



Nicolae Urs

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Gender: Male **Date of birth**: 15/05/1979 **Nationality**: Romanian

ABOUT ME

Nicolae Urs is Associate Dean of the College of Political, Administrative and Communication Sciences in Cluj-Napoca, Romania. He is interested in everything related to technology. More specifically, he has been studying and researching the way in which public institutions employ new technologies, the changes that the new social networks brought about in communication, the opportunities provided by "big data" and the way in which visualizing statistical data can help understand social trends. He was a Fulbright Senior Scholar at University of Georgia, Athens, focusing on e-government. He teaches courses related to e-Government, to the use of new technologies, and to online communication. He is actively involved in public institutions' digitization projects, both at the level of the city of Cluj-Napoca, as well as at a national level; he also coordinated or took part in a number of strategic development plans for municipalities around Romania. He was one of the coordinators of the Digital Transformation Strategy of Cluj-Napoca. He is a member of Code4Romania and co-chair of the Central and Eastern European e|Dem and e|Gov Days, coordinator of the Digital Government Working Group at NISPAcee, as well as a member in the editorial board of two scientific publications.

WORK EXPERIENCE

College of Political, Administration, and Communication Sciences, Babeş-Bolyai University

City: Cluj-Napoca | **Country**: Romania

[02/2014 – Current] **Vice Dean**

- digital transformation;
- marketing;
- outreach;
- admission.

College of Political, Administration, and Communication Sciences, Babeş-Bolyai University

City: Cluj-Napoca | **Country**: Romania

[03/2021 – Current] **Associate professor**

Teaching classes in:

- Electronic Government;
- Online Communication;
- Data Visualization.

College of Political, Administration, and Communication Sciences, Babeş-Bolyai University

City: Cluj-Napoca | **Country**: Romania

[10/2001 – 02/2021] **Lecturer**

Teaching classes in:

- Electronic Government;

- Online Communication;
- Digital Skills.

College of Political, Administration, and Communication Sciences, Babeş-Bolyai University

City: Cluj-Napoca | **Country:** Romania

[05/2005 – 09/2013] **Web Designer**

Designing and maintaining the College websites.

College of Political, Administration, and Communication Sciences, Babeş-Bolyai University

City: Cluj-Napoca | **Country:** Romania

[10/2001 – 04/2005] **Network technician**

Maintaining the Colleges computer network.

EDUCATION AND TRAINING

[10/2008 – 02/2013] **Ph.D.**

College of Political, Administration, and Communication Sciences, Babeş-Bolyai University <https://fspac.ubbcluj.ro>

City: Cluj-Napoca | **Country:** Romania | **Field(s) of study:** Social sciences, journalism and information: • *Social sciences, journalism and information not elsewhere classified* | **Level in EQF:** EQF level 8

[10/2003 – 07/2004] **Master of Arts**

College of Political, Administration, and Communication Sciences, Babeş-Bolyai University <https://fspac.ubbcluj.ro>

City: Cluj-Napoca | **Country:** Romania | **Field(s) of study:** Social sciences, journalism and information: • *Journalism and information not further defined* | **Level in EQF:** EQF level 7

[10/1997 – 07/2001] **Bachelor of Arts**

College of Political, Administration, and Communication Sciences, Babeş-Bolyai University <https://fspac.ubbcluj.ro>

City: Cluj-Napoca | **Country:** Romania | **Field(s) of study:** Social sciences, journalism and information: • *Journalism and information not further defined* | **Level in EQF:** EQF level 6

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

English

LISTENING C2 READING C2 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Italian

LISTENING B2 READING B2 WRITING A2

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

NETWORKS AND MEMBERSHIPS

- [2018 – Current] **NISPAcee** Bratislava
Digital Government Working Group Coordinator
- [2019 – Current] **Central and Eastern European e|Dem and e|Gov Days** Wien
Co-Chair

PUBLICATIONS

- [2025] [Digital Transformation in European Public Services](#)
Authors: Urs, N., Špaček, D., Nõmmik, S. | **Publisher:** Palgrave Macmillan, Cham.
- [2025] [Challenges to Digital Transformation of Public Institutions: Change Management in a Rapidly Evolving World](#)
Authors: Nicolae Urs | **Volume, Issue and Pages:** pp 219–226 | **Publisher:** Palgrave Macmillan, Cham.
- [2025] [Perspectives in Studying Digital Transformation and Our Analytical Framework](#)
Authors: David Špaček, Steven Nõmmik, Nicolae Urs | **Volume, Issue and Pages:** pp 7-23 | **Publisher:** Palgrave Macmillan, Cham.
- [2025] [Digital Transformation Challenges in Romanian Cities: It's Not About Technology](#)
Authors: Ioana Nisioi, Nicolae Urs | **Volume, Issue and Pages:** pp 107-128 | **Publisher:** Palgrave Macmillan, Cham.
- [2023] [Digital Tools in Romanian Higher Education: The Influence of the COVID-19 Pandemic on the Digitalization of Universities.](#)
Authors: Adrian Hudrea, Dorin Spoaller, Nicolae Urs | **Journal Name:** ransylvanian Review of Administrative Sciences | **Volume, Issue and Pages:** SI, pp 44-63
- [2022] [Cluj-Napoca Digital Transformation Strategy](#)
Authors: Călin Hințea, Nicolae Urs | **Journal Name:** Section on International and Comparative Administration | **Volume, Issue and Pages:** vol. 4 (1), pp 45-49
- [2019] [Rising innovative city-regions in a transitional economy: A case study of ICT industry in Cluj-Napoca, Romania](#)
Volume, Issue and Pages: No. 58 | **Publisher:** Technology in Society

PROJECTS

- [2025 – Current] **EDU Lider**
- [2024 – Current] **ECO Connect**
- [2017 – 2019] **SPiC - Studenți în Practica pentru o viitoare Cariera**
- [2012 – 2014] **Designing the national e-administration system in Romania**
- [2010 – 2013] **Increase of Quality of Public Administration Master's programs**
- [2009 – 2011] **Postgraduate program in Public Administration Management**
- [2006 – 2008] **Evaluating the public administration reform in Romania**

STRATEGIC PLANNING EXPERIENCE

Strategic development plans

Digital Transformation Strategy,

Cluj-Napoca, 2020-2030

Coordinator

Strategic Planning Process,

Cluj-Napoca, 2014-2020

Coordinator *for E-government and IT* working group

Strategic Planning Process,

Cluj-Napoca, 2007-2013

Consulting expert

Strategic Planning Process, Reșița, 2021-2027

Consulting expert

SIDU Cluj-Napoca, with The World Bank, 2022-2030

Consulting expert

Strategic Planning Process, Covasna County, 2021-2027

Consulting expert

Strategic Planning Process,

Caraș-Severin County, 2021-2027

Consulting expert

Strategic Planning Process, Sălaj County, 2021-2027

Consulting expert

Strategic Planning Process, Zalău, 2021-2027

Consulting expert

Strategic Planning Process, Baraolt, 2015-2020

Consulting expert

Strategic Planning Process, Năsăud, 2016-2022

Consulting expert

Strategic Planning Process, Huedin, 2015-2020

Consulting expert

Strategic Planning Process, Covasna County, 2015-2020

Consulting expert

AFFILIATIONS

[01/2023 – 05/2023] **Fulbright Senior Scholar at University of Georgia in Athens (UGA)**

[2018 – Current] **Member of Code4Romania**