



# Anabella-Maria Beju-Aleman

**Date of birth:** 12/03/1983 | **Nationality:** Romanian | **Gender:** Female | **Phone number:** (+40) 744709604 (Work) | **Email address:** [anabella.beju@ulbsibiu.ro](mailto:anabella.beju@ulbsibiu.ro) | **Website:** <https://socioumane.ulbsibiu.ro/team/anabella-maria-beju/> | **LinkedIn:** <https://www.linkedin.com/in/anabellabeju/>

## WORK EXPERIENCE

**SENIOR LECTURER – FACULTY OF SOCIAL SCIENCES AND HUMANITIES; LUCIAN BLAGA UNIVERSITY OF SIBIU –**  
29/02/2016 – Current – SIBIU, ROMANIA

Courses:

- B.A.: Media Psychology, Digital Media and Communication, Innovation and AI in Communication, Public Relations Campaigns, Strategic Communication Management
- MA: Design and Innovation in Digital Media, Organizational Mentoring and Coaching

**VISITING PROFESSOR – HOCHSCHULE MITTWEIDA - UNIVERSITY OF APPLIED SCIENCES –** 10/2017 – 05/2022 – MITTWEIDA, ROMANIA

Courses

- BA Business Management; BA Health Management: Strategic Communication, Organizational Communication

**INTERPROFESSIONAL EDUCATIONAL OFFERS EXPERT COORDINATOR – LUCIAN BLAGA UNIVERSITY OF SIBIU –**  
11/2020 – 06/2021 – SIBIU, ROMANIA

Project - "Access and equity in universities. Innovative entrepreneurial approaches for students and teachers", POCU/379/6/21/124874., co-financed from the European Social Fund through the Human Capital Operational Program

- Responsible for the design and implementation of the Wellbeing in the Workplace Module

**INTERPROFESSIONAL EDUCATIONAL OFFERS DEVELOPMENT SPECIALIST – LUCIAN BLAGA UNIVERSITY OF SIBIU –**  
11/2019 – 04/2020 – SIBIU, ROMANIA

Project - "Access and equity in universities. Innovative entrepreneurial approaches for students and teachers", POCU/379/6/21/124874., co-financed from the European Social Fund through the Human Capital Operational Program

- Responsible for the design and teaching of the Wellbeing in the Workplace Module

**TRAINER – LUCIAN BLAGA UNIVERSITY OF SIBIU –** 09/2018 – 11/2019 – SIBIU, ROMANIA

Project - "The development and implementation of innovative motivational and didactic instruments for inclusive schools in Sibiu", POCU/73/6/6/105299

- Responsible for the design and teaching of the module "Education and Entrepreneurship"

**TRAINER – LUCIAN BLAGA UNIVERSITY OF SIBIU –** SIBIU, ROMANIA

Project - Start-Up Hub: Entrepreneurs' Lab, POCU/82/3/7/105648 Participation in the implementation of the Entrepreneurship Teaching Program

- Responsible for the design and teaching of the entrepreneurial skills course together with the team of trainers

**ASSISTANT PROFESSOR – FACULTY OF SOCIAL SCIENCES AND HUMANITIES; LUCIAN BLAGA UNIVERSITY OF SIBIU –**  
10/2013 – 03/2016 – SIBIU, ROMANIA

Courses and Seminars:

- BA: Research Methods in Communication Sciences, Introduction to Public Relations, Intercultural Communication, Public Relations Campaigns, Argumentation Theory, Persuasion Techniques

Research Focus: Digital Media Sociology, Communication Sociology, Discourse Analysis, Critical Discourse Analysis

## EDUCATION AND TRAINING

CURRENT Bucharest, Romania

**PSYCHOTHERAPIST WITH A PSYCHOANALYTIC ORIENTATION** Association for Psychoanalytic Psychotherapy and Counselling Bucharest

Website <https://acppb.ro/>

06/2013 Bucharest, Romania

**PHD IN COMMUNICATION SCIENCES** National School of Political and Administrative Studies, Bucharest (Romania)

Website <https://snspsa.ro/>

2006 – 2008 Cluj-Napoca, Romania

**M.A. IN PUBLIC RELATIONS** Babeş-Bolyai University

Website <https://www.ulbsibiu.ro/en/>

30/11/2021 – 02/07/2023 Sibiu, Romania

**M.A. CLINICAL PSYCHOLOGY, PSYCHOLOGICAL COUNSELLING AND PSYCHOTHERAPY** Lucian Blaga University of Sibiu

Website <https://www.ulbsibiu.ro/en/>

2019 – 2022 Sibiu, Romania

**B.A. IN PSYCHOLOGY** Lucian Blaga University of Sibiu

Website <https://www.ulbsibiu.ro/en/>

2002 – 2006 Sibiu, Romania

**B.A. IN JOURNALISM (GERMAN CURRICULA)** Lucian Blaga University of Sibiu

Website <https://www.ulbsibiu.ro/en/>

## LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

|                | UNDERSTANDING |         | SPEAKING          |                    | WRITING |
|----------------|---------------|---------|-------------------|--------------------|---------|
|                | Listening     | Reading | Spoken production | Spoken interaction |         |
| <b>ENGLISH</b> | C2            | C2      | C2                | C2                 | C2      |
| <b>GERMAN</b>  | C2            | C2      | C2                | C2                 | C2      |
| <b>SPANISH</b> | A2            | A2      | A2                | A2                 | A1      |
| <b>FRENCH</b>  | A2            | A2      | A2                | A2                 | A1      |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## TRAININGS AND CERTIFICATIONS

04/2013 – 09/2013

**Social Entrepreneur; Social Economy Institute**

School for Entrepreneurs in Social Economy within the framework of the Prometheus Program for the development of social enterprise in Romania, Foundation for the Development of Civil Society co-funded by the European Union through the European Social Fund, Sectorial Operational Program Human Resources Development 2007-2013

## ● RESEARCH PROJECTS

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### Member of the Research Team; Lucian Blaga University of Sibiu

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Faculty of Social Sciences and Humanities, Sibiu (Romania) Research Project: "The Politics of Street (Re-)Naming Practices: Symbolic Geographies and Identity Landscapes in Postsocialist Romania", financed by the Romanian Ministry of Education and Research, PN-III P1-1.1-TE-2019-0238

06/2013 – 09/2015

### Postdoctoral Research Scholarship | "Gh Zane" Romanian Academy

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Institute for Economic and Social Research, Iași Branch Research

Research Project: Social Capital and Communication for Development in the Network Society, Research Group - Rethinking Politics in the Contemporary Society. Globalization, Consumerism and Economic Efficiency, project POSDRU/159/1.5/S/133675 Innovation and development in the structuring and representing knowledge through doctoral and postdoctoral fellowships

### Member of the Research team | Romanian Academy

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Institute for Quality of Life Research Project: The History of Romanian Sociology from 1944 until the Present, Coord. Prof. PhD Cătălin Zamfir

## ● FELLOWSHIPS, SCHOLARSHIPS AND GRANTS

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03/2017

### ERASMUS + Teaching Mobility | Mittweida University of Applied Sciences

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05/2015 – 06/2015

### Postdoctoral Fellowship | Malmö University

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Faculty of Culture and Society, School of Arts and Communication, Malmö, Sweden Research Focus: Communication for Development

06/2013 – 09/2015

### Postdoctoral Research Scholarship | "Gh Zane" Romanian Academy

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Institute for Economic and Social Research, Iași Branch, Research Project „Innovation and development in knowledge structuration and representation through doctoral and postdoctoral scholarships", POSDRU/159/1.5/S/133675

10/2009 – 02/2013

### Doctoral Fellowship | National School of Political and Administrative Studies

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Faculty of Communication and Public Relations, Bucharest, Romania

Research Project "Doctoral scholarships for the development of the knowledge-based society", "Doctoral scholarships for the development of the knowledge-based society", co-funded by the European Union through the European Social Fund, Sectorial Operational Program Human Resources Development

09/2010 – 05/2011

### Doctoral Fellowship | Vienna University

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Institute for Publishing and Communication Sciences (Institut für Publizistik und Kommunikationswissenschaft), Vienna, Austria

03/2002 – 06/2002

### Erasmus-Socrates Scholarship, Salzburg University

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Faculty of Cultural & Social Sciences, Salzburg, Austria

## ● MEMBERSHIP IN PROFESSIONAL BODIES

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2021 – 2022

### Member | International Association of Communication in Healthcare (EACH)

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2016 – 2019

**Member | Public Relations History Network within the European Public Relations Education and Research Association (EUPRERA)**

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2013 – 2015

**Member | Romanian Sociology Association**

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## ● **MEMBERSHIP IN COUNCILS AND BOARDS**

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2024 – CURRENT

**Department Council - Department of Social Work, Journalism, Public Relations and Sociology, Faculty of Social Sciences and Humanities, Lucian Blaga University of Sibiu**

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2017 – CURRENT

**Executive Board - EduHub - Students Entrepreneurial Society, Lucian Blaga University of Sibiu, Sibiu Romania**

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2014 – CURRENT

**Board of Directors - Polisano Foundation, Sibiu, Romania**

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2015 – 2019

**Faculty Council - Faculty of Social Sciences and Humanities, Lucian Blaga University of Sibiu, Sibiu, Romania**

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2013 – 2021

**Board of Directors - Sibiu Community Foundation, Sibiu, Romania**

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## ● **PUBLICATIONS (SELECTION)**

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2022

**Book**

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- [Târnovan \(Beju\), A.M.](#) (2015). Socio-Communicational Capital in the digital age. Communication, social capital, development and social change. București: Tritonic

### **Book Chapters**

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- Dolea, A. E., [Beju, A.](#), & Suci, A. (2026). Hierarchies of Othering: Public Discourses About Ukrainian Refugees and Immigrants in Romania. In *Ukrainian Refugees in Central and Eastern Europe: Public Debates, Strategic Narratives and Practices* (pp. 147-167). Cham: Springer Nature Switzerland.
- Rusu, M. S., & [Beju, A.](#) (2022). Numele dezvoltării comunitare: antreprenoriat municipal și democrație toponimică în Sibiu. In Croitoru A. & Iorga A. (Eds.) *Dezvoltare comunitară în România: concepte, procese, modele de analiză* (pp. 165-193) București: Tritonic
- [Beju A.](#) & Dragoman D. (2022). Capital social și dezvoltare comunitară. Orașul se pune în mișcare la Maratonul Internațional Sibiu. In Croitoru A. & Iorga A. (Eds.) *Dezvoltare comunitară în România: concepte, procese, modele de analiză* (pp.65-85). București: Tritonic
- [Târnovan \(Beju\), A.M.](#) (2015). Social capital and civic engagement in the digital era. An online-offline comparison for Romania. In Balaban, D.C., Hosu, I., & Mucundorfeanu, M. (Eds.) *PR Trends. Developments and trends in communication* (pp. 193-209). Mittweida: Hoschulverlag Mittweida
- [Târnovan \(Beju\), A.M.](#) (2015) Network communication and social capital for social change. Exploring communicative social capital in the network society. In Vizureanu, V. (Ed.). *Rethinking the political in contemporary society: globalization, consumersim, economic efficiency* (pp. 133-163). București: Pro Universitaria

### **Peer-reviewed journal articles**

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- Popa, A. E., Bejenaru, A., [Beju-Aleman A.M.](#), Lup, O., Morândău, F., Pogan, L., Silistraru, I. (2026). Work (Re) integration Following a Chronic Illness Diagnosis in Romania: What Role Do Nongovernmental Organizations Play in the Process?. *Calitatea Vieții* 37 (1), 1-25.
- Baltador, L. A., Grecu, V., Panța, N. D., & [Beju, A. M.](#) (2024). Design Thinking in Education: Evaluating the Impact on Student Entrepreneurship Competencies. *Education Sciences*, 14(12), 1311
- Dolea, A., Ingenhoff, D., & [Beju, A.](#) (2021). Country images and identities in times of populism: Swiss media discourses on the 'stop mass immigration' initiative. *International Communication Gazette*, Sage Publications, IF 1,877

- Târnovan (Beju), A.M. (2015). The Communicative Rationality of Social Capital. A Habermasian Perspective o Social Capital, The Scientific Annals of the „Alexandru Ioan Cuza" University of Iași (New Series) Political Sciences , Vol. 10(1), Index Copernicus, EBSCO, CEEOL, Scipio
- Târnovan (Beju), A.M. (2015). Socio-Communicational Capital in the Network Society. Preliminary Considerations, Saeculum Journal (New Series), Issue 1-2, 39-40, CEEOL, EBSCO
- Târnovan (Beju), A.M. (2015). Homophily in Social Networks, Bridging and Bonding Social Capital. Implications for Development, "Ovidius" University Annals, Economic Sciences Series, Vol. XV (1), 203- 210. EBSCO, RePEc, DOAJ, ULRICHSWEB, J-Gate, Cabell's Directories, ERIHPLUS

## **Handbook Contributions**

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Beju, A. (2023). Equity in Mental Health Care for the Displaced. In Agarwal Vinita (Eds.). Health Communication for Social Justice: A Whole-Person Activist Approach. Routledge