



Alexandra-Niculina Ghergut-Babii

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EDUCAȚIE ȘI FORMARE PROFESIONALĂ

30/09/2018 – 25/09/2023

STUDII DOCTORALE ÎN ȘTIINȚE ALE COMUNICĂRII Universitatea „Alexandru Ioan Cuza” din Iași

02/03/2020 – 29/04/2020 Nice, Franța

STAGIU DE CERCETARE DOCTORALĂ Université Côte d'Azur

2019 – 2020

MODUL PSIHOPEDAGOGIC (NIVEL I + NIVEL II) Universitatea „Alexandru Ioan Cuza” din Iași

2016 – 2018

MASTER - RELAȚII PUBLICE ȘI PUBLICITATE Universitatea „Alexandru Ioan Cuza” din Iași

08/2014 – 02/2015 Gent, Belgia

MOBILITATE ERASMUS - MANAGEMENTUL COMUNICĂRII Artevelde Hogeschool

2013 – 2016

LICENȚĂ - COMUNICARE ȘI RELAȚII PUBLICE Universitatea „Alexandru Ioan Cuza” din Iași

2009 – 2013

STUDII LICEALE - FILOLOGIE BILINGV-ENGLEZĂ Colegiul Național „A.T.Laurian” Botoșani

EXPERIENȚA PROFESIONALĂ

UNIVERSITATEA „ALEXANDRU IOAN CUZA” DIN IAȘI

ASISTENT UNIVERSITAR ASOCIAT – 10/2018 – ÎN CURS

Am susținut seminare la disciplinele:

1. Comunicare interpersonală
2. Retorică
3. Artă dezbaterilor publice
4. Negociere și mediere
5. Aplicații ale semioticii în PR și publicitate
6. Strategii persuasive
7. Teoria comunicării
8. Comunicare vizuală în publicitate
9. Multimedia

ASOCIAȚIA PENTRU DEZVOLTARE, TRANSPARENTĂ ȘI PARTICIPARE PUBLICĂ CIVICĂ

COORDONATOR DE COMUNICARE ȘI FUNDRAISING – 07/2022 – 11/2023

CREAȚII MINUNATE – IAȘI

SPECIALIST MARKETING – 10/2016 – 05/2018

COMPETENȚE LINGVISTICE

Limbă(i) maternă(e): **ROMÂNĂ**

	COMPREHENSIUNE		VORBIT		SCRIS
	Comprehensiune orală	Citit	Exprimare scrisă	Conversație	
ENGLEZĂ	C1	C2	C1	C1	C2
FRANCEZĂ	B1	B2	B1	B1	B2
SPANIOLĂ	B1	A2	A1	A1	A1

Niveluri: A1 și A2 Utilizator de bază B1 și B2 Utilizator independent C1 și C2 Utilizator experimentat

● **COMPETENȚE ORGANIZATORICE**

Abilități de planificare și de conducere de echipă.

● **COMPETENȚE DE COMUNICARE ȘI INTERPERSONALE**

Gestionare sesiuni de grup, ascultare activă, empatie.

● **ALTE COMPETENȚE**

Perseverență, perspicacitate, multitasking, respectarea termenelor limită.

● **CONTRIBUȚII ȘTIINȚIFICE**

Articole științifice și capitole în volume colective

- Ghergut-Babii, A. N., & Poleac, G. (2025). Understanding hybrid journalism: the emergence of the jinfluencer phenomenon. *Technium Social Sciences Journal*, 71, 97-106.
- Fârte, G.-I., Obadă, D.R., Gherguț-Babii, A.-N. and Dabija, D.-C. (2025). Building corporate immunity: how do companies increase their resilience to negative information in the environment of fake news? *Journal of Research in Interactive Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JRIM-10-2024-0473>
- Poleac, G., & Gherguț-Babii, A.-N. (2024). How social media algorithms influence the way users decide – Perspectives of social media users and practitioners. *Technium Social Sciences Journal*, 57(1), 69–81. <https://doi.org/10.47577/tssj.v57i1.10955>
- Babii, A. N. (2021). Where is The Limit of Questioning More? A Study of The Proper Use of The Concept of Critical Thinking. *Sosyal Araştırmalar ve Davranış Bilimleri*, 7(14), 17-24.
- Babii, A.N. (2021). The Dominance of the Title: Killing Critical Thinking before It’s Born. *Barcelona 28th International Conference on “Literature, Languages, Education, and Social Sciences”, Full Proceedings*, Oct. 13-15, 77-80.
- Babii, A. N. (2020). Cum luptăm cu știrile false? Aplicații ale gândirii critice privind combaterea fenomenului fake news. În *Coord. Maha Liviu et al, Volumul Conferinței Internaționale a Școlilor Doctorale din cadrul Universității „Alexandru Ioan Cuza” din Iași*, Editura Spiru Haret. ISBN 978-973-579-343-2
- Babii, A. N. (2020). How the COVID-19 Pandemic Determined the Amplitude of Conspiracy Theories. *NORDSCI International Conference on Social Sciences, Conference Proceedings, Book1, Volume 3*. DOI: 10.32008/NORDSCI2020/B1/V3, 69-76.
- Babii, A.N. (2020). The Use of Critical Thinking against Fake News. *NORDSCI International Conference on Social Sciences, Conference Proceedings, Book1, Volume 3*. DOI 10.32008/NORDSCI2020/B1/V3, 129-137.
- Babii, A. N., & Neculau, B. C. (2019). Critical Thinking in the Contemporary Education: A Historical Approach. *Meta: Research in Hermeneutics, Phenomenology, and Practical Philosophy*, 11(2), 782-791.
- Babii, A. N. (2018). The Motivation of the Participants in Charitable Events: Altruism or Social Recognition?. *The Scientific Annals of “Alexandru Ioan Cuza” University of Iasi COMMUNICATION SCIENCES*, 11(1)

Recenzii de carte

- (2024). „The Misbelief Funnel: A Framework for the Factors that Influence the Belief in Conspiracy Theories” for Dan Ariely, *Misbelief. What Makes Rational People Believe Irrational Things* (Bonnier Books Ltd, 2023) in *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 22 (1): 153-156, 2024.
- (2022). „The Must-Have Critical Thinking Workbook for Business Owners” for Radu Atanasiu, *Critical Thinking for Managers. Structured Decision Making and Persuasion in Business* (Springer, 2021) in *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 20 (1): 142-146, 2022.

3. (2019). „How Creative Writing Can Improve Critical Thinking” for H     Edberg, Creative Writing for Critical Thinking. Creating a Discoursal Identity, in *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 17 (2): 217-219, 2019.
4. (2018). „Critical Thinking and Informal Logic – A detailed approach” for David Hitchcock, On Reasoning and Argument. Essays in Informal Logic and on Critical Thinking,    *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 16 (2): 194-198, 2018.

● PARTICIPĂRI LA CONFERIN E  TIIN IFICE

Conferin e

1. (2025) AGORA International Conference “The Dynamics of Change. Trends and Perspectives in Global and European Politics” organized by the Department of Political Sciences and International Relations, Faculty of Philosophy and Social-Political Sciences, UAIC, State University Moldova, Yuriy Fedkovych Chernivtsi National University & Istinye University Istanbul, 13-14 May 2025 with the paper Alexandra Ghergu -Babii & Gabriela Poleac “Witnesses of distrust: What independent election observers reveal about trust and strategic communication failures in Romania’s 2024 elections”
2. (2024) 4th International Conference "Communication in Action: From Theory to Practice and Back," organized by the Department of Communication Sciences, Faculty of Philosophy and Social-Political Sciences, UAIC, Paul Val  ry Montpellier III University (France) and Istanbul Arel University, Turkiye, November 7-9, 2024, with the paper "Challenges for NGO Communication Practitioners in the Disinformation Era: A Qualitative Study Exploring Students’ Perception of Civic Engagement."
3. (2024) Congresul Interna ional de Istorie a Presei, edi ia a XVII-a, 27-28 septembrie, Ia i, organized by Asocia ia Rom n  de Istorie a Presei cu lucrarea Alexandra Ghergu -Babii  i Gabriela Poleac “Redefining the newsroom: the emergence of influencer journalists”
4. (2023) 3rd International Conference "Communication in Action: From Theory to Practice and Back," organized by the Department of Communication Sciences, Faculty of Philosophy and Social-Political Sciences, "Alexandru Ioan Cuza" University of Ia i and Paul Val  ry Montpellier III University (France), November 9-11, 2023, with the paper "How Social Media Algorithms Influence The Way Users Decide – Perspectives Of Social Media Users And Practitioners."
5. (2021) SADAB 10th International Conference on Social Researches and Behavioral Sciences, October 29-31, 2021, Antalya/Turkey, online, with the paper "Where is the Limit of Questioning More? A study of the Proper Use of the Concept of Critical Thinking."
6. (2021) 2021 BARCELONA 28th International Conference on "Literature, Languages, Education and Social Sciences," Oct. 13-15, 2021, Barcelona (Spain), online, with the paper "The Domination of the Title: Killing Critical Thinking before It’s Born."
7. (2021) Regional Conference "30 years of education and communication in the former communist countries of Eastern Europe. From conquering freedom of expression to digital communication," May 20-21, 2021, online, with the paper "The Influence of the Fake News Phenomenon on Interpersonal Relationships."
8. (2020) NORDSCI International Conference on Social Sciences, Online Exclusive Event, October 12-14, 2020, with the papers: "How the COVID-19 determined the amplitude of conspiracy theories" and "The use of critical thinking against fake news."
9. (2019) International Conference "Communication in Action: From Theory to Practice and Back," organized by the Department of Communication and Public Relations, Faculty of Philosophy and Social-Political Sciences, UAIC, Ia i, Beira Interior University, Covilha (Portugal), and Artevelde University College, Ghent (Belgium), Ia i, November 7-8, 2019, with the paper "How to be a critical thinker in the digital era."
10. (2019) "National Doctoral Conference" organized by the Universitaria Consortium, University of Bucharest, September 26-27, 2019, with the paper: "Fake News under the lens of critical thinking."
11. (2018) International Conference "Communication in Action: From Theory to Practice and Back," organized by the Department of Communication and Public Relations, Faculty of Philosophy and Social-Political Sciences, UAIC, Ia i, and Paul Val  ry Montpellier III University (France), Ia i, November 8-10, 2018, with the paper "Are The Motivations of Participants Really Taken Into Consideration in Event Planning?"

● PROIECTE

03/2024 – 07/2024

Manager proiect - „Civic 2.0: G ndire critic   i vot responsabil”

Prin proiectul „Civic 2.0: G ndire critic   i vot responsabil”, 30 de studen i de la Comunicare  i Rela ii Publice  i-au  mbun t  it abilit  ile de g ndire critic , alfabetizare digital   i cuno tiin ele despre implicare civic .

Proiect derulat de Alexandra Ghergu -Babii, cadru didactic asociat la Catedra de Comunicare  i Rela ii Publice, Facultatea de Filosofie  i  tiin e Social-Politice, Universitatea „Alexandru Ioan Cuza” din Ia i, finan at de c tre TechSoup prin Funky Citizens.

2024 – ÎN CURS

Membru în grup de lucru - proiect internațional

Membru în WG1: 1. Digitalisation and social inequalities și WG5: Digitalisation and media din cadrul proiectului de tip COST (European Cooperation in Science and Technology) **CA21107 - Work inequalities in later life redefined by digitalization (DIGI-net)**

Perioadă proiect: 20/10/2022 - 19/10/2026

2024 – ÎN CURS

Membru în grup de lucru - proiect internațional

Membru în WG2: Culture, cognition and narratives of legitimization din cadrul proiectului de tip COST (European Cooperation in Science and Technology) **CA22149 - Research Network for Interdisciplinary Studies of Transhistorical Deliberative Democracy (CHANGECODE)**

Perioadă proiect: 12/10/2023 - 11/10/2027

24/10/2019 – 23/06/2021

Beneficiar grant individual

Numele proiectului: „Doctoranzii și cercetătorii postdoctorali pregătiți pentru piața muncii!”

Cod de proiect: Nr: POCU/380/6/13/123623

Perioada contractului: 24.10.2019 - 23.06.2021

Instituția Organizatoare de Studii Doctorale (IOSUD - UAIC).