

## 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**  
Year of birth 1982

### PROFESSIONAL EXPERIENCE

Date 2008 – present  
Place Department of Communication, Public Relations and Advertising,  
Faculty of Political, Administrative and Communication Sciences  
Babeş-Bolyai University, Cluj-Napoca  
Profession Political Science specialist  
Occupation 2017 - present - Associate Professor  
2013-2017 - Lecturer  
2008 - 2013 – Assistant 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, Romania  
Title **Habil. (PhD Coordinator)**  
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, Faculty of Sociology and Social Assistance, Cluj-  
Napoca, Romania  
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 **Master graduate in Political Science**  
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, Romania  
Title **Master graduate in Advertising**  
Specialization Advertising

Year 2005-2006  
Name of the organization Faculty of Political, Administrative and Communication Sciences  
Babeş-Bolyai University, Cluj-Napoca, Romania  
Title **Master graduate in Political Organizations**  
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, Romania  
Title **Bachelor graduate in Political Science**  
Specialization Political Science

**TEACHING  
ACTIVITY**

COURSES	SEMINARS	PROGRAM	YEAR
Consumers and consumer behavior	Consumers and consumer behavior	Advertising	III
Advertising strategies	Advertising strategies	Communication and Public Relations	II
Advertising projects	Advertising projects	Advertising	II
Research Methods in PR and Advertising	Research Methods in PR and Advertising	Master of PR and Advertising (ENG)	Master I
Creative Thinking in PR and Advertising	Creative Thinking in PR and Advertising	Master of PR and Advertising (ENG)	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

## SCIENTIFIC ACTIVITY

### Topics of interest

- The use of technology in communication
- Creativity in communication
- Consumer behavior

### Scientific awards for published papers

2020: National Plan PN-III-P1-1.1-PRECISI-2020-41292, **Ioana Iancu**, Bogdan Iancu (2020). Designing Mobile Technology for Elderly. A Theoretical Overview. *Technological Forecasting and Social Change*, 155. <https://doi.org/10.1016/j.techfore.2020.119977> (impact factor 5,846)

2014: International award of the *Journal for the Study of Religion and Ideologies* (WoS).

2009: 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*, 8(22), (Spring 2009), 24-37 (WoS), Cod CNCSIS 141.

2009: 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*, 27E, 22-38 (WoS), Cod CNCSIS 1772.

### Research grants

2020-2021: Grant for sustained competition. The program for supported research – competition – excellence. Babeş-Bolyai University. Grant no: AGC33289/03.09.2020. Q1 Quarter Publication: Ioana Iancu, Bogdan Iancu (2020). Designing Mobile Technology for Elderly. A Theoretical Overview. *Technological Forecasting and Social Change*, 155. <https://doi.org/10.1016/j.techfore.2020.119977> (impact factor 5,846)

2018-2019: Grant for sustained competition. The program for supported research – competition – excellence. Babeş-Bolyai University. Grand no: AGD33967/18.09.2018.

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

2013-2014: Director: Young Researchers Grant, Babeş-Bolyai University. 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.

	<p><b>Awards</b></p> <p>2021: Annual Award for Scientific Research Excellence, Babeş-Bolyai University, Cluj-Napoca.</p> <p>2021: Excellencia Award, Students' Council, Babeş-Bolyai University, Cluj-Napoca.</p> <p>2017: Annual Award for Teaching Excellence, Babeş-Bolyai University, Cluj-Napoca.</p>
<p><b>Member in editorial teams</b></p>	<p>2017-present: Editor in chief <i>Journal of Media Research</i> (ERIH+, Ebsco, Proquest și CEEOL).</p> <p>2016: Editor <i>Digital Entrepreneurship and Global Innovation</i>, IGI Global, USA.</p> <p>2014-present: Editor <i>International Students' Conference on Communication</i>, Department of Communication, Public Relations and Advertising, Babeş-Bolyai University, Cluj-Napoca.</p>
<p><b>Scientific reviewer</b></p>	<p>Computers in Human Behavior Journal (Elsevier)</p>
<p><b>Research membership</b></p>	<p>2018 – present: Founder and scientific research coordinator Communication and Social Innovation Research Center – CoRe, Faculty of Political, Administrative and Communication Sciences. Babeş-Bolyai University, Cluj-Napoca, Romania</p>
<p><b>Participation in academic activities for students</b></p>	<p>2019 – 6 March: Presentation for 'Student for one day' (event organized for the children from the social protection system)</p> <p>2017 – 4-5 March: FSPAC Speak up. Presentation on 'Emotional intelligence. Or How to Make Emotions Intelligent.</p>
<p><b>Relevant participation in conferences</b></p>	<p>2021 – 20-21 May: Patricia Blaga, <b>Ioana Iancu</b>. Applications of Virtual Reality in Communication. A Top-Journal Systematic Literature Review. The Regional Conference - 30 years of higher education in journalism and communication in Eastern Europe after 1989: From conquering the freedom of expression to embracing digital communication, Faculty of Journalism and Communication Studies, University of Bucharest.</p> <p>2021 – 20-21 May: Adrian Chetan, <b>Ioana Iancu</b>. Talking to Specialists. An Analysis on Brand Communication in Music Industry. The Regional Conference - 30 years of higher education in journalism and communication in Eastern Europe after 1989: From conquering the freedom of expression to embracing digital communication, Faculty of Journalism and Communication Studies, University of Bucharest.</p> <p>2019 – 24-25 October: Patricia Blaga, <b>Ioana Iancu</b>. The Perception on Virtual Reality as a E-Government Perspective. Applying Technology Acceptance Model and PAD Affective Model. Transylvanian International Conference on Public Administration. Babes-Bolyai University, Cluj-Napoca, Romania.</p>

2019 – 20-21 September: Delia Balaban, Lorina Culic, **Ioana Iancu**, Anisoara Pavelea. Why do young people follow influencers on Instagram? A comparative perspective Romania-Germany. PR Trend. It's about Platforms. Babes-Bolyai University, Cluj-Napoca, Romania.

2018 – 16-17 November: **Ioana Iancu**. Designing Technology for Elders. A Case Study on the Romanian Context. Transylvanian International Conference in Public Administration. Babes-Bolyai University, Cluj-Napoca, Romania.

2018 – 17-19 May: Anișoara Pavelea, Lorina Culic, **Ioana Iancu**. The bridge between volunteering, narcissism and well-being in emerging adults. Self and Identity in Emerging Adulthood. Society for the Study of Emerging Adulthood Thematic Conference (SSEA). Babes-Bolyai University, Cluj-Napoca, Romania.

2018 – 26-27 February: Anișoara Pavelea, Lorina Culic, **Ioana Iancu** Exploring links between narcissism, volunteering and well-being among emerging adults. PR Trend. Strategic Communication, Babeș-Bolyai University, Cluj-Napoca, Romania.

2016 – 24-25 October: **Ioana Iancu**. *The Process of Advertising Technology to Elderly*. PR Trend. *Communication in a Changing Society*. Babeș-Bolyai University, Cluj-Napoca, Romania

2015 – 26-27 March: Lorina Culic, **Ioana Iancu**, Anișoara Pavelea, *Why Should I Join a Students' Club? The Motivation Behind Participating in Students' Clubs*. 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.

2014 – 3-9 September: **Ioana Iancu**, *Intelligent Advertising. An Augmented Reality Perspective*. International Multidisciplinary Scientific Conference on Social Sciences and Arts, Albena, Bulgaria.

2013 – 5-6 December: Anișoara Pavelea, Lorina Culic, Flavia Topan, **Iancu Ioana**, *Roșia Montană Proteste. An Empirical Perspective*. The International Scientific Conference. Literature, Discourse and Multicultural Dialogue, 1<sup>st</sup> Edition, The ALPHA Institute for Multicultural Studies, Târgu Mureș, Romania,

2013 – 23-26 October: Anișoara Pavelea, Lorina Culic, Flavia Topan, **Iancu Ioana**, *Media Coverage of the Roșia Montana Protests*. International Conference on Media Convergence, Department of Journalism, Faculty of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca, Romania.

2012 – 19-21 November: **Ioana Iancu**, Bogdan Iancu, *Future Internet: Challenges and Opportunities in Advertising*. PR Trend. New Media: Challenges and Perspectives, Faculty of Political, Administrative and Communication Sciences, Babeș-Bolyai University, Cluj-Napoca, Romania.

**Organized  
conferences**

2010 – 25-27 June: **Ioana Iancu**, *Internet Voting. A Mechanism to Increase Electoral Participation*. Networking Democracy? New Media Innovations in Participatory Politics, Babeş-Bolyai University, Cluj-Napoca, Romania.

2009 – 27-29 March: Delia Cristina Balaban, **Ioana Iancu**, *The Role of PR in the Public Sector. Case Study on Professionalization of PR at the local level in Romania*. PR Trend. Teorie și practică în relațiile publice și publicitate, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.

2009 – 9-12 February: PhDs' Workshop, Institut Fur Kommunikationswissenschaft und Medienforschung, Ludwig - Maximilians Universität, Munchen, Germania.

2007 – 25-27 May: **Ioana Iancu**, *A Game Theoretical Perspective on Heating Systems. The Case of Romania*. Third CEU Graduate Conference in Social Sciences, "Challenges for CEE States in Enlarging EU and Globalizing World", Central European University, Budapest, Hungary.

2021 – 19 May: International Students' Conference on Communication. *Rethinking Communication and Interaction. Challenges and Opportunities in Times of Crisis*. Faculty of Political, Administrative and Communication Sciences. Babeş-Bolyai University, Cluj-Napoca, Romania.

2020 – 28-29 May. International Students' Conference on Communication. *Effective Communication in Sustainable Societies*. Faculty of Political, Administrative and Communication Sciences. Babeş-Bolyai University, Cluj-Napoca, Romania.

2019 – 14-15 May: International Students' Conference on Communication. *Strategic Communication in a Digitalized World*. Faculty of Political, Administrative and Communication Sciences. Babeş-Bolyai University, Cluj-Napoca, Romania.

2018 – 26-27 April: International Students' Conference on Communication. *Communication Challenges in the Eve of the 4.0 Industrial Revolution*. Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, Romania.

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

English

French

Spanish

Understanding				Speaking				Writing	
Listening		Reading		Conversation		Discourse		Written discourse	
C2	Experienced user	C2	Experienced user	C2	Experienced user	C2	Experienced user	C2	Experienced user
B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user
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

### Web of Science articles

Delia Balaban, **Ioana Iancu**, Maria Mustăţea, Anişoara Pavelea, Lorina Culic (2020). What Determines Young People to Follow Influencers? The Role of Perceived Information Quality and Trustworthiness on Users' Following Intentions. *Romanian Journal of Communication and Public Relation*, 22(3), 5-19.

**Ioana Iancu**, Bogdan Iancu (2020). Designing Mobile Technology for Elderly. A Theoretical Overview. *Technological Forecasting and Social Change*, 155. <https://doi.org/10.1016/j.techfore.2020.119977> (Impact factor 5,846).

**Ioana Iancu**, Bogdan Iancu (2017). Recall and Recognition on Minimalism. A Replication of the Case Study on the Apple Logo. *KOME – An International Journal of Pure Communication Inquiry*, 5(2), 57-70. <http://doi.org/10.17646/KOME.2017.24>

**Ioana Iancu**, Bogdan Iancu (2017). Elderly in the Digital Era. Theoretical Perspectives on Assistive Technologies. *Technologies*, 5(3), 60. <http://doi.org/10.3390/technologies5030060>

Delia Cristina Balaban, Mirela Abrudan, **Ioana Iancu**, Cosmin Irimieş (2016). Online Communication and PR in Romanian Public Administration. The Case Study of Public Administration from Transylvania. *Transylvanian Review of Administrative Sciences*, 47, 20-34 (Impact factor 0,456).

**Ioana Iancu**, Delia Cristina Balaban (2013). Religious Influences in Inaugural Speeches of US Presidents. *Journal for the Study of Religions and Ideologies*, 12(34), 101-125.

**Ioana Iancu**, Delia Cristina Balaban (2009). Religion and Political Communication during Elections in Romania. *Journal for the Study of Religions and Ideologies*, 8(24), 151-167.

Delia Cristina Balaban, **Ioana Iancu** (2009). The Role of PR in Public Sector. Case Study on PR Professionalization at the Local Level in Romania. *Transylvanian Review of Administrative Sciences*, 27, 22-38 (Impact factor 0,212).

**Ioana Iancu**, Delia Cristina Balaban (2009). Romanian Media Coverage on Bioethics. The Issue of Stem Cells. *Journal for the Study of Religions and Ideologies*, 8(22), 24-37.

### Web of Science Proceedings' articles

**Ioana Iancu**, Patricia Blaga (2020). The Perception on Virtual Reality as a E-Government Perspective. Applying Technology Acceptance Model and PAD Affective Model (pp. 139-157). In C. Hinteă, B. Radu, R. Suciū, *Collaborative Governance, Trust Building and Community Development*, Conference Proceeding Transylvanian International Conference on Public Administration, October 24-26, 2019, Cluj-Napoca, Romania, Accent Publishing House.



Anișoara Pavelea, Lorina Culic, **Ioana Iancu** (2019). Exploring Links Between Narcissism, Volunteering and Well-Being Among Emerging Adults. In Ioana Iancu, Delia Cristina Balaban, Ioan Hosu. *Communication. Strategic Perspectives*. Accent. ISBN:978-606-561-198-6.

Georgiana Lavinia Voicu, **Ioana Iancu** (2019). Gamification Applied to User Interfaces. A Theoretical Perspective. In Ioana Iancu, Delia Cristina Balaban, Ioan Hosu. *Communication. Strategic Perspectives*. Accent. ISBN:978-606-561-198-6.

Sonia Ichim, **Ioana Iancu** (2019). Persuasive Advertising. A theoretical approach. In Ioana Iancu, Delia Cristina Balaban, Ioan Hosu. *Communication. Strategic Perspectives*. Accent. ISBN:978-606-561-198-6).

**Ioana Iancu** (2014). 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. <http://doi.org/10.5593/sgemsocial2014/B12/S2.057>, 447-455.

Anișoara Pavelea, Lorina Culic, Flavia Topan, **Iancu Ioana** (2013). 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, 1<sup>st</sup> Edition, The ALPHA Institute for Multicultural Studies, Târgu Mureș, Romania, 5-6 December 2013), ISBN 978-606-93590-3-7: 228-238.

**ERIH+ indexed articles**

Adrian Chețan, **Ioana Iancu** (2021). The Influence of Brand Specific Stimuli on the Perception of Music. An Experimental Approach. *Journal of Media Research*, 14(3).

Patricia Blaga (Ibram), **Ioana Iancu** (2021). Applications of Virtual Reality in Communication. A Top-Journals Theoretical Overview. *Styles of Communication*, 13(1).

**Ioana Iancu**, Bogdan Iancu (2020). I Love It, but It Is Too Complicated. Aging Adults' Perspective on Mobile Technology Acceptance. *Journal for Communication Studies*, 13(2), 13-39.

Adrian Chețan, **Ioana Iancu** (2020). Influencing Music Perception. A Theoretical Review on Visual Stimuli Applied in Branding and Communication. *Styles of Communication*, 12(1), 104-120.

**Articles indexed in international data bases**

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

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

Delia Cristina Balaban, **Ioana Iancu**, Meda Mucundorfeanu (2014). Framing Obama's Reelection. A Comparative Analysis of German, French and Romanian Media Coverage. *Romanian Journal of Communication and Public Relation*, 16(2)/(32), 75-105 (EBSCO, CEEOL, ProQuest, DOAJ, Index Copernicus, Cabell's, and Genamics Journal Seek.).

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

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

Delia Cristina Balaban, Mirela Abrudan, **Ioana Iancu**, Ioana Lepădatu (2010). Role Perception of Romanian Journalists. A Comparative Study of Perception in Local versus National Media. *Romanian Journal of Communication and Public Relations*, 12(1)/(18), 9-25 (EBSCO, ProQuest, CEEOL, DOAJ, ERIH Plus etc.).

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

Andra Hanță, **Ioana Iancu** (2010). Social Representation of Happiness. *Journal of Media Research*, 7, 12-38 (EBSCO, CEEOL, ProQuest).

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

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

**Ioana Mureșan (Iancu)** (2006). Trust in Political Institutions in Central and Eastern Europe. *The Romanian Journal of Political Science*, 6(1), 95-115 (EBSCO, CEEOL, IPSA etc.).

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

<b>Articles in international conferences</b>	Lorina Culic, <b>Ioana Iancu</b> , Anișoara Pavelea (2016). Why Should I Join a Students' Club? The Motivation Behind Participating in Students' Clubs. <i>Professional Communication and Translation Studies</i> , 9.
	<b>Ioana Mureșan (Iancu)</b> (2007). Playing the Game of Heating Systems. The case of Romania, <i>CEU Political Science Journal</i> , 2(3), 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".
<b>Books</b>	<p><b>Ioana Iancu</b> (2016). Noi, consumatorii. Creierul și deciziile de cumpărare (<i>We, the consumers. The brain and the buying behaviors</i>). Accent. ISBN: 978-606-561-161-0.</p> <p><b>Ioana Iancu</b> (2016). Brandingul sensorial și creativitatea. Strategii eficiente de promovare în procesul decizional (<i>Sensory branding and creativity. Promotional efficient strategies within the decision-making process</i>). Accent. ISBN: 978-606-561-162-7.</p> <p><b>Ioana Iancu</b> (2013). Votul pe internet în România. Analiză și perspective (<i>Internet voting in Romania. Analysis and perspectives</i>). U.T. Press. ISBN: 978-973-662-797-2.</p>
<b>Coordinated books</b>	<p><b>Ioana Iancu</b>, Lorina Culic, Anișoara Pavelea. (2021). Rethinking Communication and Interaction. Challenges and Opportunities in Times of Crisis. Book of Abstracts. Presa Universitară Clujeană.</p> <p><b>Ioana Iancu</b>, Delia Cristina Balaban, Ioan Hosu (2019). Communication. Strategic Perspectives. Accent. ISBN:978-606-561-198-6.</p> <p>Lorina Culic, Maria Mustățea, <b>Ioana Iancu</b> (2018). Social Puzzle – Communicational Viewpoints, Vol. 2, Accent. ISBN general: 978-606-561-193-1; ISBN: 978-606-561-195-5.</p> <p>Lorina Culic, <b>Ioana Iancu</b>, Anisoara Pavelea, Ada Tirlea, Maria Mustățea, Ioan Hosu (2017). Advertising and Public Relations in the Smart Era, Accent. ISBN 978-606-561-173-3.</p> <p>Ioan Hosu, <b>Ioana Iancu</b> (Ed.) (2016). Digital Entrepreneurship and Global Innovation, IGI Global, USA. ISBN13: 9781522509530.</p> <p>Ioan Hosu, <b>Ioana Iancu</b>, Anisoara Pavelea, Lorina Culic (2016). Communication in Digital Era. Ed. Cluj-Napoca, Accent. ISBN 978-606-561-157-3.</p> <p>Ioan Hosu, <b>Ioana Iancu</b> (2015). Empirical Perspectives on Communication, Cluj-Napoca, Accent.</p> <p>Ioan Hosu, <b>Iancu Ioana</b>, Anișoara Pavelea, Lorina Culic (2014). Perspective empirice asupra comunicării. Conferința Națională Studentească de Comunicare 2013, Cluj-Napoca, Accent.</p>

## Book chapters

Delia Cristina Balaban, **Ioana Iancu**, Radu Meza (coord.) (2009). PR, Publicitate și New Media, Tritonic. ISBN 978-973-733-374-2.

Lavinia Tar, **Ioana Iancu** (2020). Gamification Applied to User Interface. An Analysis of Social Networking Sites (pp. 176-185). In D. Balaban. I. Hosu. A. Voina. *Communication. It's About Platforms*. PR Trend International Conference, September 20-21, 2019, Cluj-Napoca, Romania. Accent.

**Ioana Iancu** (2016). 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, 151-171. ISBN13: 9781522509530.

**Ioana Iancu** (2014). 42 terms, in Marian Petcu (coord.), *Dicționar enciclopedic de comunicare și termeni asociați* (DEC), C.H. Beck, ISBN 978-606-18-0362-0.

**Ioana Iancu**, Bogdan Iancu (2013). 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, 15-33. ISBN 978-3-9815142-2-3.

Balaban, Delia Cristina, Mirela Abrudan, **Ioana Iancu** (2012). 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*, Accent, Cluj-Napoca, 22-39.

Mihaela Cornelia Frunza, **Ioana Iancu**, Sandu Frunza, Iulia Grad, Delia Balaban, Ovidiu Grad (2011). 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: 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** (2010). Teoria alegerii raționale și teoria jocurilor, în Vasile Boari și Sergiu Gherghina (coord.), *Studii Politice*, 5, Centrul de Analiza Politică, Cluj-Napoca, Presa Universitară Clujeană, 317-358. ISBN 978-973-595-166-5.

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

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