List of Scientific Publications

Books Published as a Single Author:

1. Mucundorfeanu, Meda (2022): *Typologie der Werbediskurse. Was zeichnet erfolgreiche Marken aus?,* Hochschulverlag Mittweida, Mittweida, Germania, ISBN: 978-3-948345-15-0

2. Mucundorfeanu Meda (2022). *Die deutschsprachige Presse in Rumänien während der kommunistischen Zeit. Fallstudie: die Zeitung "Neuer Weg",* ediția a doua, Editura Accent, Cluj-Napoca, ISBN: 978-606-561-232-7

3. Mucundorfeanu, Meda (2022). *Typologie der Werbediskurse. Was zeichnet erfolgreiche Marken aus?,* ediția a doua, Editura Accent, Cluj-Napoca, ISBN: 978-606-561-233-4

4. Mucundorfeanu, Meda (2024). *A Decade of Research: Form Traditional Media to Social Media Influencer Advertising*, Presa Universitară Clujeană, Cluj-Napoca, ISBN: ISBN: 978-606-37-2044-4

Scientific Articles Published in ISI Indexed Journals:

1. Balaban, Cristina Delia, **Mucundorfeanu, Meda**, and Naderer, Brigitte (2022). The Role of Trustworthiness in Social Media Influencer Advertising: Investigating Users'Appreciation of Advertising Transparency and its Effects. *Communications. The European Journal of Communication Research,* De Gruyter Mouton, 47(3), pp. 395-421, https://doi.org/10.1515/commun-2020-0053.

2. Mucundorfeanu, Meda (2021): Framing the Largest Recent Romanian Protests: A Content Analysis of European Online Newspapers, *Romanian Journal of Political Science*, 21(1), pp. 28-48.

3. Balaban, Cristina Delia, **Mucundorfeanu, Meda**, and Mureșan, Larisa Ioana (2022). Adolescents' Understanding of the Model of Sponsored Content of Social Media Influencer Instagram Stories. *Media and Communication,* 10(1), pp. 305-316, https://doi.org/10.17645/mac.v10i1.4652.

4. Evans, Nathaniel J., Balaban, Cristina Delia, Naderer, Brigitte, and **Mucundorfeanu, Meda** (2022). How the Impact of Social Media Influencer Disclosures Changes over Time. Discounting Cues and Exposure Level Can Affect Consumer Attitudes and Purchase Intention. *Journal of Advertising Research*, 62(4), pp. 353-366, 10.2501/JAR-2022-023.

5. **Mucundorfeanu, Meda**, Balaban, Cristina Delia, and Mauer, Marius (2024). Exploring the Effectiveness of Digital Manipulation Disclosures for Instagram Posts on Source Credibility and Authenticity of Social Media Influencers. *International Journal of Advertising.* https://doi.org/10.1080/02650487.2024.2381973

6. Balaban, D. C., **Mucundorfeanu, Meda,** and Naderer, B. (2024). Short and long-term impact of the frequency of social media influencers' sponsored posts on attitudinal and behavioral brand outcomes. *Journal of Marketing Communications*, 1–18. https://doi.org/10.1080/13527266.2024.2413916.

7. Broască, A., **Mucundorfeanu, Meda,** & Balaban, D. C. (2025). Between Autonomy and Control: Influencer-Marketers Relations and Campaign development. *Romanian Journal of Communication and Public Relations*, *26*(3), 51–67. https://doi.org/10.21018/rjcpr.2024.3.651.

8. Balaban, D.C., **Mucundorfeanu, Meda,** Szambolics, J., & Amrhein, C. (2025). Examining the immediate and delayed impact of immersive media on the effectiveness of social media influencer advertising: An experimental approach, *Computers in Human Behavior Reports*,19, 10078. https://doi.org/10.1016/j.chbr.2025.100781.

9. **Mucundorfeanu, Meda** and Balaban. D. C. (2024). Suspicious minds: Adolescents' inferences of manipulative intent in retouched influencer ads. *Acta Psychologica*, 261, 105780. https://doi.org/10.1016/j.actpsy.2025.105780

10. Borchers, N., Reinikainen, H., **Mucundorfeanu, M.,** & Balaban, D. C. (2025). Social Media Campaign Support! A Principal-Agent Study on the Management of Influencer Collaborations by Political Parties in Three Countries. *Journal of Communication Management*, 29(5), 56-70. https://10.1108/JCOM-01-2025-0030

Scientific Articles Published in BDI Indexed Journals:

1. **Mucundorfeanu, Meda** and Szambolics, Julia (2023). Stereotypical Representations of Gender Roles in Romanian Pharmaceutical Advertising. *Styles of Communication*, 15(2), pp. 9-24, https://doi.org/10.31178/SC.15.2.01.

2. **Mucundorfeanu, Meda** and Mauer Marius (2023). Sprachliche Besonderheiten und politische Haltungen der aktuellen rumäniendeutschen Presse. Eine Analyse der Ressorts Lokales und Inlandspolitik. *Professional Communication and Translation Studies*, 16, pp. 20-30.

Chapters Published in Collective Volumes:

1. **Mucundorfeanu, Meda** und Balaban, Delia Cristina (2020). *Zur Nutzung sozialer Netzwerke durch Studierende der Kommunikations- und Medienwissenschaften. Ein Vergleich Deutschland-Rumänien*, in: Andreas Wrobel-Leipold, Ramona Kusche, Helmut Hammer (Eds.): *Mensch: Medien: Macher. Festschrift für Ludwig Hilmer*, Hochschulverlag Mittweida, pp. 209-228, ISBN 978-3-948345-03-7.

2. Hilmer, Ludwig and **Mucundorfeanu, Meda** (2020). *Marketing and Gamification. How Historical Simulations (Back to the Future) and eSport-Technologies Can Contribute to University Marketing*, in: Delia Cristina Balaban, Ioan Hosu, and Andrea Voina (Eds.): *Communication. It's About Platforms*, Accent, Cluj-Napoca, pp. 12 – 21, ISBN 978-606-561-213-6.

3. Mucundorfeanu, Meda (2021). *Rolul modelului Persuasion Knowledge în evaluarea efectelor conținutului sponsorizat*, în: Balaban, Cristina Delia și Szambolics Julia (Eds.): *Social Media Influencerii și rolul lor publicitar*, Tritonic, Bucuresti, pp. 149-169, ISBN 978-606-749-538-6.

4. Balaban, Delia Cristina, Stoica, Mihnea Simion, and **Mucundorfeanu, Meda** (2021). *Romania: Internal Affairs Set the Agenda of the 2019 EP Election Campaign*, in: Jörg Hassler, Melanie Magin, Uta Russmann, Vicente Fenoll (Eds.): *Campaigning on Facebook in the 2019 European Parliament Election*, Palgrave Macmillan, Cham, pp. 187-200, ISBN 978-3-030-73851-8.

5. **Mucundorfeanu, Meda** and Balaban, Cristina Delia (2023). Diktiert Fernsehwerbung die Wünsche von Kindern? Die Arbeiten von Robertson und Rossiter, in: Tino Meitz, Nils Borchers, and Brigitte Naderer (Eds.): Schlüsselwerke der Werbeforschung, Springer, pp. 201-211. ISBN 978-3-658-36507-3.

Participation in International Conferences:

1. *„American Academy of Advertising Annual Conference 2020"*, with the paper *Disclosing Influencer Marketing – It's Not That Simple. Investigating Users' Appreciation of Advertising Transparency and its Effects on Purchase Intention and Intention toward the Influencer*, San Diego, California, SUA, virtual conference, March 26 – 29, 2020.

2. *„American Academy of Advertising Annual Conference 2021"*, with the paper *Time Heals all Wounds: How Discountig Cues and Multiple Exposures Impact the Effectiveness of Influencer Advertising Over Time*, virtual conference, March 18 – 20, 2021.

3. *„71st Annual ICA Conference"*, with the paper *How Adolescents' Understanding of the Model of Sponsored Content and Sponsorship Transparency Affect the Impact of Advertising Disclosure on Influencer Instagram Stories*, virtual conference, May 27 – 31, 2021.

4."*Deutsche Pressesprache im Ausland*", with the paper *Sprachliche Besonderheiten der deutschsprachigen Tageszeitung ADZ für Rumänien. Eine Analyse der Ressorts Lokales und Inlandspolitik*, Universität Erfurt, Germany, February 25-26, 2022.

5. „*Under the Influence: A Comprehensive Look at Social Media Influencers*", with the paper *Disclosing Digitally Enhanced Pictures on Branded Posts on Instagram. Is There an Impact on the Advertising Outcomes?* German Communication Association (DGPuK), (DGPuK), Babeș-Bolyai University, October 6-8, 2022.

6. „*Professional Communication and Translation Studies*", 13th Edition, Timișoara, Universitatea Politehnică Timișoara, with the paper *Sprachliche Besonderheiten einer rumänischen deutschsprachigen Tageszeitung,* Timișoara, Romania, March 30-31, 2023.

7. „*73rd Annual ICA Conference*", with the paper *The Impact of Digital Alteration Disclosure Placed on Branded Posts on Instagram*, Toronto, Canada, May 23 – 31, 2023.

8. „*The 21st International Conference on Research in Advertising (ICORIA)*", with the papers *Exloring the Effectiveness of Digital Manipulation Disclosures for Instagram Posts on Source Credibility and Authenticity of Social Media Influencers*, respectively *Short and Long-Term Impact of the Frequency of Social Media Influencers' Sponsored Posts on Attitudinal and Behavioral Brand Outcomes,* Bordeaux, France, June 29 – July 1, 2023.

9. „*Visual Literacy - Bildkompetenzen in digitalen Medienwelten*" (DGPuK), with the paper *Zur Wirkung von digital manipulierter Bilder gepostet von Influencer:innen auf Jugendlichen* Munich, Germany, 11-13 October 2023.

10. „*10 Jahre Fachgruppe Werbekommunikation. Resümee und Perspektiven*" (DGPuK), with the paper *Die Rolle der virtuellen Realität bei der Steigerung der Werbewirksamkeit von Influencer:innen,* Würzburg, Germany, 22-24 November 2023.

11. „*American Academy of Advertising Annual Conference 2024*", with the paper *Evaluating the Impact of Digital Enhancement Disclosures in Social Media Influencer's Branded Posts Promoting Skin Care Products*, Portland, Oregon, SUA, 14 - 17 March 2024.

12. „*74th Annual ICA Conference*", with the paper *Examining Short- and Long-Term Impact of Immersive Media on the Effectiveness of Social Media Influencer Advertising*, Gold Coast, Australia, 17 – 26 June 2024.

13. „*The 22nd International Conference on Research in Advertising (ICORIA)*", with the paper lucrarea *Between Autonomy and Control: Influence-Marketers Relations and Campaign Development*, Thessaloniki, Greece, 27 - 29 June 2024.

14. *„*30. Jahrestagung der DGPuK-Fachgruppe PR/ Organisdationskommunikation *”* (DGPuK), with the paper *Dringend gesucht: Unterstützung im Social-Media-Wahlkampf! Eine Principal-Agent-Studie zur strategischen Influencer-Kommunikation mit politischen Kommunikatior*innen aus drei EU-Staaten,* Berlin, Germany, 30 October - 1 November 2024.

15. German Association for Advertising and Communication Science (DGPuK), with the paper *Exploring the Role of Digitally Enhanced Pictures of SMIson Users' Body Dsissatisfaction. The Moderating Role of Self-Photo Manipulation,* University of Amsterdam, The Netherlands, 27-29 November 2024.

16. *„American Academy of Advertising Annual Conference 2025”*, with the paper *Adolescents' Reactions to Digital Manipulation in Infl uencer Ads: The Role of Inferences of Manipulative Intent in Shaping Advertising Outcomes*, Pittsburgh, PA, SUA, 06 - 09 March 2025.

17. *Professional Communication and Translation Studies*, with the paper *New form of communication: Inclusive advertising and its role in social acceptance in Romania*, Timisoara, Romania, 03-04 April, 2025.

18. *„75th Annual ICA Conference”*, with the paper *Facing the Climate Crisis: Environmental SMIs, Perceived Polarization, Hopelessness, and Collective Environmental Action Intentions in Youth*, Denver, Colorado, 12 - 16 June 2025.

19. *„*The 23rd International *Conference on* Research in Advertising (*ICORIA)”,* with the paper *Between Artificiality and Realism: Young Users' Perceptions of Virtual Influencers' Advertising Practices*, Rotterdam, the Netherlands, 26 - 28 June 2025.

20. "AI, Children and Youth: Transforming Media, Play, and Social Interaction" (ECREA), Children, Youth and & Media Section*,* with the paper *Adolescents, AI-Generated Influencers, and Unrealistic Body Ideals. Ethical and Social Implications for Regulation and Norm Formation*, Sevilla, Spain, 19 – 21 November 2025.

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https://scholar.google.com/citations?user=GJ_MeIEAAAAJ&hl=ro&oi=ao