



Patricia Ibram

WORK EXPERIENCE

[02/2022 – 06/2022]

Associate Professor

Babes-Bolyai University

City: Cluj-Napoca

[02/2021 – Current]

Sales assistant

RMB Inter-Auto

City: Cluj-Napoca

Country: Romania

[09/2017 – Current]

Teacher of English to speakers of other languages

Freelancer

City: Cluj-Napoca

Country: Romania

[01/2019 – 01/2020]

Recruitment Resourcer

Gap Personnel

City: Cluj-Napoca

[10/2017 – 12/2018]

Public Relations Specialist

Freshbyte

City: Cluj-Napoca

Country: Romania

[06/2017 – 09/2017]

Secondary education teaching assistant

Buzzy kids After-school

City: London

Country: United Kingdom

EDUCATION AND TRAINING

[2019 – Current]

Doctorate (PhD) - Communication Sciences

Babes Bolyai University

City: Cluj-Napoca

Nov. 2023

[10/2019 – 05/2020] **Teaching Certificate**

Babes-Bolyai University

City: Cluj-Napoca

Country: Romania

[2016 – 2019] **Master's degree - Advertising**

Babes Bolyai University

City: Cluj-Napoca

Country: Romania

[2013 – 2017] **Bachelor's degree - Advertising**

Babes Bolyai University

City: Cluj-Napoca

Country: Romania

[04/2016 – 11/2016] **Graphic Design Course**

PixelLab

City: Bucharest

Country: Romania

[11/2012 – 12/2012] **Cambridge Certificate**

City: Cluj-Napoca

Country: Romania

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

French

LISTENING A2 READING B1 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A1

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

DIGITAL SKILLS

Microsoft Powerpoint | Microsoft Excel | Microsoft Office | Outlook | Google Drive | Social Media | Google Docs | Skype | Zoom

CONFERENCES AND SEMINARS

[19/10/2022 – 22/10/2022] **Rethink Impact 9th European Communication conference** University of Aarhus, Denmark

Patricia BLAGA (IBRAM), Ioana IANCU. The use of VR in stimulating creativity. An experimental approach in the communication domain

[09/06/2022 – 10/06/2022] **International Graduate Conference in Communication**

Babeş-Bolyai University, Cluj-Napoca, România

Patricia BLAGA (IBRAM). Stimulating Creativity in Communication. An Experimental Perspective on the Role of Virtual Reality

[17/05/2022 – 19/05/2022]

**INTERNATIONAL STUDENTS' CONFERENCE ON COMMUNICATION (ISCC)
Communication and Resilience -Tenth Edition-**

Babeş-Bolyai University, Cluj-Napoca, România

Patricia Blaga (Ibram). Communication and Advertising Specialists' Perspectives on Virtual Reality. A Qualitative Analysis on Virtual Reality in the Creative Process

[28/03/2022 – 30/03/2022] **Entrepreneurship and Research Conference: Digital Transformation** Babeş-

Bolyai University, Cluj-Napoca, România

Patricia Blaga (Ibram). Virtual Reality and creativity. A theoretical overview on Virtual Reality in stimulating creativity

[19/05/2021 – 20/05/2021]

**INTERNATIONAL STUDENTS' CONFERENCE ON COMMUNICATION (ISCC)
Rethinking Communication and Interaction. Challenges and Opportunities
in Times of Crisis -Ninth Edition**

Babeş-Bolyai University, Cluj-Napoca, România

Patricia BLAGA (IBRAM). Gender Perspectives on Virtual Reality. A Qualitative Analysis on Technology Acceptance Differences

[20/05/2021 – 21/05/2021]

**The Regional Conference - 30 years of higher education in journalism and
communication in Eastern Europe after 1989: From conquering the freedom
of expression to embracing digital communication**

University of Bucharest, Romania

Patricia Blaga, Ioana Iancu. Applications of Virtual Reality in Communication. A Top-Journal Systematic Literature Review.

[28/05/2020 – 29/05/2020]

**INTERNATIONAL STUDENTS' CONFERENCE ON COMMUNICATION (ISCC)
Effective Communication in Sustainable Societies -Eight Edition-**

Babeş-Bolyai University, Cluj-Napoca, România

Patricia Blaga. The Use of Virtual Reality in Communication. A Systematic Literature Review

[24/10/2019 – 25/10/2019] **Transylvanian International Conference on Public Administration** Babeş-

Bolyai University, Cluj-Napoca, România

Patricia Blaga, Ioana Iancu. The Perception on Virtual Reality as an E-Government Perspective. Applying Technology Acceptance Model and PAD Affective Model.

PUBLICATIONS

[2022] **The Role of Virtual Reality in Stimulating Creativity. A theoretical Overview**

Reference: Patricia BLAGA (Ibram)

in I. Hosu, L. Culic, A. Voina. Entrepreneurship Through digital Transformation and Social Changes. *Entrepreneurship and Research Conference: Digital Transformation*, 28-30 March 2022, Cluj-Napoca, Romania, Presa Universitara Clujeana, 2022, ISBN 978-606-37-1703-1

J. Blaga
Nov. 2023

[2021]

Applications of Virtual Reality in Communication. A Top-Journals Theoretical Overview

Reference: Patricia Ibram, Ioana Iancu

[2020]

The Perception on Virtual Reality as a E- Government Perspective. Applying Technology Acceptance Model and PAD Affective Model

Reference: Ioana Iancu, Patricia Blaga

In C. Hintea, B. Radu, R. Suci, Collaborative Governance, Trust Building and Community Development, Conference Proceeding Transylvanian International Conference on Public Administration, October 24-26, 2019, Cluj-Napoca, Romania, Accent Publishing House (pp. 139-157), (ISI Proceedings)

[2018]

"Cultural differences in color perception in Europe and Asia. A perspective on global consumerism "

Cluj-Napoca, Romania, Limes Publishing House, 2018, ISBN 097897372682778

DRIVING LICENCE

Cars: B