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Roberta Răducu is Assistant Professor, PhD, at the College of Communication and Public Relations, SNSPA, in Bucharest. Since 2024, she has served as Young Researchers Leader within the COST Action CA23126 – AlertHub: Warning Communication Knowledge Network, contributing to international research on crisis and warning communication.

She previously worked as a communication expert at the New Strategy Center, where she was involved in European and national projects focusing on education, digitalization, and strategic communication. Her academic and professional work centers on media studies, digital communication, and the societal impact of emerging technologies.

Roberta Răducu is the author and co-author of several academic articles and volumes, including “Branduri în conversații” (2022), “Disinformation in the Context of the Russian Invasion of Ukraine” (2023), and the edited volume “Public Communication and Challenges in the Current Digital Environment” (2025). Her research also explores media generations and patterns of technology use in contemporary society.