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Letter of recommendation

To support the application of
Dr. Adela-Luminița Rogojinaru, Associate Professor/ Maître de Conférences,
to the position of full professorship (Position 4, Department of Communication Sciences) at the
Faculty of Letters, University of Bucharest, Romania

I have had the pleasure to work with Dr. Adela Rogojinaru for the last 10 years mostly within the European Public Relations Education and Research Association (EUPRERA). Adela Rogojinaru has served the EUPRERA Board in various capacities, as project leader (organising the international EUPRERA Congress in 2009 in Bucharest) as well as Executive Director for two consecutive periods from 2010 to 2014. She has been one of the research members of the team that conducted the European Communication Monitor survey in 2007 under my leadership, and she continues to serve as local research contact point in Romania for this annual project which spreads over 40 countries. I can also confirm that she has well served the ECREA (European Communication Research and Education Association) Section of Organisational Communication in the capacity of section president (2010-2012) and vice-president (2006-2010). She has shown a great commitment to the international academic community and is a well known and well respected colleague.

To complete the image of her management capacities, I could remark the fact that Dr. Adela Rogojinaru is leading both the department for Communication Sciences (initial Chair of Communication and Public Relations) and Distance Education Center of the Faculty of Letters, being at the same time an eminent member of the University Senate and of the Faculty Board at Bucharest Universities.

In regard to her research capacities, I wish to appreciate her wide range of competences and interdisciplinary expertise in social sciences, for various disciplines that she has developed throughout her scientific career since 1989, such as: adult literacy and reading, education and curriculum research and development, teacher and trainer training, project management, public communication, public relations and marketing communications. In public relations and marketing communication, she holds an important portfolio of 13 subjects' courses at both graduate and undergraduate levels.

Her international activity is well reflected in the impressive volume of participations at international conferences and seminars, as an author, moderator or expert. In addition to academic events, she has also acted for a period of more than 10 years as an European expert in issues such social inclusion, vocational training and policy development on behalf of many European Agencies such as European Training Foundation in Turin, Italy, or the National Agencies of the Romanian Ministry of Education. She has also

been appointed at an early stage in the working group of the European Commission dealing with matters of quality of education and training (2007), being among the very first experts of the country for these matters.

Through her international activities in public relations, Dr. Adela Rogojinaru has been able to gain reputation as a credible expert in the field. She has been an active and regular contributor to EUPRERA congresses and publications since 2006. She is also active in the Francophone areas of research since the mid-1990s and continues to support Francophone networks by organising or co-organising the International Franco-Romanian Colloquia in Communication Sciences for the topic of organisational communication and public relations since 2003.

Regarding her personal qualities, I have to state that Dr. Adela Rogojinaru is an energetic and reliable colleague, who is pro-active and contributes to overall goals without hiding her own positions and interests. She is a brilliant representative of her university and country in many international meetings. Her broad personal network in the academic community across Europe confirms that she is able to make and foster professional relationships over a long time.

In the light of the above considerations, I fully support the application of Dr. Adela Rogojinaru for the position of full professor and endorse her qualification for the open position in the Department of Communication Sciences in the Faculty of Letters at the University of Bucharest.



Prof. Dr. Ansgar Zerfass

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