and Advertising	Master II
Planning and research in advertising	Planning and research in advertising	Master of Advertising	Master I
Creativity in advertising	Creativity in advertising	Master of Advertising	Master II

	Media communication	Advertising, Communication and Public Relations	II
	Advertising communication	Advertising, Communication and Public Relations	I

SCIENTIFIC ACTIVITY

Topics of interest

- The use of technology in communication processes
- Intelligent advertising
- Creativity in communication
- Emotions in advertising

Scientific awards for published papers

International award of the *Journal for the Study of Religion and Ideologies* (ISI), 26th of November 2014.

National Plan PN II (2007-2013), Human Resources: **Ioana Iancu**, Delia Cristina Balaban, Romanian Media Coverage on Bioethics. The Issue of Stem Cells, *Journal for the Study of Religions and Ideologies*, Vol.8, No.22, (Spring 2009): 24-37 (ISI), Cod CNCISIS 141.

National Plan PN II (2007-2013), Human Resources: Delia Cristina Balaban, **Ioana Iancu**, The Role of PR in Public Sector. Case Study on PR Professionalization at the Local Level in Romania, *Transylvanian Review of Administrative Sciences*, No.27 E/October 2009: 22-38 (ISI), Cod CNCISIS 1772.

Research grants

HR analyst: POSDRU Project – The development of the entrepreneurship abilities and professional competencies for the students in the north-west region, ID: 136845, 2014-2015.

Director: Young Researchers Grant, Babeş-Bolyai University, 2013-2014, Title of the project: The impact of intelligent advertising. A neuromarketing analysis. Grant no.: GTC_34023/2013.

Fellowship

2006-2007 – Study fellowship George Soros, Master of Arts in Political Science, Central European University (CEU), Budapest, Hungary.

Awards

Annual award for teaching excellency 2017-2018, Babeş-Bolyai University.

Member in editorial teams

Editor - Digital Entrepreneurship and Global Innovation, IGI Global.

Editor in chief – Journal of Media Research (Ebsco, Proquest și CEEOL).

Editor International Students' Conference on Communication, Department of Communication, Public Relations and Advertising, Babeş-Bolyai University, Cluj-Napoca.

Scientific reviewer	Computers in Human Behavior Journal (Elsevier)
Relevant conferences	<p>2016 – 24-25 October. Ioana Iancu. <i>The Process of Advertising Technology to Elderly</i>. PR Trend. <i>Communication in a Changing Society</i>. Babeş-Bolyai University, Cluj-Napoca, Romania</p> <p>2015 – 26-27 March. Lorina Culic, Ioana Iancu, Anișoara Pavelea, <i>Why Should I Join a Students' Club? The Motivation Behind Participating in Students' Clubs</i>. Professional Communication and Translation Studies International Conference, 9th Edition, Language and Communication in Digital Era, Politehnica University of Timisoara, Department of Communication and Foreign Languages.</p> <p>2014 – 3-9 September. Ioana Iancu, <i>Intelligent Advertising. An Augmented Reality Perspective</i>. International Multidisciplinary Scientific Conference on Social Sciences and Arts, Albena, Bulgaria.</p> <p>2013 – 5-6 December. Anișoara Pavelea, Lorina Culic, Flavia Topan, Iancu Ioana, <i>Roșia Montană Proteste. An Empirical Perspective</i>. The International Scientific Conference. Literature, Discourse and Multicultural Dialogue, 1st Edition, The ALPHA Institute for Multicultural Studies, Târgu Mureș, Romania,</p> <p>2013 – 23-26 October. Anișoara Pavelea, Lorina Culic, Flavia Topan, Iancu Ioana, <i>Media Coverage of the Roșia Montana Protests</i>. International Conference on Media Convergence, Department of Journalism, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.</p> <p>2012 – 19-21 November. Ioana Iancu, Bogdan Iancu, <i>Future Internet: Challenges and Opportunities in Advertising</i>. PR Trend. New Media: Challenges and Perspectives, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.</p> <p>2010 – 25-27 June. Ioana Iancu, <i>Internet Voting. A Mechanism to Increase Electoral Participation</i>. Networking Democracy? New Media Innovations in Participatory Politics, Babeş-Bolyai University, Cluj-Napoca, Romania.</p> <p>2009 – 27-29 March. Delia Cristina Balaban, Ioana Iancu, <i>The Role of PR in the Public Sector. Case Study on Professionalization of PR at the local level in Romania</i>. PR Trend. Teorie și practică în relațiile publice și publicitate, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.</p> <p>2009 – 9-12 February, PhDs' Workshop, Institut Fur Kommunikationswissenschaft und Medienforschung, Ludwig - Maximilians Universitat, Munchen, Germania.</p> <p>2007 – 25-27 May. Ioana Iancu, <i>A Game Theoretical Perspective on Heating Systems. The Case of Romania</i>. Third CEU Graduate Conference in Social Sciences, "Challenges for CEE States in Enlarging EU and Globalizing World", Central European University, Budapest, Hungary.</p>

Organized conferences

2017 – 7-8 April. International Students’ Conference on Communication. Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania

2016 – 24-25 October. PR Trend. Communication in a Changing Society. Babeş-Bolyai University, Cluj-Napoca, Romania

2016 - 19-20 May, International Students’ Conference on Communication, Advertising and Public Relations in the Smart Era, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.

2015 – 22-23 May, International Students’ Conference on Communication, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.

2014 – 7-8 May, International Students’ Conference on Communication, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.

2013 – 24-25 May, International Students’ Conference on Communication, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.

2012 – 19-21 November, PR Trend. New Media: Challenges and Perspectives, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.

SKILLS AND PROFESSIONAL ABILITIES

Native language Romanian

Foreign languages

		Understanding				Speaking				Writing	
		Listening		Reading		Conversation		Discourse		Written discourse	
English		C2	Experienced user	C2	Experienced user	C2	Experienced user	C2	Experienced user	C2	Experienced user
French		B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user
Spanish		A2	Elementary user	A2	Elementary user	A2	Elementary user	A2	Elementary user	A2	Elementary user

COMPUTER SKILLS

- SPSS (Statistical Package for the Social Sciences)
- Computer science certificate - Microsoft Word, Excel, Power Point Presentation, Borland Pascal 7.0, Fox Pro.

DRIVING LICENSE

B

PUBLICATIONS

- ISI articles** **Ioana Iancu**, Bogdan Iancu, Recall and Recognition on Minimalism. A Replication of the Case Study on the Apple Logo. KOME (Web of Science, Scopus, ERIH Plus, Ebsco, Doaj etc.) – accepted for publication
- Ioana Iancu**, Bogdan Iancu, Elderly in the Digital Era. Theoretical Perspectives on Assistive Technologies, *Technologies*, 5(3), 60, September 2017. doi:10.3390/technologies5030060 (DBLP Computer Science Bibliography, DOAJ, Emerging Sources Citation Index –ESCI Web of Science, Inspect - IET, Ebsco, Proquest etc.).
- Delia Cristina Balaban, Mirela Abrudan, **Ioana Iancu**, Cosmin Irimies Online Communication and PR in Romanian Public Administration. The Case Study of Public Administration from Transylvania, *Transylvanian Review of Administrative Sciences*, no.47, E/2016: 20-34 (factor de impact 0,456).
- Ioana Iancu**, Delia Cristina Balaban, Religious Influences in Inaugural Speeches of US Presidents, *Journal for the Study of Religions and Ideologies*, Vol. 12, Issue 34, Spring 2013: 101-125.
- Ioana Iancu**, Delia Cristina Balaban, Religion and Political Communication during Elections in Romania, *Journal for the Study of Religions and Ideologies*, Vol.8, No.24, Winter 2009: 151-167.
- Delia Cristina Balaban, **Ioana Iancu**, The Role of PR in Public Sector. Case Study on PR Professionalization at the Local Level in Romania, *Transylvanian Review of Administrative Sciences*, No.27 E/October 2009: 22-38 (factor de impact 0,212).
- Ioana Iancu**, Delia Cristina Balaban, Romanian Media Coverage on Bioethics. The Issue of Stem Cells, *Journal for the Study of Religions and Ideologies*, Vol.8, No.22, (Spring 2009): 24-37.
- ISI Proceedings' articles** **Ioana Iancu**, Intelligent Advertising. An Augmented Reality Perspective. SGEM Conference on Psychology & Psychiatry, Sociology & Healthcare Education, Conference Proceeding, Vol. II, Sociology and Healthcare (International Multidisciplinary Scientific Conference on Social Sciences and Arts, Albena, Bulgaria, 3-9 September, 2014), ISBN 978-619-7105-23-0/ ISSN 2367-5659, DOI: 10.5593/sgemsocial2014/B12/S2.057: 447-455.
- Anișoara Pavelea, Lorina Culic, Flavia Topan, **Iancu Ioana**, Roșia Montană Protest. An Empirical Perspective, in Iulian Boldea (Coord.), Studies on Literature, Discourse and Multicultural Dialogue, Section: Communication and Public Relations, Ed. Arhipelag XXI, 2013 (The International Scientific Conference. Literature, Discourse and Multicultural Dialogue, 1st Edition, The ALPHA Institute for Multicultural Studies, Târgu Mureș, Romania, 5-6 December 2013), ISBN 978-606-93590-3-7: 228-238.

**Articles indexed in
international data
bases**

Ioana Iancu, The Perception of Young Adults on Intelligent Advertising. A Case Study on Romania. *Journal of Media Research*, Vol. 9, Issue 1 (24), 2016: 39-59 (EBSCO, CEEOL, ProQuest).

Maria Mustatea, **Ioana Iancu**, Cultural Imperialism. Tool for the Dissolution of the Belongingness Feeling. *Journal of Media Research*, Vol.7, Issue 1-2 (18-19), 2014: 82-99 (EBSCO, CEEOL, ProQuest).

Delia Cristina Balaban, **Ioana Iancu**, Meda Mucundorfeanu, Framing Obama's Reelection. A Comparative Analysis of German, French and Romanian Media Coverage, *Romanian Journal of Communication and Public Relation*, Vol. 16, No. 2(32), July 2014: 75-105 (EBSCO, CEEOL, ProQuest, DOAJ, Index Copernicus, Cabell's, and Genamics Journal Seek.).

Anișoara Pavelea, Lorina Culic, Flavia Topan, **Iancu Ioana**, Media Coverage of the Roșia Montana Protests, *Studia Ephemerides Journal*, Vol. 58 (LVIII), December 2013: 39-67 (CEEOL, Ebsco, ProQuest).

Sonia Schiau, Iuliana Plitea, Alexandra Gușiță, Sandra Pjekny, **Ioana Iancu**, How Do Cartoons Teach Children? A Comparative Analysis on Pre-scholars and Schoolchildren, *Journal of Media Research*, Vol. 6, Issue 3, 2013: 37-49 (EBSCO, CEEOL, ProQuest).

Delia Cristina Balaban, Mirela Abrudan, **Ioana Iancu**, Ioana Lepădatu, Role Perception of Romanian Journalists. A Comparative Study of Perception in Local versus National Media, *Romanian Journal of Communication and Public Relations*, Vol.12, No.1 (18), 2010: 9-25 (EBSCO, ProQuest, CEEOL, DOAJ, ERIH Plus etc.).

Neacsiu Cristina, Delia Munteanu, Raluca Marcu, **Ioana Iancu**, Product Placement in Romanian Movies Produced After 1989, *Journal of Media Research*, Issue 3(8), 2010: 46-73 (EBSCO, CEEOL, ProQuest).

Andra Hanta, **Ioana Iancu**, Social Representation of Happiness, *Journal of Media Research*, no.7, 2010: 12-38 (EBSCO, CEEOL, ProQuest).

Delia Cristina Balaban, **Ioana Iancu**, Mihai Deac, Media in Teenagers' Daily Life. Particularities of Young Persons' Media Use in German Language High Schools in Transylvania, *Philobiblon*, Vol.XIV, 2009: 406-422 (EBSCO, ProQuest, Scopus).

Bindea Adela, Seserman Angela, Bara Mihaela, **Ioana Iancu**, Tune Your Brand In. The Perfect Jingle Mix. *Journal of Media Research*, Issue 5, 2009: 101-112 (EBSCO, CEEOL, ProQuest).

Ioana Mureșan (Iancu), Trust in Political Institutions in Central and Eastern Europe, *The Romanian Journal of Political Science*, Vol.6, No.1, 2006: 95-115 (EBSCO, CEEOL, IPSA etc.).

Ioana Mureșan (Iancu), A Game Theoretical Perspective on Common Poll Resources The Problem of Central Heating System in Romania, *STUDIA Universitatis Babeș-Bolyai – Political Science Magazin*, Presa Universitară Clujeană, LI, 1, 2006: 35-57 (ProQuest – IBSS, CEEOL).

Articles in international conferences	<p>Lorina Culic, Ioana Iancu, Anișoara Pavelea, Why Should I Join a Students' Club? The Motivation Behind Participating in Students' Clubs. <i>Professional Communication and Translation Studies</i>, 9/2016.</p> <p>Ioana Mureșan (Iancu), Playing the Game of Heating Systems. The case of Romania, <i>CEU Political Science Journal</i>, Vol. 2, Issue 3, (September 2007), Central European University, Budapest, Hungary: 280-301 (EBSCO), Third CEU Graduate Conference in Social Sciences, "Challenges for CEE States in Enlarging EU and Globalizing World".</p>
Books	<p>Ioana Iancu, Noi, consumatorii. Creierul și deciziile de cumpărare (<i>We, the consumers. The brain and the buying behaviors</i>). Editura Accent, Cluj-Napoca, 2016 (ISBN: 978-606-561-161-0).</p> <p>Ioana Iancu, Brandingul sensorial și creativitatea. Strategii eficiente de promovare în procesul decizional (<i>Sensory branding and creativity. Promotional efficient strategies within the decision-making proces</i>). Editura Accent, Cluj-Napoca, 2016 (ISBN: 978-606-561-162-7)</p> <p>Ioana Iancu, Votul pe internet în România. Analiză și perspective (<i>Internet voting in Romania. Analysis and perspectives</i>). U.T. Press, Cluj-Napoca 2013 (ISBN: 978-973-662-797-2).</p>
Coordinated books	<p>Lorina Culic, Ioana Iancu, Anisoara Pavelea, Ada Tirlea, Maria Mustatea, Ioan Hosu. Advertising and Public Relations in the Smart Era, Accent 2017 (ISBN 978-606-561-173-3).</p> <p>Ioan Hosu, Ioana Iancu (Ed.). Digital Entrepreneurship and Global Innovation, IGI Global, USA, 2016. (ISBN13: 9781522509530)</p> <p>Hosu, Ioan, Ioana Iancu, Anisoara Pavelea, Lorina Culic. Communication in Digital Era. Ed. Cluj-Napoca, Accent, 2016. (ISBN 978-606-561-157-3)</p> <p>Hosu, Ioan, Ioana Iancu, Empirical Perspectives on Communication, Cluj-Napoca, Accent 2015.</p> <p>Hosu Ioan, Iancu Ioana, Pavelea Anisoara, Culic Iulia Lorina, Perspective empirice asupra comunicării. Conferința Națională Studentească de Comunicare 2013, Cluj-Napoca, Accent, 2014.</p> <p>Delia Cristina Balaban, Ioana Iancu, Radu Meza (coord.), PR, Publicitate și New Media, Tritonic, 2009 (ISBN 978-973-733-374-2).</p>
Book chapters	<p>Ioana Iancu. A Neuromarketing Perspective on Measuring Marketing Influence at the Unconsciousness Level. In Ioan Hosu and Ioana Iancu, Digital Entrepreneurship and Global Innovation, IGI Global, USA, 2016 (ISBN13: 9781522509530): 151-171.</p> <p>Ioana Iancu, 42 terms, in Marian Petcu (coord.), Dicționar enciclopedic de comunicare și termeni asociați (DEC), Editura C.H. Beck, București 2014 (ISBN 978-606-18-0362-0).</p>

Ioana Iancu, Bogdan Iancu, Future Internet: Challenges and Opportunities in Advertising in Delia Balaban, Ioan Hosu and Meda Mucundorfeanu (Ed.), PR Trend. New Media Challenges and Perspectives, Hochschulverlag Mittweida, Germany, 2013 (ISBN 978-3-9815142-2-3): 15-33.

Balaban, Delia Cristina, Mirela Abrudan, **Ioana Iancu**. Utilizarea instrumentelor de PR online în administrația publică. Exemplul unor instituții publice din Transilvania, in Mora, Cristina/ Antonie, Raluca (coord.), Zilele cercetării: tendințe în cercetarea aplicată, Editura Accent, Cluj-Napoca, 2012, 22-39.

Mihaela Cornelia Frunza, **Ioana Iancu**, Sandu Frunza, Iulia Grad, Delia Balaban, Ovidiu Grad, Media Analysis of Romanian Debates on Presumed Consent – Ethical and Legal Aspects, in W. Weimar, M. A. Bos, J.J.V. Busschbach (Ed.), Organ Transplantation: Ethical, Legal and Psychosocial Aspects. Expanding the European Platform, Pabst Science Publishers, Lengerich, Germany 2011: 218-228, (ISBN 978-3-89967-639-6), based on the International Congress "Organ Transplantation: Ethical, Legal and Psychosocial Aspects. Expanding the European Platform" (Rotterdam, The Netherlands, April 2010).

Ioana Iancu, Teoria alegerii raționale și teoria jocurilor, în Vasile Boari și Sergiu Gherghina (coord.), Studii Politice, vol.5, Centrul de Analiza Politică, Cluj-Napoca, Presa Universitară Clujeană, 2010: 317-358 (ISBN 978-973-595-166-5).

Ioana Iancu, Internetul ca instrument politic, in Delia Cristina Balaban, Ioana Iancu, Radu Meza (coord.), PR, Publicitate și New Media, Editura Tritonic, 2009: 66-93 (ISBN 978-973-733-374-2).

Ioana Mureșan (Iancu), Votul pe internet ca un mecanism de creștere a participării electorale. O perspectivă teoretică, în Vasile Boari și Sergiu Gherghina (coord.), Studii Politice, Vol.3, Centrul de Analiză Politică, Presa Universitară Clujeana, Cluj-Napoca 2008: 307-346 (ISBN 978-973-610-775-7).

Ioana Mureșan (Iancu), Percepție și impact. O perspectivă a genului asupra publicității televizate, în Elena Abrudan și Delia Balaban (coord.), Jurnalism și Publicitate. De la idee la produsul media, Editura Accent, Cluj-Napoca, 2007: 69-93 (ISBN 978-973-8915-50-3).

Translated chapters

Ioana Mureșan (Iancu), Chapter 28 „Relațiile personale” (Hugh LaFollette), Peter Singer (Ed.), Tratat de etică, Editura Polirom 2006: 358-364 (ISBN 978-973-46-0243-8).

Book reviews

Ioana Iancu, Book Review: Brandwashed. Tricks companies use to manipulate our minds and persuade us to buy. By Martin Lindstrom. (Kogan Page Limited, UK, 2012), *Journal of Media Research*, Vol. 6, Issue 3, 2013 (EBSCO, CEEOL, ProQuest).

