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Born at Bucharest, April 19, 1954, Cristina Coman has a M.A. at The Systems and Computer Science Faculty, The Polytechnic University, Bucharest (1978) and a Ph. D. at Bucharest University in sociology (1996). She is professor at The Faculty of Journalism and Communication, Bucharest University, teaching "Introduction to Public Relations", "Media Relations", "Crisis Communications" and "Organizational Communication".

Her main books are "Media Relations" (1999, 2000, 2006), "Public Relations – Principles and Strategies" (2004, 2007), "Public Relations : theoretical paradigms and case studies" (2009), "Crisis Communication"(2009). She also authored, among other, *Öffentlichkeitsarbeit in Rumänien, in Balaban D.C./Rus F.C. (eds), Medien, PR und Werbung in Rumänien, Mittweida Hochschulverlag 2008*, *La communication de crise et la culture du risqué* in Riondet, Odile, Popescu Dana (eds), *Identites culturelles, communication, pratiques mediatees*, București, Ed. Comunicare.ro , 2009, *The Image of Public Institutions and new technologies*, in Models of/Models for Journalism and communication, Bucuresti, Ars Docendi, 2010, *Brief History of Public Relations in Romania*, in Nicholas Nicoli & Marcos Komodromos, (eds), Principles of Public Relations, Nicosia, The University of Nicosia Press, 2012. She published research articles in "Jurnalism si Comunicare", "ESSACHES", "Comunicar", "Transylvanian Review of Administrative Sciences" etc. She was director of several grants financed by the European Commission or by Romanian agencies.





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