



Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) **Rujoiu, Florian-Octavian**
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(004)021-319.19.01
E-mail octavian.rujoiu@man.ase.ro, rujoiuo@yahoo.com
Nationality Romanian
Date of birth 19.06.1979
Gender M

Work experience

Dates	2021-present
Occupation or position held	Sociologist, Human-Animal Studies, Human-Animal Interaction / Founding Member, President
Name and address of employer	Animal Partners & Friends Association, Bucharest, Romania
Type of business or sector	Private sector
Dates	2019 – 2021
Occupation or position held	Sociologist, Human-Animal Studies, Human-Animal Interaction / Founding Member, Vice-President
Name and address of employer	Animal Partners & Friends Association, Bucharest, Romania
Type of business or sector	Private sector
Dates	2017 (September) – 2019 (May)
Occupation or position held	Sociologist, educational/ professional trainer (courses taught on human-animal interaction)
Name and address of employer	/volunteer
Type of business or sector	Working Dog Association, Bucharest, Romania Private sector
Dates	2014-present
Occupation or position held	Associate Professor, PhD (and from 2016, Habill. in Sociology - Animals, Humans, and Society: Human-Animal Interaction. A Sociological Perspective)
Main activities and responsibilities	Teaching duties

Name and address of employer	Bucharest University of Economic Studies, Bucharest, Romania
Type of business or sector	Graduate and post-graduate education
Dates	2011 - 2014
Occupation or position held	Lecturer, PhD
Main activities and responsibilities	Teaching duties
Name and address of employer	Bucharest University of Economic Studies, Bucharest, Romania
Type of business or sector	Graduate and post-graduate education
Dates	2009 (February)–2011 (September)
Occupation or position held	Assistant Professor, PhD
Main activities and responsibilities	Teaching duties
Name and address of employer	Bucharest University of Economic Studies, Bucharest, Romania
Type of business or sector	Graduate and post-graduate education
Dates	2008 (October) – 2009 (June)
Occupation or position held	Collaborator / Assistant Professor, PhD
Main activities and responsibilities	Teaching duties
Name and address of employer	Bucharest University of Economic Studies, Bucharest, Romania
Type of business or sector	Graduate and post-graduate education
Dates	2003–2007
Occupation or position held	PhD Student
Main activities and responsibilities	Teaching duties
Name and address of employer	University of Bucharest, Faculty of Sociology and Social Work, Bucharest, Romania
Type of business or sector	Graduate and post-graduate education
Dates	2006-2007
Occupation or position held	PhD Student
Main activities and responsibilities	Applied Sociology seminars (Department of Sociology). The topics discussed were from the fields of social psychology and organizational psychology. I organized meetings with marketing and advertising professionals in order to identify the opportunities offered by the private sector to graduates from sociology.
Name and address of employer	University of Bucharest, Faculty of Sociology and Social Work, Bucharest, Romania
Type of business or sector	Graduate and post-graduate education
Dates	2005
Occupation or position held	Collaborator/ consultant - Department of Advertising and Marketing (Romstal head quarter ,Bucharest, Romania)
Main activities and responsibilities	Coordinator of a qualitative research stage in the project "Organizational culture and climate change" conducted by Department of Human Resources and Department of Advertising and Marketing, analysis and case studies
Name and address of employer	
Type of business or sector	Research, private sector
Dates	2003 (October) – 2004 (January)
Occupation or position held	Sociologist
Main activities and responsibilities	Author and co-author of studies and research:

	Forms of crimes and social implications (author), The analysis of crime in Romania between 1990-2002; Developments and trends; Domestic violence and female crime (coord. by professor Aurora Liiceanu, PhD and Dr. Doina Ștefana Săucan), The analysis of the corruption perception index (in collaboration with Roxana Bratu)
Name and address of employer	National Institute of Criminology (Ministry of Justice), Bucharest, Romania
Type of business or sector	Research, public sector
Dates	2001
Occupation or position held	Collaborator
Main activities and responsibilities	Polls, data research
Name and address of employer	Gallup Organization Romania, Social Science Research Center, Romanian Association for Freedom and Development
Type of business or sector	Research
Education and training	
Dates	December 2016
Title of qualification awarded	Habilitation in Sociology (Animals, Humans, and Society: Human-Animal Interaction. A Sociological Perspective)
Principal subjects/occupational skills covered	Habilitation in Sociology
Name and type of organisation providing education and training	University of Bucharest (Faculty of Sociology and Social Work), Bucharest, Romania
Dates	2010
Title of qualification awarded	Post-graduate course in Distance Learning Management (diploma)
Principal subjects/occupational skills covered	Management education
Name and type of organisation providing education and training	Bucharest University of Economic Studies, Bucharest, Romania
Dates	2003–2007
Title of qualification awarded	PhD Student in Sociology and PhD in Sociology in 2008 (PhD thesis: Interpersonal Trust and Groupthink – PhD Supervisor: Septimiu Chelcea, PhD, Professor)
Principal subjects/occupational skills covered	
Name and type of organisation providing education and training	University of Bucharest, Faculty of Sociology and Social Work, Bucharest, Romania
Dates	2003–2005
Title of qualification awarded	MA in Communication and Public Opinion
Principal subjects/occupational skills covered	
Name and type of organisation providing education and training	University of Bucharest, Faculty of Sociology and Social Work, Bucharest, Romania
Dates	2001 (August – December, Erasmus Scholarship)
Title of qualification awarded	
Principal subjects/occupational skills covered	<i>Psychology of Leadership, Comparative Social Policy, Swedish Social and Economic Geography</i> (course degree).
Name and type of organisation providing education and training	Umeå University, Sweden
Dates	1999-2003

Title of qualification awarded BA in Sociology
Principal subjects/occupational skills covered
Name and type of organisation providing education and training University of Bucharest, Faculty of Sociology and Social Work, Bucharest, Romania
Dates 1995-1998
Title of qualification awarded
Principal subjects/occupational skills covered
Name and type of organisation providing education and training The Military High School "Alexandru Iona Cuza", Constanța, Romania
Dates 1998-1999
Title of qualification awarded High School Diploma
Principal subjects/occupational skills covered
Name and type of organisation providing education and training The Military High School "Dimitrie Cantemir", Breaza, Prahova County, Romania

Personal skills and competences

Mother tongue(s) **Romanian**

Other language(s) **English**

Self-assessment
European level ()*

English

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficiency user	C1	Proficiency user	B2	Independent user	B2	Independent user	B2	Independent user

(*) [Common European Framework of Reference for Languages](#)

Organisational skills and competences Organizational capabilities, managerial creativity, abilities of informal leader.

Computer skills and competences Internet browsing; Microsoft Office (Excel, Word, Power Point).

Artistic skills and competences

Driving licence

Additional information

Awards: Georgescu Roegen Diploma for excellence in scientific research for articles published in journals listed in Web of Science (2019), awarded by the Bucharest University of Economic Studies, Bucharest, Romania.

Member of International Scientific Committee - Forum on Studies of Society (FSS) International Conference on Social Sciences and Humanities, 2016 (Craiova, Romania)
http://stiintesociale.ucv.ro/images/conferinte/OpenCallConferenceFSS_ICSSH_11.03.pdf

Member of the Bureau of the Department of Philosophy and Social and Human Sciences (2011-2015)

Scientific Secretary of the Department of Philosophy and Social and Human Sciences Research Center (2015-2017).

2015-present: Coordinator of the "Social Psychology" Collection from ASE Publishing House.

2012 -2017: Member of the scientific college of "Et in Arcadia Ego" Collection from ASE Publishing House.

2015-2020: Member of the scientific college of "Socio-Economy" Collection from ASE Publishing House.

Reviewer for the fields of Sociology, Social Psychology, and Political Science (ASE Publishing House).

October, 2019 – present - Scholar Member at Animals & Society Institute, Ann Arbor, Michigan, United States.

https://www.animalsandsociety.org/arm_member_profile/octavianrujoiu/

<https://www.animalsandsociety.org/profile/octavianrujoiu/>

May, 2019–present – Sociologist, Human-Animal Studies, Human-Animal Interaction, founding member of the Animal Partners & Friends Association, Bucharest, Romania

<https://animal-partners.org/despre-noi/>

2017-2019 - Sociologist, educational/ professional trainer (courses on human-animal interaction) /volunteer at the Working Dog Association, Bucharest, Romania. I have taught several theoretical courses (with Valentina Rujoiu) on personal development and human-animal interaction (October, 2017, 360HUB). Courses taught: "Me and the Others", "Crisis Situations", "Vicarious Trauma", "Emotion in Humans and Animals", "Human-Animal Connection", "The Loss of Animal Companion", "Animal Assisted Therapy and Animal Assisted Activities".

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

September, 2017 – May, 2019 – volunteer /member in Animal-Assisted Therapy and Animal Assisted Activities Team from the Working Dog Association, Bucharest, Romania.

<https://www.terapiecuanimale.ro/echipa-noastra.php>

<https://www.terapiecuanimale.ro/echipa-in-pregatire>

November, 2017 – I contributed to the achievement of the collaboration protocol between the Bucharest University of Economic Studies and the Working Dog Association from Bucharest (signing the protocol / partnership: 21.11.2017);

<https://www.terapiecuanimale.ro/blog>

28.11.2017 – Within the course of Advertising and Consumer Psychology (Faculty of Management, Master Program: Business Project Management, the Bucharest University of Economic Studies) I invited Robin Simion, Creative Director at Top Hat Advertising, to discuss on the topic of using animals in commercials.

<https://www.facebook.com/mappmaster/>

21.11.2018, 22.11.2018 – Within the Social Psychology course taught at the Faculty of Marketing at the Bucharest University of Economic Studies, I have had two guests: Robin Simion, Creative Director at Top Hat Advertising, and Happy the Border Collie. We talked with the students on the topic of using animals in commercials.

<https://www.facebook.com/octavian.rujoiu.9>

Main research interests: social psychology, social psychology of emotion, human–animal interaction, human emotion, emotion in humans and animals, animal companion loss and human emotion, animal assisted intervention, animal-assisted therapy and animal assisted activities, advertising, the sociology of consumer behavior, emotion management, and nonverbal communication.

Activities, conferences and events on human-animal interaction in which I participated as a sociologist / member in the Animal Partners & Friends Team:

22-23.06.2019 – Animal Partners & Friends Association in collaboration with Bucharest Metropolitan Kennel Association participated at Bucharest Dog Show 2019 where talked about animal-assisted therapy and the benefits of human-animal interaction

https://www.facebook.com/animalpartnersandfriends/?epa=SEARCH_BOX

27.09.2019 – 18.30-20.30 – Animal Partners & Friends Association participated on European Researchers' Night, 2019, in "Lumea Copiilor" Park – the event: "People and their dogs. The benefits of human-animal interaction in the context of animal-assisted activities and animal assisted therapy".

<https://www.facebook.com/195529883835960/photos/a.195556547166627/2487415331314059/?type=3&theater>

https://www.ase.ro/2013_files/media/Avizier_2019/NCE_2019_program.pdf

28.09.2019 - 13.00-15.00 - Animal Partners & Friends Association participated on European Researchers' Night, 2019, in "Lumea Copiilor" Park – the event: "People and their dogs. The benefits of human-animal interaction in the context of animal-assisted activities and animal assisted therapy".

<https://www.facebook.com/195529883835960/photos/a.195556547166627/2487415331314059/?type=3&theater>

https://www.ase.ro/2013_files/media/Avizier_2019/NCE_2019_program.pdf

9.11.2019 – The visit of the Animal Partners & Friends Association team to the "Eftimie Diamandescu" Psychiatric Hospital.

<https://www.facebook.com/animalpartnersandfriends/>

15.11.2019 – The visit of the Animal Partners & Friends Association team to the Karin's Kids Academy

https://www.facebook.com/animalpartnersandfriends/?epa=SEARCH_BOX

23.11.2019 – Parliament House – The National Conference with International Participation "Days of the Clinical Hospital of Psychiatry" Prof. DR. AL. OBREGIA – "Romanian Psychiatry between Science and Practice". Paper presented: "Animal Assisted Therapy - A Complementary Approach in the Social Work Practice" (Authors: Octavian Rujoiu and Valentina Rujoiu). Animal Partners & Friends Association was invited to this conference.

https://www.facebook.com/valentina.dragomir.58?epa=SEARCH_BOX

Activities, conferences and events on human-animal interaction in which I participated as a sociologist / volunteer/ member in the Animal-Assisted Therapy and Animal Assisted Activities Team during September, 2017-May, 2019 (Working Dog Association, Bucharest):

17 September, 2017- „ We are different but we love in the same way” – the event took place in Crângași Park within the “Doctor with Four Paws” project financed by the Orange Foundation.

October, 2017 – the visit to the Neuro-psycho-motor Recovery Center for Children „Dr. Nicolae Robănescu” at the invitation of the Association of Medicine for Public Health through the project “Volunteer in Hospital” - within the project “Doctor with Four Paws” financed by the Orange Foundation.

<https://www.terapiecuanimale.ro/blog>

11.11.2017 – the visit of Animal-Assisted Therapy and Animal Assisted Activities Team to Down Plus Association from Bucharest – within the project “Doctor with Four Paws” financed by the Orange Foundation.

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

16.11.2017 - the visit of Animal-Assisted Therapy and Animal Assisted Activities Team to the Help Autism Center- within the project “Doctor with Four Paws” financed by the Orange Foundation.

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

23.11.2017 – open course with guests: “Violence in Intimate Relationships. An. Intercultural Approach – Topic: Stop Domestic Violence. The Role of Animal-Assisted Therapy and the Formal Social Support Provided to Victims” - the event was organized by Valentina Rujoiu, Associate Professor, PhD, Habil. at the Faculty of Sociology and Social Work (University of Bucharest).

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

08.12.2017 – Campaign "Help Therapy Dogs Become Santa's Messengers" - visit to the Samuel Center;

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

23.12.2017 - Campaign "Help Therapy Dogs Become Santa's Messengers" - visit to the private center for the elderly of the Christian Association St. Nicholas and St. Alexander;

<https://ro-ro.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

25.01.2018 – Event in the Bucharest University of Economic Studies, Room: 2013, 16.00-18.00, “Is the exam session stressful? Anti-stress dogs come to you” – the event took place within the collaboration between the Bucharest University of Economic Studies and the Working Dog Association from Bucharest;

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

31.01.2018 – Event in the Bucharest University of Economic Studies, Room: 2013, 16.00-18.00, “Is the exam session stressful? Anti-stress dogs come to you” – the event took place within the collaboration between the Bucharest University of Economic Studies and the Working Dog Association from Bucharest;

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

Interview given to the Republica site (with Luciana Manole and Valentina Rujoiu) – article published on 21.02.2018, and titled “Dog life in Romania. About dogs that save lives: therapy dogs, an almost new “concept” on our market” by Luminița Malanca;

<https://republica.ro/da-viata-de-caine-in-romania-despre-cainii-care-salveaza-vieti-cainii-de-terapie-un-zconcept-aproape-nou>

2.04.2018 – Speaker with Luciana Manole, Cristian Anghel, Lia Țăranu-Hofnar and Valentina Rujoiu (Animal-Assisted Therapy and Animal Assisted Activities Team, Working Dog Association, Bucharest) on the conference “Autism Awareness Day (2018)” organized by the Titan Psychiatric Hospital “Dr. Constantin Gorgos” and the Bucharest Hospitals and Medical Services Administration;

<https://www.terapiecucaini.ro/ziua-mondiala-de-constientizare-a-autismului/>

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

27.04.2018 - the visit of Animal-Assisted Therapy and Animal Assisted Activities Team to Down Plus Association from Bucharest;

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

18.05.2018 –National Interdisciplinary Conference on Consecrated Approaches and New Treatment Methods in Childhood Autism Therapy - I participated with the paper “Animal Assisted Therapy: A Complementary Approach in Treating Autism Spectrum Disorders” (authors: Luciana Manole, Octavian Rujoiu and Valentina Rujoiu);

<http://autismforum.ro/>

<http://autismforum.ro/program-stiintific/>

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

19.05.2018 - the visit of Animal-Assisted Therapy and Animal Assisted Activities Team to Down Plus Association from Bucharest;

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/photos/pb.296671880482385.-2207520000.1526846645./1028973160585583/?type=3&theater>

26.05.2018 – “Neighbors' Day” the event took place in Filaret Station Park, Bucharest;

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/photos/ms.c.eJxFkMENAzAIAzegAGNI9I~_sKhTyPRn7EhWYyE2BccYN8tAEphqT7AI9K6P0DYwHlqmO~;k9DchFVCMcAApsqeQBxMuXYmkVkrZwDstlGm0Co1vJJ26c4e7w6dE5QYI3e2V~;hWGmA9LkoMz7Q9GGuKeg0tsFMgdYGWmC5wrwS5HyT9QfwCeMZN2Q~~~

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/photos/pb.296671880482385.-2207520000.1530468363./1061808513968714/?type=3&theater>

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/photos/pb.296671880482385.-2207520000.1530468363./1061808513968714/?type=3&theater>

7.06.2018 – Event on Unicredit, 13.30-15.00;

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/photos/pcb.1039613656188200/1039612916188274/?type=3&theater>

12.06.2018 - Event in the Bucharest University of Economic Studies, Room: 1202, 15.00-17.00, “Is the exam session stressful? Anti-stress dogs come to you” – the event took place within the collaboration between the Bucharest University of Economic Studies and the Working Dog Association from Bucharest;

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/photos/a.298942426921997.1073741832.296671880482385/1040645069418392/?type=3&theater>

1.07.2018 - the visit of Animal-Assisted Therapy and Animal Assisted Activities Team to Christian Association “Saint Nicholas and Saint Alexander”, Calea Plevnei No. 137A;

<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/photos/pb.296671880482385.-2207520000.1530468363./1061808513968714/?type=3&theater>

3.07.2018 - the visit of Animal-Assisted Therapy and Animal Assisted Activities Team to HOSPICE Casa Speranței, Adunații Copăcenii;
<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

3.09.2018 – 10.00-12.00, the visit of Animal-Assisted Therapy and Animal Assisted Activities Team to Cegeka Company, Victoriei Square, Bucharest;
<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

8.09.2018 – “We are different but we love in the same way” – the event took place in Crângași Park (between 11.00-14.00);
<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

15.09.2018 – 11.30-12.30 - the visit of Animal-Assisted Therapy and Animal Assisted Activities Team to Christian Heart and Soul for the Elderly Association;
<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

6.12.2018 – 10.00., Room: 201 - open course with guests: “Violence in the couple's relationship. The role of animal-assisted therapy in the recovery of victims”, the event was organized by Valentina Rujoiu, Associate Professor, PhD, Habil., at the Faculty of Sociology and Social Work (University of Bucharest). The Animal-Assisted Therapy and Animal Assisted Activities Team (Working Dog Association, Bucharest) was invited.
<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/photos/ms.c.eJxNkcsNAzAIQzeg~AXD~:otVgQZ6fTK2AeYkdQQApJI~uEGCmQWOB7wVPggmC47QgCzA~:MBxM3O2BVoeGFP2mxIWD6gUUJkeVB40lyfa4yk8pWJ1PKQBDfA2pR3RAphisEqRWc6oFGI7chVCD4CiRiJ~:IKx2AU8sZXmcMz2yU3bbVsgotC~:mvB6dsss18AFx~nPjwdFvmBOiR7YYqF9JW~:0q6PCCq9D4W7~PiC9uYXGa.bps.a.1190366794446218/119036787779443/?type=3&theater>

18.12.2018 – ora 10.00. - the visit of Animal-Assisted Therapy and Animal Assisted Activities Team to Lizuca Center, Jean Steriadi Street, Nr. 40A - during the project "Help Therapy Dogs Become Santa's Messengers";
<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/photos/ms.c.eJxNkdkNA0EIQzuKMOFqf2PRwo6T3ydgwG6vfUcURGt~:GBBtoVZ6rngYACoaMuT2VYvMNEBHMGAwp~:HjnhRMabV1xTIAQdU2HpwBD0A~I08q7szFrGg6RGohekdDODqiHpMpYzH7S12TW1isxlrOqsHGzPxPZ8FIWyFxU5rFGn08PVgbMYqgo0t8OAEpo8KIZjG4uALCZ5dug~:~:~.bps.a.1199490980200466/1199492880200276/?type=3&theater>

6.02.2019 – Event in the Bucharest University of Economic Studies, Room: 2013, 16.00-18.00, “Is the exam session stressful? Anti-stress dogs come to you” – the event took place within the collaboration between the Bucharest University of Economic Studies and the Working Dog Association from Bucharest;
<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

30.03.2019 – 15.00-17.00 - the visit of Animal-Assisted Therapy and Animal Assisted Activities Team to Palliative Care Center “St. Nectarie”, General Dimitrie Salmen Street, No. 14, Sector 2, Bucharest;
<https://ro-ro.facebook.com/pg/TerapieSiActivitatiAsistateDeAnimaleBucuresti/posts/>

In the Media:

8.03.2018 – I was invited along with the journalist Carla Alina Buleanu to the show “Everything for love” from television channel Antena 1, where we talked about animal-assisted therapy;
 3.08.2018 – I was invited along with the journalist Carla Alina Buleanu in the show “The Friends from 11” – television channel Antena 1, where we talked about human-animal interaction, animal-assisted therapy and animal-assisted activities;
<https://a1.ro/prietenii-de-la-10/video/happy-catelul-care-schimba-vietii-id789937.html>
<https://www.facebook.com/TerapieSiActivitatiAsistateDeAnimaleBucuresti/>

Published Works

Books (edited, co-edited, authored, co-authored)

Rujoiu, Valentina și Rujoiu Octavian. (2021). *Relații intime, putere și control. Studii și cercetări.*

- [Intimate Relationships, Power and Control. Studies and Research]. București: Editura Pro Universitaria. ISBN: 978-606-26-1365-5 (174 p.).
<https://www.prouniversitaria.ro/carte/relatii-intime-putere-si-control-studii-si-cercetari/>
- Rujoiu, Octavian. (coord.)(2020). *Psihosociologia vieții cotidiene. Despre interacțiunea om-animal* [Social Psychology of Everyday Life. About Human-Animal Interaction, Second Edition, Revised and Updated]. București: Editura ASE (ediția a II-a, revizuită și adăugită). ISBN: 978-606-34-0274-6. (367p.).
<https://editura.ase.ro/Psihosociologia-vietii-cotidiene-despre-interactiunea-om-animal-Editia-a-II-a-revizuita-si-adaugita/>
https://editura.ase.ro/custom_images/produse/2020_rujoiu_psihosociologia_ed2_cuprins_contents.pdf
<https://iahaio.org/2020/08/17/new-publication-social-psychology-of-everyday-life-about-human-animal-interactions/>
- Rujoiu, Octavian. (coord.)(2017). *Societate, publicitate, consumator* [Society, Advertising and Consumer Behavior]. București: Editura ASE. ISBN 978-606-34-0197-8. (233p.).
<https://editura.ase.ro/Carte/Societate--publicitate--consumator/>
- Rujoiu, Octavian. (2015). *Psihosociologie. Zece teme introductive* [Social Psychology. Ten Introductory Lessons]. București: Editura ASE. ISBN: 9786065058934 (220p.).
<http://www.editura.ase.ro/Carte/Psihosociologie--Zece-teme-introductive/>
- Rujoiu, Octavian** și Rujoiu, Valentina. (2015). *Vest și Est: cultura violenței și emoțiile sociale*. [West and East: The Culture of Violence and Social Emotions]. București: Editura ASE (second edition). ISBN: 978-606-505-831-6.
<http://www.editura.ase.ro/Carte/Vest--i-Est--Cultura-violentei-si-emoțiile-sociale/>
The book is indexed in WorldCat <http://www.worldcat.org/title/vest-si-est-cultura-violentei-si-emoțiile-sociale/oclc/751784336/editions?referer=di&editionsView=true>
- Rujoiu, Octavian. (Ed.)(2014). *Psihosociologia vieții cotidiene. Despre interacțiunea om-animal* [Social Psychology of Everyday Life. About Human-Animal Interaction]. București: Editura ASE. ISBN: 978-606-505-830-9.
<http://www.editura.ase.ro/Carte/Psihosociologia-vietii-cotidiene--Despre-interactiunea-om-animal/>
The book is indexed in WorldCat <http://worldcat.org/identities/lccn-n2011049184/>
- Rujoiu, Valentina și **Rujoiu, Octavian**. (Eds.) (2012). *Violența în familie. Între percepție socială și asumare individuală* [Family Violence. Between Social Perception and Individual Responsibility]. București: Editura ASE. ISBN 978-606-505-550-6 (269 p.).
<http://www.editura.ase.ro/Carte/Violenta-in-familie--Intre-preceptie-sociala-si-asumare-individuala/>
The book is indexed in WorldCat Identities <http://www.worldcat.org/identities/lccn-n2011049184/>
- Rujoiu, Octavian. (2012). *Psihosociologia emoțiilor. Ce, când și cum simțim* [Social Psychology of Emotions. What We Feel, When We Feel, and How We Feel]. București: Editura ASE. ISBN: 9786065055278 (208 p.).
<http://www.editura.ase.ro/Carte/Psihologia-emoțiilor--Ce--c-nd-si-cum-simtim/>
The book is indexed in WorldCat Identities <http://www.worldcat.org/identities/lccn-n2011049184/> and in Princeton University Library Catalog https://pulsesearch.princeton.edu/browse/call_numbers?q=HM1033%20.O27%202017
- Rujoiu, Octavian. (2010). *Încredere, decizie, gândire de grup. Despre patologia grupurilor decizionale* [Trust, Decision, Groupthink. About the Pathology of Group Decision Making]. București: Editura ASE. ISBN: 9786065053809 (313 p.)
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Workshop "Sociologia emoțiilor" [The Sociology of Emotion]. I presented the preliminary findings of the research "Ancheta în licee: fraudă intelectuală sau metoda "copy – paste" *Rușinea și vinovăția în rândul liceenilor*" [Survey in High School: Academic Dishonesty or

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Participant in the project "Sentimentele sociale: vinovăție și rușine. Manifestări în sfera publică din România postdecembristă" [Social Emotions: Guilt and Shame. Events in the Public Sphere in post-communist Romania] (CNCSIS, grant code 1046 A, 2006-2008), coordinated by professor Septimiu Chelcea, PhD.

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