



Mihai Marcel Marcovici

Date of birth: 12/06/1986 | **Place of birth:** Sector 3 | **Nationality:** Romanian | **Phone number:** (+40) 00000000 (Mobile) | **Email address:** mihai.marcovici@comunicare.ro | **Address:** Bucharest, Romania (Home)

EDUCATION AND TRAINING

01/10/2024 – CURRENT Cluj Napoca, Romania

PHD, PUBLIC RELATIONS, COMMUNICATION AND ADVERTISING Babes Bolyai University

The increasing emphasis on diversity, equity, and inclusion within global advertising has positioned inclusive advertising as a powerful tool for social change.

This PhD thesis explores the potential of such advertising to influence civic engagement among Romanian youth, a demographic that is increasingly shaped by both local and global cultural forces.

Focusing on Cannes Lions-awarded campaigns from 2019 to 2024, this longitudinal study is proposing to examine how these high-impact campaigns are contributing to foster a sense of civic responsibility, inclusivity, and active participation among young people in Romania. By analysing the evolving narratives and strategies within these campaigns, the research is proposing to provide insights into the role of inclusive advertising in shaping the social and political engagement of youth in a rapidly changing society.

Website <https://www.ubbcluj.ro/ro/> | **Field of study** Social sciences, journalism and information |

Final grade Coordinator, Conf. Univ. Dr. Meda Mucundorfeanu | **Level in EQF** EQF level 8 |

Thesis Inclusive advertising on civic engagement among Romanian youth. A longitudinal study of Cannes Lions awarded campaigns between 2019-2024.

01/10/2024 – CURRENT Cluj Napoca, Romania

PHD, INTERNATIONAL RELATIONS AND SECURITY STUDIES Babes Bolyai University

This doctoral dissertation aims to investigate Romania's diplomacy during the period 1968-1989, as reflected in documents and reports from the American Archives. The analysis will include an examination of Nicolae Ceaușescu's regime's relations with the Soviet Union, their influence on Romanian diplomacy, and the way these aspects were reflected in reports from the American archives, within a context characterized by domestic policies marked by oppression and strict population control.

By employing a historical research methodology based on the analysis of documents from the American archives, this study could provide a comprehensive perspective on Romania's diplomacy from an American viewpoint. The research findings could highlight the contradictions and ambivalences of external perceptions, influenced by the complex dynamics of the geopolitical context and Romania's internal policies.

The use of these research methods could reveal the nuances of international relations and contribute to a deeper understanding of how Romania's domestic policies and the global geopolitical context shaped perceptions and relations between Romania and the United States during that period.

Website <https://www.ubbcluj.ro/ro/> | **Field of study** Political sciences and civics |

Final grade Coordinator, Prof. Univ. Dr. Luminita Rosca | **Level in EQF** EQF level 8 |

Thesis Relațiile externe ale României din perioada 1968-1989 din perspectiva arhivelor americane

01/10/2022 – 30/06/2024 Bucharest, Romania

ADVERTISING AND DIGITAL COMMUNICATION, MSC DEGREE University of Bucharest, Faculty of Journalism and Science of Communication

Website www.fjsc.ro |

Field of study Inter-disciplinary programmes and qualifications involving social sciences, journalism and information |

Final grade 9.66 | **Type of credits** ECTS | **Number of credits** 128 |

Thesis From margins to mainstream: The impact of inclusive advertising on Minority and Majority Self-Perceptions in Romania

01/10/2022 – 30/06/2024 Bucharest, Romania

FASHION, ADVERTISING, CONSUMPTION, MSC DEGREE University of Bucharest, Faculty of Journalism and Science of Communication

Website www.fjsc.ro |

Field of study Inter-disciplinary programmes and qualifications involving social sciences, journalism and information |

Final grade 10 | **Type of credits** ECTS | **Number of credits** 120 |

Thesis Moda fast-fashion queer: o explorare a granițelor de gen

01/10/2023 – 16/02/2024 Athens, Greece

ERASMUS + PROGRAMME SCHOLARSHIP National Kapodistrian University of Athens

Website www.nkua.gr |

Field of study Inter-disciplinary programmes and qualifications involving social sciences, journalism and information |

Final grade 9 | **Type of credits** ECTS | **Number of credits** 31

01/04/2023 – 31/05/2023 Tübingen, Germany

ERASMUS + PROGRAMME SCHOLARSHIP University of Tübingen

Website <https://uni-tuebingen.de> | **Field of study** Arts and humanities | **Final grade** 10 | **Type of credits** ECTS |

Number of credits 6 |

Thesis Comparing the Monetary Systems of Ancient Rome and the Eurozone: An Analysis of Coinage and Economic Structure

01/10/2019 – 30/06/2022 Bucharest, Romania

COMMUNICATION AND ADVERTISING SPECIALIST, BACHELOR DEGREE Faculty of Journalism and Science of Communication, Bucharest University

Address Bucharest, Bucharest, Romania | **Website** www.fjsc.ro |

Field of study Inter-disciplinary programmes and qualifications involving social sciences, journalism and information |

Final grade 10 | **Type of credits** ECTS | **Number of credits** 184 |

Thesis Minoritățile sexuale în jurnalele principalelor televiziuni de știri din Romania: Antena 3, Romania TV, Digi 24

08/02/2020 Copenhagen, Denmark

CONTENT MARKETING EMarketing Institute

Address Copenhagen, Copenhagen, Denmark | **Website** www.emarketinginstitute.org

09/02/2020 Copenhagen, Denmark

EMAIL MARKETING EMarketing Institute

15/09/2000 – 12/06/2004 Lehliu Gara, Romania

BACCALAUREATE DEGREE - MATH AND COMPUTER SCIENCE Alexandru Odobescu Highschool

Address Lehliu Gara, Calarasi, Lehliu Gara, Romania

● WORK EXPERIENCE

 **NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION (SNSPA) – BUCHAREST, ROMANIA**

ASSOCIATE PROFESSOR – 16/02/2025 – CURRENT

Teaching seminars in the course Advertising, within the Communication and Emerging Media program Responsibilities:

- Conducting interactive seminars on advertising theories, techniques, and contemporary practices.
- Facilitating critical analysis of media campaigns in emerging digital environments.
- Assessing student progress and supporting their practical and conceptual understanding of advertising.

 **ATHENAEUM UNIVERSITY, BUCHAREST** – BUCHAREST, ROMANIA

ASSOCIATE PROFESSOR – 16/02/2025 – CURRENT

Teaching courses and seminars in the discipline E-Marketing, within the Economic Informatics specialization Responsibilities:

- Delivering comprehensive instruction on digital marketing strategies, including SEO, SEM, content marketing, and social media campaigns.
- Training students in the use of digital tools such as Google Ads, Google Analytics, Meta Business Suite, Mailchimp, and basic automation platforms.
- Assessing performance through case studies, practical simulations, and data analysis projects tailored to real-world digital marketing challenges.

LOAN CONSULT COMPANY (BAYER CREDIT FRANCHISE) – BUCHAREST, ROMANIA

GENERAL MANAGER – 14/05/2020 – CURRENT

Contracts negotiation with our banking partners
Building developers meetings and contracts negociation
Team coordination
Advertising and communication for atracting new business
Weekly KPI's

KIWI FINANCE – BUCHAREST, ROMANIA

KEY ACCOUNT MANAGER – 16/12/2013 – 10/05/2020

Retail and SME sales
Preparation of loans documentation
Building developers meetings and contracts negociation
Advertising and communication for attacting new customers
Weekly reports

ECOMED EASTER EUROPE – BUCHAREST, ROMANIA

PUBLIC AQUISITION MANAGER – 01/10/2012 – 30/10/2012

Tender contracts for dangerous and non-dangerous Waste Treatement generated by oil extraction wells

LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1

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

SKILLS

Microsoft Office | Microsoft Word | Google Drive | Social Media | Microsoft Powerpoint | Skype | Zoom | Outlook | Instagram | Facebook | Twitter | Power Point | Good listener and communicator | Internet user | Team-work oriented | Motivated | Microsoft Excel | Google Docs

CONFERENCES AND SEMINARS

03/04/2025 – 04/04/2025 Timisoara, Romania

14TH INTERNATIONAL CONFERENCE ON PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES

Paper: New form of communication : Inclusive advertising and its role in social acceptance in Romania

This study examines the role of inclusive advertising in shaping societal perceptions and self-identities within a postcommunist Romanian context. Using a mixed-methods approach, we conducted a quantitative survey (N=228) to assess attitudes toward diversity in advertising and two focus groups (N=10) to explore emotional and cognitive responses. The findings reveal that while inclusive advertising is generally well-received, its impact on individual

attitudes remains limited, particularly among majority groups. The Spiral of Silence Theory was tested, confirming that social influence affects perceptions of inclusivity. The study highlights the need for authentic, culturally adaptive representation in Romanian advertising to foster meaningful societal change.

11/10/2025 – 13/10/2025 Oradea, Romania

International Conference – Journalists and Political Actors: Temptations, Commitments, and Ethical Censorships

Presentation of the Paper: "Masked Political Advertising: Mechanisms of Influence and Slippage in Digital Mass Media"

PUBLICATIONS

2025

From Stereotypes to Self-Expression: Inclusive Advertising as a Catalyst for Social Identity Transformation

Abstract

This chapter explores the transformative impact of inclusive advertising on social identity formation, challenging traditional stereotypes and fostering self-expression. By presenting case studies such as Diesel’s “Make Love, Not Walls” and Benetton’s controversial diversity campaigns, we show how inclusive advertising generates both social cohesion and polarization. Drawing from social identity theory and cognitive dissonance theory, this research argues that inclusive advertising can either reinforce existing beliefs or provoke shifts in societal attitudes. Our chapter highlights the responsibility of brands, political actors, and NGOs in shaping public discourse through advertising. As media globalization advances, the balance between local cultural sensitivity and global inclusivity becomes increasingly crucial in advertising strategies. Ultimately, inclusive advertising emerges as a catalyst for social change, influencing self-perception and collective identity beyond commercial intent.

Marcovici Mihai Marcel, 2025, From Stereotypes to Self-Expression: Inclusive Advertising as a Catalyst for Social Identity Transformation; DINAMICI ALE COMUNICĂRII: explorări teoretice și empirice; 294-308

Authors: Marcovici Mihai Marcel | **Journal Name:** DINAMICI ALE COMUNICĂRII: explorări teoretice și empirice; | **Volume, Issue and Pages:** ISBN 978-606-561-257-0, 294-308 | **Publisher:** Accent