

PERSONAL INFORMATION

Julia Szambolics



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Sex Female | Date of birth 06/12/1986 | Nationality Romanian

WORK EXPERIENCE

10/2017 - present

Lecturer

Babes-Bolyai University, College of Political, Administrative and Communication Sciences;

- Teaching activities, such as courses and seminars, including their preparation; Bachelor and M.A. dissertation guidance; evaluation activities in the study completion commissions; scientific research activities and others provided for in the individual Job Description

Business or sector Higher education

02/2009 – 10/2017

Assistant professor

Babes-Bolyai University, College of Political, Administrative and Communication Sciences;

- Teaching activities seminars, including their preparation; undergraduate and dissertation guidance; evaluation activities in the study completion commissions; other scientific research activities provided for in the individual Job Description

Business or sector Higher education

01/2008 – 02/2009

External Relations Officer / Project Manager (change of position Sept 2008)

SC ITCC SRL

- Technical advice, consultancy, and post purchase service.
- Managing devices out of warranty.

Business or sector Customer Care, Marketing

11/2006 – 01/2008

External Relations Officer

SC Gericom Service SRL

- Customer Care

Business or sector Customer Care

EDUCATION AND TRAINING

2010 - 2013

Doctorate in Communication Sciences

Babeş-Bolyai University, Doctoral School of Communication Sciences, Cluj-Napoca

- Domain: Communication Sciences; Title: The Relationship Between Journalism and PR in the Context of Globalization of Communication. Keywords: newsworthiness; influence; intereffication model; determination theory.

2008 - 2010

Masterate in Communication Science

College for Political, Administrative and Communication Sciences, Babes-Bolyai University, Cluj-Napoca, Romania

- Major in Public Relations

2005 - 2008 **Bachelor's Degree in Journalism**

College of Political, Administrative and Communication Science "Babes-Bolyai" University, Cluj-Napoca, Romania

2001 - 2005 **Baccalaureate in Philology**

German Theoretical High School "Johann Ettinger", Satu Mare, Romania

PERSONAL SKILLS

Mother tongue(s) Hungarian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
German	C2	C2	C2	C2	C2
Deutsches Sprachdiplom					
English	C1	C1	C1	C1	C1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills

- Social communication skills in a multicultural environment; creative, fast and efficient assimilation of new information; social adaptability (Erasmus staff training scholarship in different countries)

Organisational / managerial skills

- Ability to analyse and organize; flexibility, adaptability, proactivity (organizing conferences, coordinating practical CSR activities, coordinating PhD students in preparing the schedule)

Computer skills

- Microsoft Office Suite / Social Media Manager/ Good use of communication programs (email, messenger, skype) / Zoom / Good knowledge of Windows operating system / Photo-video editing skills

Driving licence

- Replace with driving licence category/-ies. Example:
- B

ADDITIONAL INFORMATION

Publications (selection)

1. Balaban, D. C., & Szabolics, J. (2022). A Proposed Model of Self-Perceived Authenticity of Social Media Influencers, *Media and Communication*, 10(1), p. 1-12
2. Szabolics, J. (2021). Conținutul comunicării social media influencerilor. In D. C. Balaban & J. Szabolics (eds.). *Social media influencerii și rolul lor publicitar* (pp. 67-92). Editura Tritonic, Bucuresti,
3. Roiban, L. A., Balaban, D. C., & Szabolics, J. (2020). The Romanian Presidency of the Council of the European Union and the Country's Image. Results from a Content Analysis of International Media. In C., Hintea, B., Radu, & R., Suci (eds.). *Collaborative Governance, Trust Building and Community Development. Conference Proceedings 'Transylvanian International Conference in Public Administration'*, October 24-26, 2019, Cluj-Napoca, Romania (pp. 404-416). Editura Accent, Cluj-Napoca.
4. Szabolics, J., & Mucundorfeanu M. (2018). Mapping Media Freedom – Romania, www.mappingmediafreedom.de
5. Szabolics, J., & Mucundorfeanu M. (2017). How Newsworthy Were the Protests in Romania for the German Quality Press? Case study: *Süddeutsche Zeitung*. *Studia Ephemerides*, 62, pp. 37-48.
6. Mucundorfeanu, M., & Szabolics, J. (2017) The Use of Product Placement in Books and E-Books. *Journal of Media Research*, 10(1), pp. 58-69. awards, memberships, references.

Projects

Beneficiary of the scholarship POSDRU / 107 / 1.5 / S / 76841 "Modern doctoral studies: internationalization and interdisciplinarity", 2010-2013
Scientific Moderator within the project Researcher, future entrepreneur - New Generation / Project code: 123793 / POCU.