Sustainable Organizational Culture in PA Education: Gaps and Opportunities in Romania

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Abstract: This paper examines how Romanian Public Administration (PA) programs communicate admission information through their official websites and what these practices reveal about the sustainability of organizational culture in higher education. Sustainability is understood in terms of transparency, accessibility, and the reliability of academic processes. Based on a qualitative document-based analysis of four Romanian universities ranked among the leading institutions in public administration research, the study evaluates the clarity, structure, and consistency of the content of admission-related web pages. The findings indicate a hybrid communication model in which centralized admission platforms coexist with unevenly maintained faculty-level channels, producing observable inconsistencies in accessibility, frequency of updates, and completeness of the information. The paper argues that digital communication practices constitute a meaningful indicator of sustainable organizational culture and discusses implications for the governance of Romanian higher education, including the potential role of quality assurance bodies in the establishment of minimum standards for institutional digital communication.