



Mihai-Claudiu Gavrilesco

Nationality: Romanian **Date of birth:** 18/08/1980 **Gender:** Male

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WORK EXPERIENCE

🏢 **Faculty of Communication and Public Relations (NUPSPA) – Bucharest, Romania**

City: Bucharest | Country: Romania

Assistant Lecturer

[01/10/2025 – Current]

- Teaching *Mass Media and Society, Digital Media Communication & Communication Theory*

🏢 **Center for Research in Communication, Faculty of Communication and Public Relations (NUPSPA)**

University Research Assistant

[01/10/2019 – Current]

🏢 **Faculty of Communication and Public Relations (NUPSPA) – Bucharest, Romania**

City: Bucharest | Country: Romania

Adjunct Lecturer in Communication Sciences

[01/10/2019 – 30/09/2025]

- Teaching *History of Communication, Mass Media and Society & Ethics in Communication*

🏢 – Bucharest, Romania

City: Bucharest | Country: Romania

Sociologist Expert

[01/07/2025 – Current]

Sociologist Expert in the +CAP Project – Enhancing CNS Cartel ALFA's Capacity for Improving and Modernizing Social Dialogue at All Levels (SMIS Code 311262).

🏢 **National University of Political Studies and Public Administration (NUPSPA)**

Member of the Council for Doctoral Studies

[16/06/2021 – 30/09/2024]

🏢 **S.C. Moteco Facade S.R.L.**

Executive Director

[01/09/2015 – 31/10/2017]

- Coordinating and harmonizing the company's objectives by efficiently managing human, technical, material, informational and financial resources in accordance with the company's policy and strategy;
- Integrated coordination of the activity of all departments: Technical Department, Valuations Department, Financial-Accounting Department and Administrative Department;
- Organizing and ensuring a dynamic balance between the functions of the organization: development, marketing, production, sales and human resources;

- Training, control, motivation and supervision of the human capital of the company (leadership and management-by-objectives) in order to maintain quality by applying a task delegation plan capable of highlighting the specific skills of each human factor employed;
- Representing the organization in relation to its audiences: suppliers, management of other companies and state authorities with prerogatives in its activity.

Appraisals & Consulting Division S.R.L.

Executive Director

[30/09/2014 – 31/08/2015]

- Integrated coordination of the activity of all departments: Technical Department, Valuations Department, Financial-Accounting Department and Administrative Department;
- Coordinating and harmonizing the company's objectives by efficiently managing human, technical, material, informational and financial resources in accordance with the company's policy and strategy;
- Promoting the company and making full use of its work capacity by identifying new customers and contracting projects;
- Actively involved in the evolution of the private entity by knowing, interpreting and implementing the marketing strategy and business plan of the organization and the procedures outlined by its owner, suggesting any change / development, identifying and reporting the risks that may occur.

S.C. Natural Vita Plus S.R.L.

General Manager

[31/05/2008 – 31/08/2014]

- Administration of five pharmaceutical units in Argeş County, open-circuit community pharmacies in contractual relationship with Argeş Health Insurance House;
- Representing the company in relations with the Ministry of Health, Argeş Health Insurance House, the National Medicines Agency, the Argeş College of Pharmacists, the Argeş Public Health Directorate and with any other institutions with responsibilities in regulating the activity profile;
- Formulation and application of the company's objectives as well as the general marketing strategy;
- Establishing contractual relationships with suppliers (drug stores);
- Constant supervision of the relationship between pharmacists, pharmacy nurses and patients for the observance of the right to a correct medication and in accordance with individual therapeutic indications.

S.C. Romgav GEALAN S.R.L.

General Manager

[31/07/2003 – 30/09/2010]

- Substantiation and application of the company's objectives and elaboration of the general marketing strategy;
- Establishing contractual relationships with suppliers, collaborators and customers;
- Planning and monitoring the implementation of services, quality control of the provided services;
- Compilation of commercial and promotional policy: coordination of the advertising campaign and results' analysis;
- Activities specific to the management position: periodic analysis of the company's profitability, supervision of contracts, tracking orders and receipts etc.

EDUCATION AND TRAINING

Postdoctoral Fellow

Bocconi University (CIVICA Alliance) [01/10/2025 – Current]

City: Milan | **Country:** Italy | **Field(s) of study:** Data-Driven Technologies for the Social Sciences | **Level in EQF:** EQF level 8 | **Thesis:** Code and the Simulacrum of Reality: How Digital Personas and Parasocial Relationships Are Constructed. A Comparative Analysis among Students in Romania and Italy

PhD in Communication Sciences

Doctoral School of Communication Sciences (NUPSPA) [09/2019 – 30/09/2024]

Address: Bvd. Expozitiei, No. 30 A, District 1, 012104 Bucharest (Romania) | Website: <http://snspsa.ro/education/programmes/doctoral-studies/> | Field(s) of study: Social sciences, journalism and information | Level in EQF: EQF level 8 | Thesis: Challenges Associated with the Consumption of Political News in Romania's Media Landscape

Java Developer Trainee

Software Development Academy [07/2022 – 01/03/2023]

Address: S.C. FORGE OF TALENTS SRL Str. Șoseaua Pipera, no. 4, bureau no. 2, 3, 4, 5 and 6, floor 2, district 1, 014251 Bucharest (Romania) | Website: <https://sdacademy.ro/> | Field(s) of study: Information and Communication Technologies (ICTs): • Software and applications development and analysis

- Java Fundamentals
- Java Advanced Features
- Software Testing (JUnit)
- Design Patterns
- GitHub
- JDBC & Hibernate
- Front-end Technologies: HTML, CSS, JavaScript (JS) & Angular Framework
- Spring Framework, Spring Boot

Erasmus+ Student

Universidade Autónoma de Lisboa [15/04/2022 – 05/08/2022]

Address: Palácio Dos Condes Do Redondo, R. de Santa Marta 56, , Portugalia, 1169-023 Lisboa (Portugal)

Visiting PGR

Bournemouth University [05/09/2021 – 05/02/2022]

Address: Bournemouth University, Fern Barrow Poole, Dorset,, BH12 5BB Bournemouth (United Kingdom) | Website: <https://www.bournemouth.ac.uk/>

Erasmus+ Student

Uniwersytet im. Adama Mickiewicza [14/03/2021 – 14/06/2021]

Address: street Wieniawskiego, no. 61-712, Poznań (Poland) | Website: <https://amu.edu.pl/>

"CERT-ANTREP" Scholar

Doctoral School of Communication Sciences (NUPSPA) [31/10/2020 – 29/10/2021]

Address: Bvd. Expozitiei, No. 30 A, District 1, 012104 Bucharest (Romania) | Website: <https://cert-antrep.ro/>

Beneficiary of the project "Researcher-Entrepreneur on labour market in the field of intelligent spacialization (CERT-ANTREP)", project financed by the European Social Fund, Human Capital Operational Program 2014-2020

BA Diploma in Communication and Public Relations

Faculty of Communication and Public Relations (NUPSPA) [30/09/2001 – 04/07/2006]

Address: Bvd. Expozitiei, No. 30 A, District 1, Bucharest, Romania, 012104 București (Romania) | Website: <https://snspsa.ro/en/> | Level in EQF: EQF level 6

High School Graduate

"Zinca Golescu" National College [14/09/1995 – 04/07/1999]

Address: street Egalității, no. 34, 110049 Pitești (Romania) | Website: <https://zinca-golescu.ro/> | Level in EQF: EQF level 4

PUBLICATIONS

[2023]

Gavrilescu, M., Udrea, G., Guiu, G., & Bunea, L. G. (2023). Student during the pandemic: Opportunities and challenges of online education in Romania.

in Surugiu, R. & Stepanov, G., *Conjuncturi digitale: media, comunicare, educație*. Tritonic: București

[2023]
Corbu, N., Bârgăoanu, A., Udrea, G., & Gavrilăscu, M. Do conspiracy theories circulating in the media or their debunking affect people's trust in the media?

Social Science Information, 62(3), 345-366.

[2021]
Buturoiu, R. & Gavrilăscu, M. (2021). Key Words Associated with the COVID-19 Pandemic. Comparing the Media and the Public Agenda.

Journal of Media Research, 14(2/ 40), 5-25

CONFERENCES & SEMINARS

[12/05/2025 – 16/05/2025] Kütahya, Türkiye
International Staff Week Presented paper: *When the Code Feels Human - How Young People Connect with Digital Personas* (Gavrilăscu, G. & Gavrilăscu, M.)

[04/07/2024 – 05/07/2024] Bucharest
Public Communication and Artificial Intelligence: Impact and Consequences Presented paper: *My close digital friend: Parasocial interactions and relationships with artificial intelligence* (Gavrilăscu, M.)

Link: <https://fjsc.unibuc.ro/2024/05/29/public-communication-and-artificial-intelligence-impact-and-consequences/>

[04/07/2024 – 05/07/2024] Bucharest
Public Communication and Artificial Intelligence: Impact and Consequences Presented paper: *Digital Gamification: Perspectives of Generation Z on the Use of Duolingo and Snapchat* (Gavrilăscu, M., Udrea, G., & Lazăr, I.)
Link: <https://fjsc.unibuc.ro/2024/05/29/public-communication-and-artificial-intelligence-impact-and-consequences/>

[10/11/2022 – 15/11/2022] Dubai, United Arab Emirates
WAPOR 75th and WAPOR Asia Pacific 5th Annual Conference Presented paper: *People's Behavior in Times of Health Crisis: The Effects of Conspiracy Narratives and their Debunking on Media Trust* (Bârgăoanu, A., Corbu, N., Udrea, N., & Gavrilăscu, M.)

Link: <https://wapor.org/events/annual-conference/past-conferences/75th-annual-conference/>

[19/10/2022 – 22/10/2022] AARHUS, Denmark
ECREA 2022 9th European Communication Conference Presented paper: *Elite and public perceptions about the current threats to the political information environment* (Corbu, N., Buturoiu, R., & Gavrilăscu, M.)

Link: <https://conferences.au.dk/ecrea2022>

[20/05/2022 – 22/05/2022] Bucharest, Romania
NETWORKED COMMUNICATION in the (post-)global era: INFORMATION AND KNOWLEDGE IN THE DIGITAL WORLD Presented paper: *Student during the pandemic: Opportunities and challenges of online education in Romania* (Udrea, G., Gavrilăscu, M., & Guiu, G.)

Link: <https://europa.eu/europass/eportfolio/screen/redirect-external?url=https://www.filfak.ni.ac.rs/konferencije/item/1966-networked-communication-in-the-post-global-era-information-and-knowledge-in-the-digital-world>

[15/12/2021 – 17/12/2021] Florence, Italy

CIVICA Doctoral Conference “How to prepare yourself for the academic job market”

Link: <https://www.sciencespo.fr/ecole-doctorale/en/content/how-prepare-yourself-academic-job-market.html>

[04/07/2021 – 04/07/2021] ONLINE

The International Academic Institute 2021 VIRTUAL Conference Presented paper: *Let me be there, know you, be you, and adore you!: An analysis on transportation, parasocial experience, identification, and worship processes of audience involvement with media characters* (Gavrilescu, M.)

Link: <https://ia-institute.com/international-academic-virtual-conference-july-5-2021/>

[19/05/2021 – 20/05/2021] Bucharest, Romania

30 years of higher education in journalism and communication in Eastern Europe after 1989: From conquering the freedom of expression to embracing digital communication Presented paper: *Keywords used to describe the COVID-19 pandemic. Comparing the media and the public agenda* (Buturoiu, R. & Gavrilescu, M.)

Link: <http://www.fjsc.unibuc.ro/cercetare/conferintele-fjsc/30-years-of-higher-education-in-journalism-and-communication-in-eastern-europe-after-1989>

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Italian

LISTENING B1 READING B1 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

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

SKILLS

Creativity / Written and Verbal skills / Critical thinking / Team-work oriented / Analytical skills / Decision-making / Organizational and planning skills / Strategic Planning / Reliability / Motivated / Responsibility / Presenting / Microsoft Office / Java / Database : MySQL(basic) / GIT (Git Hub Git Bash) / Visual Studio & Visual Studio Code / MySQL (mysql-workbench) / SourceTree / GitHub / Webpack / Html, Java, CSS / Postman Advanced Scripting and Automation / JetBrains IntelliJ Idea / Java Database Connectivity – JDBC / Spring framework (Spring Boot, Spring MVC, Spring Security, Spring Data) / Java (Spring JUnit Hibernate)

DRIVING LICENCE

Driving Licence: B

09/08/2017 – 09/08/2027

MANAGEMENT AND LEADERSHIP SKILLS

Management and leadership skills

- 20 years of experience in entrepreneurship, in different fields of activity, doubled by the culture of personal responsibility;
- The practice of objective analysis of the implications of any management decision on the entire activity of the organization;
- Ability to make optimal use of material, financial, patrimonial and personnel resources in order for the organization to achieve its goals;
- Leadership and management-by-objectives: motivating and coordinating the organization's staff;
- Management of the decision-making act by assuming responsibility or delegating responsibilities within working groups;
- Establishing the objectives and evaluation criteria in compliance with the principles of total quality management;
- Overview of the socio-economic context in which society evolves in order to identify both the focal points and those of excellence in order to design a strategy tailored to the needs of short, medium or long term development;
- Ability to set and maintain quality standards in the proposed field of activity.

ORGANISATIONAL SKILLS

Organisational skills

- Entrepreneurial vision built on personal experience in the management of legal entities with limited liability;
- Ability to identify, analyze, synthesize, plan, coordinate and decide;
- Integrated design of the management plan with the specificities that reside in the nature of different commercial activities;
- Financial and human resources management skills;
- Leadership - building and strengthening a team through mechanisms of mutual dependence, respect and common goals;
- Ability to motivate and support staff in difficult times;
- Increased capacity for effort and concentration;
- High standards of ethical and professional probity.

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

- Selection of appropriate means and means of communication in order to streamline the managerial processes;
- Ability to adopt appropriate behavior aimed at maintaining a climate of collaboration both horizontally and vertically;
- Ease of relating in any cultural environment in conjunction with a fine spirit of observation of real use in the dynamics of human interactions.