



Maria Mustătea

Contact

Citizenship: Romanian

Gender: Female



Faculty of Political,
Administrative, and
Communication Sciences



maria.mustatea@fspac.ro



maria.mustatea@ubbcluj.ro

Professional experience

Lecturer, Ph.D.

Babeș-Bolyai University
Faculty of Political, Administrative, and Communication Sciences
02/2024– present | Cluj-Napoca, Romania

Research assistant, Ph.D.

Babeș-Bolyai University
Faculty of Political, Administrative, and Communication Sciences
02/2021– 02/2024 | Cluj-Napoca, Romania

Associate teaching assistant

Babeș-Bolyai University
Faculty of Political, Administrative, and Communication Sciences
10/2017– 01/2021 | Cluj-Napoca, Romania

Education and professional training

Ph.D.

Babeș-Bolyai University
Faculty of Political, Administrative, and Communication Sciences
Doctoral school of Communication, Public Relations, and
Advertising
Field: Communication sciences
10/2017– 09/2020 | Cluj-Napoca, Romania

Master's degree

Babeș-Bolyai University
Faculty of Political, Administrative, and Communication Sciences
Field: Communication sciences
Major: Public relations and advertising (English line of study)
10/2015– 07/2017 | Cluj-Napoca, Romania

Bachelor's degree

Babeș-Bolyai University
Faculty of Political, Administrative, and Communication Sciences
Field: Communication sciences
Major: Advertising
10/2012– 07/2015 | Cluj-Napoca, Romania

Certificate of graduation in psychological and pedagogical methods (Level II)

Babeș-Bolyai University
Department for the preparation of the teaching staff
2016– 2017 | Cluj-Napoca, Romania

Certificate of graduation in psychological and pedagogical methods (Level I)

Babeș-Bolyai University
Department for the preparation of the teaching staff
2015– 2016 | Cluj-Napoca, Romania



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Language skills

Maternal language: Romanian

Other language(s)

English

Oral comprehension
 ●●●●●●●●
 C2 – Experienced user

Reading
 ●●●●●●●●
 C2 – Experienced user

Conversation
 ●●●●●●●●
 C2 – Experienced user

Writing
 ●●●●●●●●
 C2 – Experienced user

French

Oral comprehension
 ●●●●●●○
 C1 – Experienced user

Reading
 ●●●●●●●●
 C2 – Experienced user

Conversation
 ●●●●●●○
 C1 – Experienced user

Writing
 ●●●●●●○
 C1 – Experienced user

Certificate: Cambridge
 English Advanced (Grade A)

Alison French Certificate

Digital skills

PC operating skills (ECDL Core Certificate) | ATLAS.ti
 Adobe Illustrator | SPSS
 Adobe Photoshop

Communication skills

Perfected during my teaching sessions as a Ph.D. student and teaching assistant.

Extracurricular courses

“Think Again: How to Reason and Argue”, Duke University
 (online course- verified certificate, 2014)
 “A future worth living” – Sustainable development course (2011)

Conferences (participation with presentation)

ECREA 9th European Communication Conference | Rethink
 Impact

19/10/2022 – 22/10/2022 | Aarhus (Denmark)

ICA Preconference Comparative Privacy and the Literacies
 of a Networked Age: A Critical Approach

25/05/2022 | Mulhouse (France)

Networked communication in the (post-)global era:

Information and knowledge in the digital world

20/05/2022 – 22/05/2022 | Bucharest (Romania)



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Entrepreneurship and Research Conference: Digital Transformation

28/03/2022 – 30/03/2022 Cluj-Napoca (Romania)

ECREA 8th European Communication Conference | Communication and Trust

6/09/2021 – 9/09/2021 | Braga (Portugal)

Advertising Literacy: Dealing with Persuasive Messages in a Complex Media Environment

27/11/2019 – 29/11/2019 | Vienna (Austria)

PR Trend: It's about platforms

20/09/2019 – 21/09/2019 | Cluj-Napoca (Romania)

The International Students' Conference on Communication (ISCC)

Ph.D. panel

15/05/2019 | Cluj-Napoca (Romania)

Transylvanian International Conference in Public Administration (3rd ed.)

16/11/2018 | Cluj-Napoca (Romania)

23^e Colloque Franco-Roumain en science de l'information et de la communication

18/10/2018 – 20/10/2018 | Cluj-Napoca (Romania)

CEECOM: Communicative Space – Political Space

31/05/2018 – 01/06/2018 | Szeged (Hungary)

PR Trend: Strategic Communication

26/02/2018 – 27/02/2018 | Cluj-Napoca (Romania)

The International Students' Conference on Communication (ISCC)

22/05/2015 – 23/05/2015 | Cluj-Napoca (Romania)

The International Students' Conference on Communication (ISCC)

07/05/2014 – 08/05/2014 | Cluj-Napoca (Romania)

The National Students' Conference on Communication (CNSC)

24/05/2013 – 25/05/2013 | Cluj-Napoca (Romania)

Projects

Building an informed and engaged European electorate for voting in the 2024 European Elections – Romania, Hungary, Poland, Bulgaria (co-financed by the European Union)

02/2024–06/2024

Project code: EP-COMM-SUBV-NAT-E-2023-101159812

Project role: Communication expert



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Distinctions and awards

Excellentia Award

Student's council (Babeș-Bolyai University)
05/2015

2nd place @ The International Students' Conference on Communication

Faculty of Political, Administrative, and Communication Sciences
Department of Communication, Public relations, and Advertising
23/05/2015

1st place @ The International Students' Conference on Communication

Faculty of Political, Administrative, and Communication Sciences
Department of Communication, Public relations, and Advertising
08/05/2014

Bio Bavaria Award @ The National Students' Conference on Communication

Faculty of Political, Administrative, and Communication Sciences
Department of Communication, Public relations, and Advertising
25/05/2013

Award for the advertising campaign of FSPAC

Faculty of Political, Administrative, and Communication Sciences
11/2013

Mobilities

Erasmus teaching mobility

Hochschule Mittweida, University of Applied Sciences
Mittweida (Germany)
04/2019

Erasmus teaching mobility

Hochschule Mittweida, University of Applied Sciences
Mittweida (Germany)
01/2019

Erasmus teaching mobility

Hochschule Mittweida, University of Applied Sciences
Mittweida (Germany)
09/2018

Utrecht Summer School

Advanced Survey Design
Utrecht (The Netherlands)
09/2018

Erasmus teaching mobility

Hochschule Mittweida, University of Applied Sciences
Mittweida (Germany)
01/2018

Erasmus teaching mobility

Hochschule Mittweida, University of Applied Sciences



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Mittweida (Germany)
11/2017

Publications

Books published by recognized national publishing houses

Mustătea, M. (2022). *Differentiation in digital print advertisements. A comparative perspective*. Editura Presa Universitară Clujeană. ISBN: 978-606-37-1441-2.

Chapters or articles in collective volumes, published by recognized national publishing houses

Mustătea, M. (2021). Eficiența și efectele publicității prin intermediul *social media influencerilor*. În D. Balaban, & J. Szambolics (Eds.) *Social media influencerii și rolul lor publicitar* (pp. 171-200), Tritonic, ISBN 978-606-749-538-6.

Mustătea, M. (2020). Struggling to Remain Unique. Pillars of Differentiation in Print Advertisements. În D. C. Balaban, I. Hosu, & A. Voina (Eds.), *Communication. It's About Platforms* (pp. 222-238). Cluj-Napoca: Accent, ISBN: 978-606-561-213-6.

Mustătea, M., & Balaban, D. C. (2019). News Sharing on Social Media Platforms. Theoretical Approaches. În I. Iancu, D. C. Balaban, & I. Hosu (Eds.), *Communication. Strategic perspectives* (pp. 66-80). Accent, ISBN: 978-606-561-198-6.

Mustătea, M. (2015). The Avatars of a Digitalized Generation: Barriers in Face-to-Face Communication. În *Empirical Perspectives on Communication (I)*, II, Cluj-Napoca: Accent, ISBN 978-606-561-127-6.

Coordinated books published by recognized national publishing houses

Culic, I. L., Iancu, I. R., Pavelea A., Țîrlea, A., **Mustătea, M.**, & Hosu, I. (2017). *Advertising and Public Relations in the Smart Era*, Cluj-Napoca: Accent, ISBN 978-606-561-173-3.

Culic, I. L., **Mustătea, M.**, & Iancu, I. R. (2015). *Social Puzzle – Communicational Viewpoints, vol. 2*, Cluj-Napoca: Accent, ISBN 978-606-561-195-5.

Articles

Web of Science / ISI, Scopus, ERIH+

Balaban, D. C., & **Mustătea, M.** (2021). Privacy Concerns in Mobile Communication. A User's Perspective. *Philobiblon. Transylvanian Journal of Multidisciplinary Research in Humanities*, XXVI(1), 101-114.



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ISI proceedings, Scopus, ERIH+

Balaban, D. C., Iancu, I., **Mustățea, M.**, Pavelea, A., & Culic, L. (2021). What Determines Young People to Follow 1 Influencers? The Role of Perceived Information Quality and Trustworthiness on Users' Following Intentions. *Romanian Journal of Communication and Public Relations*, 22(3 (51)), 5–19. <https://doi.org/10.21018/rjcp.2020.3.306>, ISSN: 1454–8100, E-ISSN: 2344–5440.

Balaban, D. C., & **Mustățea, M.** (2019). Users' Perspective on the Credibility of Social Media Influencers in Romania and Germany. *Romanian Journal of Communication and Public Relations*, 21(1(46)), 31–46. <https://doi.org/10.21018/rjcp.2019.1.269>, ISSN: 1454–8100, E-ISSN: 2344–5440.

ERIH+

Mustățea, M., Igrășan, A. T. (2023). Exploring the Congruence Level of Music and Product Category. A Content Analysis on Global Musical Ads. *Journal of Media Research*, 16(2(46)), 46–61. <https://doi.org/10.24193/jmr.45.3>

Bera, F., **Mustățea, M.** (2023). Model of Media Dependency: The Media's Influence on Romanians' COVID–19 Vaccination Decisions. *Styles of Communication*, 15(2), 65–87. <https://doi.org/10.31178/SC.15.2.04>.

Grivasă, O., **Mustățea, M.** (2023). Whom Do You Believe? Examining the Effects of Different Review Sources on Third Person Effect, Electronic Word of Mouth, and Purchase Intention. *Styles of Communication*, 15(2), 88–112. <https://doi.org/10.31178/SC.15.2.05>.

Mustățea, M., Gociman, D. (2022). Stripping down the Execution Process. Colors in Digital Print Ads as an Emotional Response Indicator. *Styles of Communication*, 14(2), 108–130. <https://doi.org/10.31178/SC.14.2.06>

Articles indexed in international databases (BDI)

Balaban, D. C., Constantinescu, S. A., & **Mustățea, M.** (2018). "Social Media Networks Unveiled. Mapping the Romanian and German Youth". *Journal of Media Research*, 11(3(32)), 35–44.

Balaban, D. C., Constantinescu S.A. & **Mustățea, M.** (2018). "Credibility and freedom of choice in social media in relation with traditional media". *Journal Of Media Research*,

Mustățea, M. (2018). „The Golden Book of Romanian Public Relations – Book Review”. *Journal of Media Research*, 11(2 (31)), 112–114, ISSN: 1844–8887, E-ISSN: 2559–1983. <https://doi.org/10.24193/jmr.32.3>, ISSN: 1844–8887, E-ISSN: 2559–1983.



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Balaban, D. C., Constantinescu, S. A., Culic, L., **Mustăța, M.** & Pavelea, A. (2019). „The Role of the Perceived Quality of Information and of the Risk – taking Propensity for News Sharing on Facebook.” *Journal of Media Research*, 12(3 (35)), 18–28. <https://doi.org/10.24193/jmr.35.2>, ISSN 1844–8887, E- ISSN 2559–1983.

Mustăța, M. (2016). „The Student’s Socio-Professional Universe and the Profile of the Opinion Leaders”. *Journal of Media Research*, 9(3 (26)), 96–114, ISSN: 1844–8887, E-ISSN: 2559–1983.

Iancu, I. R., & **Mustăța, M.** (2014). „Cultural Imperialism. Tool for the Dissolution of the Belongingness Feeling”. *Journal of Media Research*, 7(1/2), 8, ISSN: 1844–8887, E-ISSN: 2559–1983.