



DEPARTAMENTUL DE
COMUNICARE, RELAȚII
PUBLICHE ȘI PUBLICITATE



**INTERNATIONAL STUDENTS' CONFERENCE ON COMMUNICATION
(ISCC)**

**Rethinking Communication and Interaction.
Challenges and Opportunities in Times of Crisis**
-Ninth Edition-

**19th of May, 2021
Cluj-Napoca, Romania**

WEDNESDAY, 19th of May 2021

9:00 – 9:30 CONFERENCE OPENING

Virtual venue: <https://zoom.us/j/94150010446>

Speakers:

Prof. Ioan HOSU, PhD, Director of the Department of Communication, Public Relations and Advertising, Babeș-Bolyai University, Cluj-Napoca

Prof. Delia Cristina BĂLAȘ (BALABAN), PhD, Director of the Doctoral School of Communication, Public Relations and Advertising, Babeș-Bolyai University, Cluj-Napoca

Assoc. Prof. Ioana IANCU, PhD, Conference Co-Founder & Organizer, Babeș-Bolyai University, Cluj-Napoca

9:30 – 12:30 PANEL PRESENTATIONS

PANEL 1: BRANDING & STRATEGIC COMMUNICATION	PANEL 2: COMMUNICATION ON ONLINE PLATFORMS (GERMAN panel)	PANEL 3: DOCTORAL PANEL – first part
<p>Moderators: Andreea VOINA, PhD & Veronica ILIEȘ, PhD</p> <p>Virtual venue: https://zoom.us/j/93851616844</p> <p>Diana-Maria CORNEA; Mihai-Ionuț MĂRCUȚ; Diana-Maria NEDELCU Population's Attitude Concerning Public and Private Institutions' Strategic Communication in Covid-19 Pandemic</p> <p>Andreea-Carla MUREȘAN A Good Strategy: The Element That Reduces the Failure When Planning an Event</p> <p>Miruna CRĂIUȚ An Experimental Analysis of the Artificial Intelligence Effect Towards Creativity</p> <p>Magda ODOBESCU Smart City: From a City Branding to a New Healthy and Sustainable Way of Lifestyle</p> <p>Ana OLARU The Online Communication Strategies of the Hermitage State Museum and the Van Gogh Museum. A Comparative Analysis</p> <p>Cristina-Elena GIURCANU The Paradigm of Productivity - The Influence of Elon Musk Personal Brand</p> <p>Carina Marisa CICHI #unsponsored: How Does 5GANG Influence the Purchase Decisions of Generation Z Through Their Personal Brands Built on Instagram?</p>	<p>Moderator: Veronica CÂMPIAN, PhD</p> <p>Virtual venue: https://zoom.us/j/97894887229</p> <p>Sonia MALOȘ Reflections on the Communication Strategies for Romania's COVID-19 Vaccination Campaign</p> <p>Maria-Paula BESCHIU Analysis of the Facebook Posts of Bucharest's Leading Candidates for the 2020 Local Elections. Case study: Gabriela Firea versus Nicușor Dan</p> <p>Teodora BANU Means of Expression of the Romanian Cultural Identity in Commercials in 2020</p> <p>Francesca RĂDULESCU Intercultural Communication in Advertising: A Social Media Content Analysis for the Beiersdorf-Nivea's Instagram Account</p> <p>Alexandra-Paula CONSTANTIN Intercultural Communication for Nivea</p> <p>Diana HOLZER Employer Branding on Online Platforms. The Positioning of it Companies in Cluj-Napoca</p> <p>Petra KOVACS, Sabrina SCHULLER Romanian Internet Users' Perspective on Privacy Issues</p> <p>Ioana-Claudia COVRIG-CUDREC; Helene Gertrude VĂLEAN The Role in the Social Media of the Influencers Who Became a Mother</p>	<p>Moderator: Delia BALABAN, PhD</p> <p>Virtual venue: https://zoom.us/j/99269298601</p> <p style="text-align: center;">10:00 – 11:30</p> <p>Mihai CHIRICĂ Influencer Marketing. A Cross Platform Perspective</p> <p>Bianca TĂMAȘ The Role of Authenticity for Brands and Social Media Influencers</p> <p>Ioana PALADE Older Adults and COVID-19: Vaccination, News Sharing and Health Information Seeking Behaviour</p> <p>Maria CERGA Strategic communication in sports</p>

12:30 – 13:00 Lunch & stretching break

13:00 – 15:00 PANEL PRESENTATIONS

PANEL 4: ADVERTISING AND CONSUMER BEHAVIOR

Moderators: Maria MUSTĂŢEA, PhD & Ioana LEPĂDATU, PhD

Virtual venue: <https://zoom.us/j/97009195670>

Andreea-Alexandra BATCU, Cristina-Gabriela BEJAN
Animated Commercials: Are They Mature Enough to Persuade Young Adult Consumers?

Adelina-Cosmina DINU, Răzvan-Gabriel GRECU
Kids and Cookies: A Study on Featuring Children in Emotionally-Effective Advertising

Alexandra CĂLUŞERI
Emotions and Creativity in Graphic Design. An Analysis on the Minimalism Efficiency in Print Ads

Ana Andreea POPOVICI
The Impact of Guerrilla Marketing on The Consumer

Gianina Alexandra ALBU, Alexandrina DARII, Robert Daniel ȚĂRAN, Alexandra Elena TERZEA
The Impact of YouTube Ads on Young Romanian People in 2020

Andreea HRISCU, Florina JUDE, Noemi MIHALYKO
Preference and How It Can Influence Consumer's Decision-Making Process

Vladimir CIOBANU, Alina CZUTKA, Claudia DRĂGAN
A Study of the Influence of ASMR on the Behavior and Emotions of Young People in Romania aged 14-25 Through Social Media and Advertising

Patricia BLAGA (IBRAM)
Gender Perspectives on Virtual Reality. A Qualitative Analysis on Technology Acceptance Differences

PANEL 5: THE IMPACT OF MEDIA COMMUNICATION

Moderators: Dorin SPOALLER, PhD & Mihnea STOICA, PhD

Virtual venue: <https://zoom.us/j/92355456650>

Fabia-Roberta BERA, Maria-Mălina BERAR, Oana-Mihaela GRIVASĂ
Exploring the Spiral of Silence in Romania; People's Willingness to Express Their Opinion on Facebook During the Coronavirus Pandemic

Elena NIŢĂ
Stimulus-Response Theory During the 2020 Local Elections in Bucharest. A "Burning" Problem and a Wanted Mayor, Not a Loved One

Mihaela PANAINTE, Gabriela PANAINTE
Social Media Influencers and Their Impact on The Students of the Faculty of Political, Administrative and Communication Sciences

Sabin ZĂBLĂU
How does YouTube Influence the Independence of People Between the Age of 15 and 25?

Jessica-Oana PETRI
The Impact of COVID-19 on the Body Image of Adults Between 18 and 25 Years Old

Roxana POSTICĂ
The Image and Evolution of the Female Character in Post-Revolutionary Romanian Cinema

Teodora Maria-Andreea DESEAGĂ
Ethical Communication in Covid-19 Pandemic. Fake-news and Post-truth Phenomena

Arina VIZITIU
Piracy&Chill: Can Streaming Platforms Such as Netflix Become an Antidote to the Culture of Piracy in Romania?

15:00 – 17:00 PANEL PRESENTATIONS

PANEL 6: COMMUNICATION, BEHAVIOR, & PSYCHOLOGY

Moderators: Anișoara PAVELEA, PhD & Lorina CULIC, PhD

Virtual venue: <https://zoom.us/j/93693363576>

Alex CASANDRA

Similarities Between the Collective Online Behaviour and the Collective Physical Behavior. The Collective Online Behaviour During the Covid Pandemic

Rareș VASILE

Psychological and Sociological Effects of Reading for Pleasure on Students (Cluj-Napoca, 2021)

Miriam BAȘA

Covid-19 Anxiety in Relation with Conspiracy Theories and Religiosity

Theodora ENEA, Maria-Antonella SERAFINO, Dan-Mihai-Silviu TEODORESCU,

Elena-Anișoara TĂNASE

The Influence of Applying the Code of Good Manners in Writing a Mail on The Perception of the Expeditor

Flavius NICULESCU

The Orientation of Students in Cluj-Napoca on the Future Field of Activity. The Impediments of Professional Ascension

Cerasela Iulia SAS

Owning a Pet Influences the Emotional Intelligence

Denisa-Sinziana SABIE, Diana SIMION, Ana-Maria TRIF, Bianca TRIFAN

Anxiety Among Students from Cluj-Napoca

Oana RUS

The Effects of Multiple Source Digital Information on Social Perception in Romania. Case study on Generation X (1965-1980)

PANEL 7: DOCTORAL PANEL – second part

Moderators: Laura IRIMIEȘ, PhD & Cosmin IRIMIEȘ, PhD

Virtual venue: <https://zoom.us/j/97843022610>

Ana-Maria-Violeta VOLOC

Social Central Bankers. An Analysis of Central Bank Communication on Social Media During the COVID-19 Pandemic

Adrian CHEȚAN

Music Perception under Visual Influence: A Brand Identity Experiment

Lorena-Adina PASTOR

The Art of Storytelling. The Role of the Communication Channel in Outlining and Storing the Message

Laura IRIMIEȘ, Oana RAȚIU

Young Adults from Romania and the Importance of Personal Branding in the Online Area

17:00-18:00 PLENARY SESSION

Virtual venue: <https://zoom.us/j/95823828108>

Moderator: Research Assist. Andreea VOINA

SPEAKERS:

Prof. Flaviu Călin RUS, PhD, Vice Rector of Babeş-Bolyai University, Cluj-Napoca

Prof. Călin HINŢEA, PhD, Dean of the Faculty of Political, Administrative and Communication Sciences

Prof. Ioan HOSU, PhD, Director of the Department of Communication, Public Relations and Advertising

Prof. Delia Cristina BĂLAŞ (BALABAN), PhD, Director of the Doctoral School of Communication, Public Relations and Advertising

KEYNOTE SPEAKER:

Prof. BRYAN REBER, PhD

Grady College of Journalism and Mass Communication

UNIVERSITY OF GEORGIA

United States of America

Communication Challenges During the Crisis of COVID-19

18:00 CONCLUSIONS AND CLOSING PLENARY