

## Europass Curriculum Vitae

Personal information First name(s) / Surname(s) Elena Negrea-Busuioc Address(es) Bd Expoziției nr. 30A, Bucharest, Romania E-mail elena.negrea@comunicare.ro Nationality Romanian Gender female Work experience February 2016 - to date Date Occupation or position held Associate professor Main activities and responsibilities Subjects taught: Metaphor in advertising Visual communication Visuals in advertising Public communication in the EU Design and implementation of EU-funded projects National University of Political Studies and Public Administration (NUPSPA) Name and address of employer Type of business or sector Higher education Date January 2011 - to date Occupation or position held Editor, Romanian Journal of Communication and Public Relations Main activities and responsibilities Preparation and publication of journal issues (3 issues/ year) Coordinating the peer review process Indexing the journal in international databases Promotion of the journal Name and address of employer National University of Political Studies and Public Administration (NUPSPA) Type of business or sector Research Date November 2022-June 2022 Occupation or position held Principal investigator Main activities and responsibilities TE 2019-1300 Communicating science to young generations: Metaphors our children learn by Designing and conducting content analysis, classroom observation and focus groups to identify • and examine metaphors used to explain science concepts to young learners Dissemination of research results ٠ • Coordination of project activities and elaboration of project report for the financing body Name and address of employer **UEFISCDI**, Romania Type of business or sector Research Date September-October 2019

Occupation or position held

Project coordinator

Main activities and responsibilities	<ul> <li>MCT-2019-0048 research project "Metaphors of solidarity and diversity in Romanian social studies textbooks"</li> <li>Setting up a research partnership with a researcher from the Georg Eckert Institute for International Textbook Research (Braunschweig, Germany)</li> <li>Designing and conducting content analysis</li> <li>Dissemination of research results</li> </ul>
	<ul> <li>Coordination of project activities and elaboration of project report for the financing body</li> </ul>
Name and address of employer	UEFISCDI, Romania
Type of business or sector	Higher education
Date	December 2014 – March 2018
Occupation or position held	Researcher
Main activities and responsibilities	<ul> <li>COST Action 1308 Populist Political Communication in Europe: Comprehending the Challenge of Mediated Political Populism for Democratic Politics. Funding: COST, EU Framework Program Horizon 2020</li> <li>Researching populism in Romania;</li> </ul>
	<ul> <li>Member of Working Group 3, participating to the experiment-based research of people's perception of populism in various countries;</li> </ul>
	<ul> <li>Co-author of the chapter on populism in Romania, published in the edited volume on Populism communication, Routledge Research in Communication Studies;</li> <li>Participation to research meetings organized by the COST network.</li> </ul>
Name and address of employer	European Commission, EU Framework Program Horizon 2020
Type of business or sector	Researcher
Date	April 2014 – September 2015
Occupation or position held	Researcher, member of the project team
Main activities and responsibilities	<ul> <li>Euroscepticism and populism in the 2014 EU Parliament elections in Romania research project;</li> <li>Young researchers grant (NUPSPA Doctoral School)</li> <li>Analysis of TV debates;</li> </ul>
	<ul> <li>Applying discourse analysis and metaphor identification using the corpus;</li> <li>Writing scientific articles to disseminate reserach results.</li> </ul>
Name and address of employer	National University of Political Studies and Public Administration (NUPSPA)
Type of business or sector	Higher education
Date	May 2014 – November 2015
Occupation or position held	Innovative activities coordinator
Main activities and responsibilities	<ul> <li>Euroentrepreneurship – academic qualifications for the Europeanisation of the Romanian society project funded by SOP Human Resources Development 2007-2013</li> <li>Coordination of internship &amp; mentorship program;</li> <li>Participation to the elaboration of the research study on the status of the university qualifications in European affairs; responsible for interviews with experts in education management;</li> <li>Participation to the awareness campaign for the newly introduced qualification of EU affairs expert, run by the Center for EU Communication Studies.</li> </ul>
Name and address of employer	National University of Political Studies and Public Administration (NUPSPA)
Type of business or sector	Higher education
Date	February – April 2011
Occupation or position held	Researcher
Main activities and responsibilities	<ul> <li>Project "Romania's accession to the Schengen Area – the social perception, the media framing and the public debate", funded by the Centre for Research in Communication</li> <li>preparation of research design;</li> <li>elaboration of the interview guide and conducting interviews with representatives of the Romanian political elites and with experts on EU affaires;</li> <li>dissemination of research results (papers presented to international conferences or published in</li> </ul>
	academic journals).

	Oracles for Descent in Oraclestical Matine al University of Delitical Oracles and Dublis
Name and address of employer	Centre for Research in Communication, National University of Political Studies and Public Administration, Bucharest
Type of business or sector	Higher education
Date	January - June 2011
Occupation or position held	Key expert
Main activities and responsibilities	<ul> <li>Project "Competences for the future", funded by OP Development of Administrative Capacity 2007-2013</li> <li>training need assessment (design of questionnaires, design and conduct interviews, data management, preparation training need analysis report);</li> <li>planning and design the training strategy for the employees of the Ministry of Labor, Family and Social Affairs;</li> <li>design the Guide for best practices in the field of labor and social affairs.</li> </ul>
Name and address of employer	Relians Corp s.r.l.
Type of business or sector	Consulting
Date	January – February 2011
Occupation or position held	Social sciences monitoring expert
Main activities and responsibilities	<ul> <li>Project "On-the-spot monitoring visits on implementation of 13 PHARE and Transition Facility projects in Romania", funded by the European Commission - DG Enlargement</li> <li>desk-review and on-the-spot monitoring of 5 Technical assistance projects in the fields of vocational education, training for civil servants (public administration managers), ICT, SMEs development;</li> <li>desk-review and on-the-spot monitoring of 10 grants in the field of mental health (assessment of the social and education impact of projects);</li> <li>preparation of the monitoring reports.</li> </ul>
Name and address of employer	Ramboll Romania
Type of business or sector	Consulting
Date	March – September 2011
Occupation or position held	Training expert
Main activities and responsibilities	<ul> <li>Project "Technical Assistance for the implementation of the project &lt;<a a="" administration="" coherent="" efficient="" for="" framework="" legal="" more="" public="">&gt;, funded by OP Development of Administrative Capacity 2007-2013</a></li> <li>training need assessment (design of questionnaires, design and conduct interviews, data management, preparation training need analysis report);</li> <li>support for training sessions organized in Timisoara and Bucharest by the beneficiary – Ministry of Administration and Interior, Central Unit for the Public Administration Reform.</li> </ul>
Name and address of employer	Ramboll Romania
Type of business or sector	Consulting
Date	April 2010 – October 2013
Occupation or position held	Communication expert
	<ul> <li>Project "Restructuring doctoral research in the fields of political sciences, public administration, sociology and communication", funded by SOP Human Resources Development</li> <li>planning of the project and designing of the application form and other documents;</li> <li>assessment of the institutional and managerial capacity of the applicant;</li> <li>preparation of tender documents;</li> <li>managing internal and external communication of the project;</li> <li>planning and design of the communication strategy;</li> <li>preparation of communication and information materials;</li> <li>evaluation of communication and information actions.</li> </ul>
Name and address of employer	National University of Political Studies and Public Administration (NUPSPA)
Type of business or sector	Higher education
Date	March 2010 – September 2012
Occupation or position held	Project Management expert

Main activities and responsibilities	Project <i>"Doctoral scholarships for the development of knowledge-based society",</i> funded by SOP Human Resources Development - monitoring and reporting (preparation of project monitoring and progress reports);					
	<ul> <li>monitoring and reporting (preparation of project monitoring and progress reports),</li> <li>monitoring of project indicators;</li> <li>supervising communication and information process within the project.</li> </ul>					
Name and address of employer	NUPSPA					
Type of business or sector	Higher education					
Date	May 2009 – January 2012					
Occupation or position held	Researcher					
Main activities and responsibilities	<ul> <li>Project "Globalization and Education. Project-oriented University – the New Model of the XXI<sup>st</sup> Century University", funded by the National Council for Higher Education Research:</li> <li>design of research methodologies, research on the relation between university and industry;</li> <li>testing the model of "project-oriented university";</li> <li>assessment of the institutional capacity of universities;</li> <li>preparation and submission of intermediary and final reports to the Managing Authority.</li> </ul>					
Name and address of employer	NUPSPA					
Type of business or sector	Higher education					
Date	October 2008 – October 2013					
Occupation or position held	Deputy Project Manager					
Main activities and responsibilities	<ul> <li>Project <i>"Communicating Europe: Policies and Strategies for Increasing EU's Visibility among Member States"</i>, Jean Monnet European Module, funded by the Lifelong Learning Program, EC – Education, Audiovisual and Culture Executive Agency</li> <li>preparation and delivery of training on EU communication policy for the students enrolled in the MSc in Project Management: prepare curricula and training materials, deliver training sessions in the field of EU communication;</li> <li>monitoring and evaluation of the activities of the project, preparation of monitoring reports;</li> <li>managing communication with the EC;</li> <li>preparation of contracting documents;</li> <li>elaboration of intermediary and final reports.</li> </ul>					
Name and address of employer	NUPSPA					
Type of business or sector	Higher education					
Date	March 2003 – February 2011					
Occupation or position held	Community Programs Coordinator					
Main activities and responsibilities	Initiation and implementation of 4 Leonardo da Vinci mobility projects; Tutoring and supervising the activity of the students participating in Leonardo da Vinci projects; Monitoring, evaluation and reporting to the National Leonardo da Vinci Agency; Quality control of the training both for the outgoing Romanian students and the incoming foreign students; Management of the Lifelong Learning/ Erasmus student and teacher exchanges; Monitoring, evaluation and reporting of the academic performance of the students in the host universities, supervision of the implementation of the ECTS (European Credit Transfer System).					
Name and address of employer	College of Communication and Public Relations, NUPSPA					
Type of business or sector	Higher education					
Education and training						
Date	October 2013 – March 2014					
Title of qualification awarded	Fulbright Visiting Scholar					
Principal subjects/occupational skills covered	Postdoc research in metaphor, communication and cognition, discourse analysis					
Name and type of organisation providing education and training	Portland State University, Portland (OR), SUA					
Date	July 29 – August 13, 2011					

Title of qualification awarded	Certificate of participation				
Principal subjects/occupational skills	Expert Interviews for Qualitative Data Generation				
covered	Analyzing Texts, Images and Sound with NVivo				
Name and type of organisation providing education and training	ECPR Summer School in Methods and Techniques, University of Ljubljana, Slovenia				
Date	November 27-29 – December 4-5, 2009				
Title of qualification awarded	Certificate of participation				
Principal subjects/occupational skills covered	PMP Exam Preparation Course				
Name and type of organisation providing education and training	Roland Gareis Consulting				
Date	2005 – 2009				
Title of qualification awarded	PhD diploma in Philology				
Principal subjects/occupational skills covered	Communication, pragmatics				
Name and type of organisation providing education and training	University of Bucharest, Department of Foreign Languages				
Date	2003 – 2005				
Title of qualification awarded	MA diploma in Social Sciences				
Principal subjects/occupational skills covered	Communication, media, society				
Name and type of organisation providing education and training	University of Bucharest, Department of Social Sciences				
Date	March – June 2002				
Title of qualification awarded	Certificate of participation				
Principal subjects/occupational skills covered	Management of EU-funded programmes and projects				
Name and type of organisation providing education and training	Veb Consult s.r.l., Italy				
Date	1999 – 2003				
Title of qualification awarded	BA diploma in Communication and Public Relations				
Principal subjects/occupational skills covered	Communication				
Name and type of organisation providing education and training	NUPSPA, College of Communication and Public Relations				
Personal skills and competences					
Mother tongue(s)	Romanian				

## ngue(s) **kom**a

Other language(s) Self-assessment *European level (\*)* English French Italian

Swedish

(3)	_											
ent		Understanding				Speaking					Writing	
(*)	Listening			Reading	Spoken interaction		Spoken production					
sh		C1	Experienced user	C1	Experienced user	C1	Experienced user	C1	Experienced user	C1	Experienced user	
ch		C1	Experienced user	C1	Experienced user	C1	Experienced user	C1	Experienced user	C1	Experienced user	
an		C1	Experienced user	C1	Experienced user	B2	Independent user	B2	Independent user	B1	Independent user	
sh		B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user	
	(*) <u>Common European Framework of Reference for Languages</u>											

	2010, November 12-13: co-organiser of the Globalisation and Changing Pattern in the Public Sphere International Conference, Centre for Research in Communication, http://centrucomunicare.ro/conference_2010.html (Bucharest, Romania)					
	2010, May 11-12: moderator, Media Changes, Public Information, and Public Responsibility Workshop, Centre for Research in Communication (Bucharest, Romania)					
	2011, May 10-11: moderator, Crisis Communication Workshop, Centre for Research in Communication (Bucharest, Romania)					
	2012, May 7-8: moderator, Media Coverage of Elections Workshop, Centre for Research in Communication (Bucharest, Romania)					
Membership in professional organizations	RaAM – Researching and Applying Metaphor Association					

## Publications

Negrea-Busuioc, E., Ștefăniță, O., & Guiu, G. (2022). Science meets metaphor: Teaching and communicating about abstract concepts in Romanian science textbooks. *Romanian Journal of Communication and Public Relations*, vol. 24, no. 1 (55), 47-60.

Negrea-Busuioc, E. (2021). Explaining solidarity through metaphors: two examples from a Romanian textbook. On Education. Journal for Research and Debate, 4(10). https://doi.org/10.17899/on\_ed.2021.10.9

Corbu, N., Negrea-Busuioc, E., Udrea, G., & Radu, L. (2021). Romanians' willingness to comply with restrictive measures during the COVID-19 pandemic: evidence from an online survey. *Journal of Applied Communication Research*, 1-18. https://doi.org/10.1080/00909882.2021.1912378

Corbu, N. & Negrea-Busuioc, E. (2020). Populism Meets Fake News: Social media, Stereotypes, and Emotions. In B. Krämer & Holtz-Bacha, C. (Eds.). *Perspectives on Populism and the Media. Avenues for Research* (pp. 181-201). Baden-Baden: Nomos.

Corbu, N., Oprea, D.-A., Negrea-Busuioc, E., & Radu, L. (2020). 'They can't fool me, but they can fool the others!' Third person effect and fake news detection. *European Journal of Communication*. <u>https://doi.org/10.1177/0267323120903686</u>

Negrea-Busuioc, E. (2019). Book review of Cas Mudde & Cristóbal Rovira Kaltwasser (2017). Populism: A very short introduction. Oxford: Oxford University Press. *Central European Journal of Communication*, vol 12, no 2 (23), 264-266. DOI: 10.19195/1899-5101.12.2(23).10

Negrea-Busuioc, E. (2019). Review of# FAKENEWS. Noua cursã a înarmãrii [# FAKENEWS. The new arms race] by Alina Bârgăoanu. Romanian Journal of Communication and Public Relations, 21(2), 61-63.

Hameleers, M., Bos, L., Fawzi, N., Reinemann, C., Andreadis, I., Corbu, N., Schemer, C., Schulz, A., Sheafer, T., Aalberg, T., Axelsson, S., Berganza, R., Cremonesi, C., Dahlberg, S., de Vreese, C. H., Hess, A., Kartsounidou, E., Kasprowicz, D., Matthes, J., Negrea-Busuioc, E., Ringdal, S., Salgado, S., Sanders, K., Schmuck, D., Stromback, J., Suiter, J., Boomgaarden, H., Tenenboim-Weinblatt, K., & Weiss, N. (2018). Start Spreading the News: A Comparative Experiment on the Effects of Populist Communication on Political Engagement in 16 European Countries. *International Journal of Press/Politics*, 23(4), 517-538.

Dumitriu, D., L., & Negrea-Busuioc, E. (2017). Sports metaphors and women's empowerment in the 2014 European election campaign in Romania. *Metaphor and the Social World*, 7:2, 235-251.

Negrea-Busuioc, E. (2017). 'Leading the war at home and winning the race abroad': Metaphors used by President Obama to frame the fight against climate change. In F. Ervas, E. Gola, M. G. Rossi (eds.) *Metaphor in Communication, Science and Education* (pp. 167-185). Berlin: De Gruyter.

Negrea-Busuioc, E., & Corbu, N. (2017). 'Does the economy really matter?' People's evaluations of the economy and the success of populist parties in Europe. In A. Bargaoanu, R. Buturoiu, & L. Radu (eds.), *Why Europe? Narratives and Counter-narratives of European Integration*. (pp. 203-223). Frankfurt am Main: Peter Lang International Academic Publishers.

Negrea-Busuioc, E. (2016). 'Of the People or for the People'? An Analysis of Populist Discourse in the 2014 European Parliament Elections in Romania. *Romanian Journal of Communication and Public Relations*. Vol 18, No. 2. 39-53.

Corbu, N., Balaban-Balas, D., & Negrea-Busuioc, E. (2016). Romania: Populist ideology without teeth. In Alberg, T., Esser, F., Reinemann, C., Strömbäck & de Vreese, C.H. (eds.). (2016). Populist Political Communication in Europe (pp. 326-338). NY: Routledge.

Negrea-Busuioc, E., & Ritchie, L.D. (2015). When 'seeking love is travel by bus'. Deliberate metaphors, stories and humor in a Romanian song. *Metaphor and the Social World*, 5:1, 60-81.

Negrea-Busuioc, E., Daba-Buzoianu, C., & Cîrtiță-Buzoianu, C (2015). Unveiling Romanian Muslim Women. An Inquiry into the Religious and Identity-Building Meanings of the Hijab. *Journal for the Study of Religions and Ideologies*. Vol 14, No. 42. 147-171.

Ulman, A., & Negrea-Busuioc, E. (2015). EU funding for rural development. Stimulating small business in a Romanian village. In Elena Negrea-Busuioc & Mirela Pirvan (eds.) Communication and entrepreneurship in the European context (pp. 35-51). Bucureşti: Comunicare.ro.

Ritchie, L.D., & Negrea-Busuioc, E. (2014). "Now everyone knows I'm a serial killer": Spontaneous intentionality in conversational metaphor and story-telling. Metaphor and the Social World, 4:2, 174-198.

Bargaoanu, A., & Negrea-Busuioc, E. (2014). What kind of Union? The future of the European Union as seen by candidates to the EC Presidency in the 2014 EP elections. *Europolity*. no.2, vol. 8, 19-35.

Bârgăoanu, A., Radu, L., & Negrea-Busuioc, E. (2014). The rise of Euroscepticism in times of crisis. Evidence from the 2008-2013 Eurobarometers. *Romanian Journal of Communication and Public Relations*, vol.16, no.1, 9-23

Negrea, E. (2014). Reading between the headlines. How media framed the postponement of Romania's accession to the Schengen Area. In N. Corbu, D. Jourdy and T. Vlad (eds.) *Identity and Intercultural Communication*. pp.199-210. Cambridge Scholars Publishing.

Negrea, E. (2011). "The making of European identity: the EC President's 2011 address to the European Parliament", Romanian Journal of Communication and Public Relations, volume 13, no. 4 (24)/ 2011, pp. 49-59.

Bârgăoanu, A., Negrea, E. (eds.) (2011). Comunicarea in Uniunea Europeana. Modele teoretice si aspect practice [EU Communication. A view from theory and practice]. Bucharest: communicare.ro.

Bârgăoanu, A., Negrea, E. (2011). "Comunicarea europeană în criză" [EU Communication in Crisis]. In in Alina Bârgăoanu & Elena Negrea (eds.) *Comunicarea in Uniunea Europeana. Modele teoretice si aspect practice* [EU Communication. A view from theory and practice]. Bucharest: communicare.ro.

Negrea, E. (2011). "Tendinte ale euroscepticismului in Romania. Observatii pe marginea rezultatelor unui sondaj national" [Trends of the Euroscepticism in Romania. Remarks on the findings of a national survey] in Alina Bârgăoanu & Elena Negrea (eds.) *Comunicarea in Uniunea Europeana. Modele teoretice si aspect practice* [EU Communication. A view from theory and practice]. Bucharest: communicare.ro.

Negrea, E. (2010). Pragmatica ironiei. Studiu asupra ironiei în presa scrisă românească [The Pragmatics of Irony. A Study of Irony in the Romanian Written Press]. Bucharest: Tritonic.

Corbu, N., Negrea, E., Tudorie, G. (eds.) (2010). Globalization and Changing Patterns in the Public Sphere. Bucharest: communicare.ro.

Negrea, E. (2010). "What Makes the European Public Sphere Still a Prospective Project?" in Nicoleta Corbu, Elena Negrea & George Tudorie (eds.) (2010). *Globalization and Changing Patterns in the Public Sphere*. Bucharest: communicare.ro.

Bârgăoanu, A., Negrea, E., Dascalu, R. (2010). "Communicating the European (Lack of) Union. An Analysis of Greece's Financial Crisis in Communication Terms", *Romanian Journal of Communication and Public Relations*, volume 12, no. 1 (18)/ 2010, pp. 27-38.

Bârgăoanu, A., Negrea, E., Dascalu, R. (2010). "The Emergence of a European Public Sphere. An analysis of Europe's News Website presseurop.eu". *Journal of Media Research*, No. 6, pp. 3-17.

Negrea, E. (2009). "Project-oriented University – an Idea Gone Awry" in Paul Dobrescu, Remus Pricopie & Mihaela Ionescu (eds.). *Proceedings of the International Conference on R&D Perspectives*.P romoting Innovation through Education, Culture and Communication. Bucureşti, SNSPA, pp. 241-246.

Bârgăoanu, A., Negrea, E., Călinescu, L. (2009). "Project-oriented University – Sustainable Education at Stake" in *Proceedings of the ICERI 2009 International Conference of Education, Research and Innovation,* International Association for Technology, Education and Development, Madrid, Spania.

Negrea, E., Szakacs, S. (2009). "Commodity, Education, and the Quest for Truth in the 21st Century: What Do the American, the British and the Romanian Universities Have in Common?" in *Proceedings of the INTEND 2009*, 2009 International Association for Technology, Education and Development, Valencia, Spania.

Bârgăoanu, A., Negrea, E., Călinescu, L., Stan, S. (2009). "Institutional Innovations in Higher Education: Project-oriented University" in *Proceedings* of the INTEND 2009, 2009 International Association for Technology, Education and Development, Valencia, Spania.

Negrea, E. (2009). "Metonimia conceptuală ca mijloc de focalizare. Câteva exemple" [Conceptual Metonymy as Focus Device. A Few Examples] in Alexandra Cuniță, Flavia Florea & Marina Oltea Păunescu (eds.) Focus et focalisation: deux notions revisitées [Focus and focalisation : two revisited concepts], Editura Universității din București.

Negrea, E. (2009). "Figuri de limbaj în dezbaterile televizate. Metafore și metonimii" [Speech Figures in Televised Debates. Metaphors and Metonymies] in Ioan Drăgan & Diana Cismaru (eds.) *TeleRomânia în 10 zile [TeleRomania in 10 Days]*, Editura Tritonic.

Negrea, E. (2008). "One Way Of Ensuring R&D Progress Across EU Countries – The European Research Area" in Alina Bargaoanu & Remus Pricopie(eds.). *Proceedings of the International Conference on Education, Research and Innovation. Policies and Strategies in the Age of Globalization*. Bucureşti, SNSPA, pp. 359-364.

Bârgăoanu, A., Negrea, E., Călinescu, L. (2008). "The Communication Campaigns of EU-Funded Programmes and Projects. Promotion of the Regional Operational Programme in Romania" in *Revista Română de Comunicare şi Relații Publice publice* [Romanian Review of Communication and Public Relations], no. 12, pp. 35-48.

Bârgăoanu, A., Negrea, E., Călinescu, L. (2008). "Project-oriented University – an Institutional Innovation Enabling Competitiveness of Higher Education" in *Revista Română de Comunicare și Relații Publice publice* [Romanian Review of Communication and Public Relations], no. 13, pp. 77-88.

Bârgăoanu, A., Negrea, E., Călinescu, L. (2007). "What's in a Name...O analiză a utilizării termenilor de proiect și manager de proiect în limba română" [What's in a Name ... An Assessment of Project Managment Terms Usage in Romanian] in *Revista Română de Comunicare și Relații Publice publice publice* [Romanian Review of Communication and Public Relations], no. 10, pp. 89-104.

Bârgăoanu, A., Negrea, E., Călinescu, L. (2007). "Project-oriented University - an Emerging Concept" in Management & Marketing, no. 4, pp. 55-64.

Negrea, E. (2007). "Building a Project Management Lexicon: A Must for Theory Development and Discipline Autonomy" in Alina Bargaoanu, Paul Dobrescu & Andrei Taranu (eds.). *Proceedings of the International Conference on Globalization and Policies of Development*. Bucureşti, SNSPA, pp. 419-425.

Negrea, E. (2007). "Examining How Theory of Project Management Should Look Like" in *Proceedings of the International Conference on Business Excellence*, 4<sup>th</sup> edition, Braşov, pp. 51-56.