

To Whom It May Concern,

22nd July 2013

LETTER OF RECOMMENDATION

To support the candidature of Dr. Adela-Luminita Rogojinaru, Associate Professor/Maitre de Conference, to the position of full professorship (Position 4, Department of Communication Sciences, Faculty of Letters, University of Bucharest, Romania).

I have known Dr. Rogojinaru for approximately six years as a colleague in the academic field of public relations and communication management. During that time she has grown in stature in the academic community and is a well-known and respected academic with a command of the field. She is particularly well-known for her wide and deep knowledge of our subject, her passion for scientific rigour, her significant contributions in papers and conference presentations and her forensic questioning.

It is not appropriate for me to give a comprehensive account of Dr Rogojinaru's achievements, since I do not have personal knowledge of all her work and have her detailed curriculum vitae. Hence I will focus on those aspects of her work which I know and for which she is most respected externally.

First, she is well published. As well as writing many of refereed journal and conference papers, she has made a number of contributions to seminal books in the field and in related areas. These position her as a peer among leading scholars, most of whom hold full professorial roles.

Second, she plays a leading and leadership role in numerous European and international bodies. For example, she is a Board member of EUPRERA and hosted its international conference in 2009, President of an important section of ECREA and is a member of ICA. These are significant and influential organisations and roles and she is held in high regard within them. Linked to this is Dr. Rogojinaru's work in international scientific conference organisation and reviewing more generally where she has a reputation of being meticulous, prompt and professional.

Third, I am aware for Dr. Rogojinaru's broad interest in pedagogy and teaching innovation. This comes across not only in her skilful presentation style and effective questioning, but in her passion for students and their development. I have observed her working with post-graduates and note her engagement with the MARPE project. In both instances she combines a requirement for academic rigour with a deep concern that students should be able to realise their full potential: be challenged to deliver work of the highest standard, while at the same time being supported and encouraged. She teaches a full portfolio of courses and at all levels: undergraduate post-graduate and professional. This demonstrates her broad range of competence in the social sciences and her ability to engage effectively throughout the levels of education.

Fourth, I would draw your attention to her international work and perspectives. Besides working for the University of Bucharest she is regularly requested to be a visiting researcher and teacher at Universities overseas. She has worked previously for the European Commission, the International Reading Association and she has a strong presence in debate and discussions on international issues in the field.

Fifth, Dr Rogojinaru is an effective leader and manager. She takes on responsibility for significant projects and delivers them to a high standard, always on time and with the utmost professionalism. She can galvanise a team into action and is clear and efficient in her communication.

Finally, I would like to comment on Dr Rogojinaru's character and qualities. She is proficient in several languages and has an easy and effective communication style. She is an excellent team player and team builder, but can also work well on her own. She is hard working, diligent and utterly reliable. She is tenacious, optimistic and inspires confidence in others. The way she has borne her recent illness is testament to her bravery and courage and that is reflected in her academic work too.

I have no hesitation in recommending Dr Rogojinaru to you, she is fully deserving of being promoted to professor.

Yours faithfully

A handwritten signature in dark ink, appearing to read 'Anne Gregory', written in a cursive style.

Professor Anne Gregory

Professor Anne Gregory PhD, is Director of the Centre for Public Relations Studies at Leeds Business School and Chair of the Global Alliance of Public Relations and Communication Management, the international confederation of 69 national and international professional associations. Anne is widely published with over 100 books, book chapters, prestigious academic journal articles and refereed conference papers. She holds the EU's largest award for public relations research and in addition has attracted over £1 million in research and consultancy funding. The Centre for Public Relations Studies works with a range of public and private sector organisations, including the UK Cabinet Office, National Health Service, South African Government, Saab and Nokia undertaking research, consultancy, training and advisory work. She is a Reviewer for HM Government examining Government Departmental capability. Her Awards and achievements include: Sir Stephen Talents Medal for Outstanding Contribution to and in Public Relations (2009) - the highest award that can be made by the Chartered Institute of Public Relations (CIPR); Outstanding Contribution to Public Relations, The CIPR Yorkshire and Lincolnshire Pride Awards (2008) and President of Institute of Public Relations in 2004, leading it to Chartered status.