



**Transilvania
University
of Brasov**

NEWSLETTER

No. 96 April 2020

- DAY OF TRANSILVANIA UNIVERSITY OF BRAȘOV
- PRESTIGIOUS EDITORIAL ISSUE: THE VOLUME *SOLAR ENERGY CONVERSION SYSTEMS IN THE BUILT ENVIRONMENT*
- BOOK AND MUSIC – THE UNIVERSITY’S DAY AT N. DETAEYE MEDIA CENTRE
- LITERATURE GOES OUT TO TOWN (8) ON THE UNIVERSITY’S DAY
- LAUNCH OF A NEW EDITION OF THE ACADEMY OF ONLINE
- DIALOGUES ON EDUCATION
- EECS STUDENTS AND COMPANIES - 2020
- THREE EVENTS AT THE FACULTY OF MECHANICAL ENGINEERING UNDER THE CONCEPT “PAST, PRESENT AND FUTURE”
- EVENTS ORGANIZED ON THE UNIVERSITY’S DAY AT THE FACULTY OF TECHNOLOGICAL ENGINEERING AND INDUSTRIAL MANAGEMENT
- THE UNIVERSITY’S DAY AT THE FACULTY OF PRODUCT DESIGN AND ENVIRONMENT
- STUDENT AT THE FACULTY OF ECONOMIC SCIENCES AND BUSINESS ADMINISTRATION
- RESTORATION EXHIBITION AT THE FACULTY OF WOOD ENGINEERING.
SPRING TOKENS AND RESTORATION – ATTITUDE AND INVOLVEMENT

- ▣ COLOURS, FORMS AND EXPRESSIONS...
- ▣ IN DIALOGUE WITH THE EDUCATION PROFESSIONALS
- ▣ *VIRTUAL WELDING* – COMPETITION DEDICATED TO THE STUDENTS OF TRANSILVANIA UNIVERSITY OF BRAȘOV
- ▣ LAUNCH OF DRACULA DIGITAL SHORT FILM FESTIVAL
- ▣ TRANSILVANIA UNIVERSITY'S DAY AT THE FACULTY OF MUSIC
- ▣ ABOUT SUCCESSFUL EVENTS WITH A SUCCESSFUL ALUMNUS
- ▣ A JOURNEY IN RESEARCH WITH *JUNIOR RESEARCH PROGRAMME*
- ▣ PROFESSORS WE TAKE PRIDE IN – LECTURER DR. DANA ADRIANA LUPȘA-TĂTARU

DAY OF TRANSILVANIA UNIVERSITY OF BRAȘOV

On 1 March 2020, "Sergiu T. Chiriacescu" Aula hosted an exceptional musical event organized by the Music Centre, to celebrate the Day of Transilvania University of Brașov.



During this concert, the soloists Szőcs Botond (piano) and Radu Ropotan (violin), accompanied by the University's Chamber Orchestra, under the baton of the conductor Traian Ichim, proposed a special program to the audience: *The Seasons* by Antonio Vivaldi and *The Concerto for Piano and Orchestra in C minor, No.2 Op.18* by Sergei Rachmaninov.



The Seasons is among the best-known pieces of musical Baroque and perhaps Vivaldi's most famous creation. In the four concerts, published in 1725, along with 8 other violin concertos in the masterpiece entitled *Il cimento dell'armonia e dell'invenzione*, Vivaldi musically evokes the beauty of the four seasons.

The violinist Radu Ropotan's performance impressed by the beauty and brilliance of sound, all nuances and accents naturally flowing in his play. The tempos chosen by the conductor Traian Ichim were balanced, and the dynamics, precise attacks and clarity of the Chamber Orchestra sound were remarkable. The beauty and dramatism of Rachmaninov's music piece were highlighted due to the pianist Szőcs Botond's high-class performance, as well as to the passionate musicality of the orchestra.

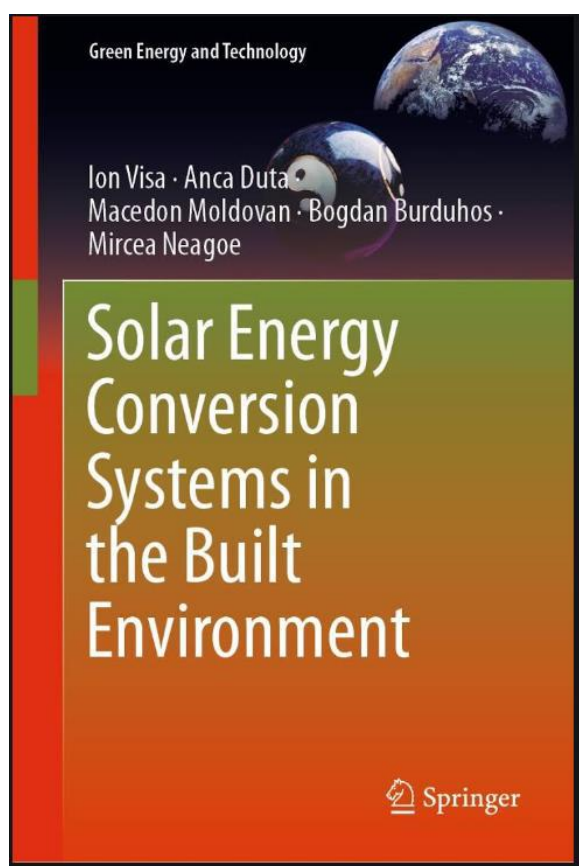


Rachmaninov's musical pieces stand out by the beauty of the melody and its harmonic treatment. From the sumptuousness of the first chords to the tumultuous writing of the finale, the entire artistic act amazed with the impetuosity of the execution and the strong emotional charge of the performance. The interventions of the solo flute and the bassoon in the *Adagio Sostenuto* were outstanding, the timbre giving a special colour to the phrases. The pianist's exceptional technique, as well as his musical intelligence doubled by feeling intensity, allowed him to offer the audience a unique version of this concert, an interpretation that will remain in the memory of the audience. The choice to present to the public masterpieces from different musical and stylistic eras was particularly inspired, the creations represented in this concert being appreciated both due to the high-quality performances, but especially to the emotion with which the musical message was conveyed.

Drd. Noémi KARÁCSONY
Faculty of Music

PRESTIGIOUS EDITORIAL ISSUE: THE VOLUME *SOLAR ENERGY CONVERSION SYSTEMS IN THE BUILT ENVIRONMENT*

Early 2020 saw the publication of the volume *Solar Energy Conversion Systems in the Built Environment* in the Springer series *Green Energy and Technology*. The volume is realized by a group of academics from the Faculty of Product Design and Environment, from the Research Centre: Renewable Energy Systems and Recycling composed of: Ion Vișa, Anca Duță, Macedon Moldovan, Bogdan Burduhos and Mircea Neagoe.



The volume includes the result of the concerted activity conducted by the group of authors over the last ten years, for promoting the concept of sustainable development at the level of the sustainable built environment, under conditions of feasibility and acceptance of the beneficiaries - the communities, especially urban.

In this case, solar energy conversion systems play an important role due to the availability of this resource worldwide.

However, the use of solar energy as a source of electricity and heat in the built environment is limited by diurnal/ seasonal variability and incomplete synchronization between the time periods in which solar energy is available and the time periods in which the conversion result is used. Therefore, solar energy conversion systems require a site-specific design for different types of users in the built environment.

The association of solar energy conversion systems (solar-thermal systems, photovoltaic systems) with other systems based on renewable energies (wind systems, biomass-based systems, geothermal energy conversion systems) are viable solutions for larger-scale implementation of the sustainable energy production systems in the built environment.

Along with these energy mixes, there are many other emerging trends in the use of solar energy applicable at the community level. The authors analyse all these aspects and discuss them on the basis of selected case studies from around the world.

The volume is addressed to the professionals who work in the design and development of solar energy conversion systems implemented in the built environment, to the students, engineers, authorities who implement the concept of sustainable development at the community level. The volume provides structured information on the current state of knowledge and on the main problems for which there are not yet fully accepted solutions in the development of sustainable communities.

Prof. Dr. Ion VIȘA
Faculty of Product Design and Environment

■ CONTENTS

BOOK AND MUSIC – THE UNIVERSITY’S DAY AT N. DETAEYE MEDIA CENTRE

“The Rectorate Building, Historical Context and Restoration Works”, the book around which the Media Centre event took shape, a bilingual edition, is an art album, a history book of Braşov, a plea for the knowledge of our city’s evolution and architectural and urban values, as well as a dissertation on what a project accompanied by the rigorous restoration works of a building of such magnitude and splendour really means.



The book has 314 pages and it is published at the Publishing House of Transilvania University of Braşov, its authors being Arch. Edmund G. Olsefszky, together with his collaborators on the restoration project and execution: A.M. Zamfir, I.C. Munteanu, C. Bîrzu, Cs. Bodor, L. Bucşa, A. Tusa and M. Szaniszló.

The book opens with a foreword by the Rector of Transilvania University of Braşov, Prof. Dr. Ioan Vasile Abrudan, of which we excerpt “The Rectorate of Transilvania University is located in the heart of the city. An animated pedestrian area, relatively vast, lies in front of it. The passers-by feel the presence of this building, which amplifies their diffuse feeling of pride of their local identity. It is an important and withal familiar visual landmark, precisely through the classical irradiation of its urban articulation. The noble and pleasantly perceptible symmetry of the façades confers aesthetic satisfaction and confidence. Although this building has been used differently over time, we dare say its current designation expresses the classical values of Braşov academic education, just as the allegorical figures of the façades still express the occupational diversity within the fortified city”.

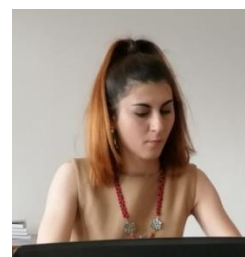
Mr. Arch. Edmund G. Olsefszky highlighted the personality of the designer of this building, Peter Bartesch (1842-1914), emphasizing that he was the

first architect of Braşov with academic education, formed as an architect in the Neo-Renaissance School, represented by Gottfried Semper (1803-1879).

By the architectural and urban organization projects that he designed, by his artistic personality and professionalism, by the rigor of execution and last but not least by the love for his hometown, he marked a decisive stage in the history of architecture in Braşov.

The buildings designed and executed by him are classified as historical monuments and belong to Braşov cultural heritage. The Rectorate Building, raised between 1881 and 1884, unique in its architectural and artistic value, is a recognizable landmark.

On this occasion, the proposal was launched to initiate, when possible, together with the Union of Architects and the Order of Architects, but also with the local administration, the installation of a memorial plaque or a bust in the square in front of the building, to honour the memory of Peter Bartesch.



The book launch was preceded by *Trio Primavera* concert (Z.H. Jakab - clarinet, L. Cocieru - viola, M. Rionesei - piano, from Assoc. Prof. Dr. M.E. Hanke’s class). The young musicians performed with delicate discretion and emotion three pieces from the creation of the German romantic composer Max Bruch (1838-1920), contemporary with our great architect. Time passed quickly amid flowers, autographs and conversations and, towards the end of the meeting, Miss Melinda Sinka, pianist, a graduate of the Faculty of music, gifted us with an elegant musical spring token consisting of three preludes by George Gershwin.

It was a wonderful day of spring. No one could have anticipated what was going to happen...

Prof. Dr. Marina CIONCA
Coordinator of Norbert Detaeye Media Centre

■ CONTENTS

LITERATURE GOES OUT TO TOWN (8) ON THE UNIVERSITY'S DAY

Literature goes out to town is the programme of public reading (now in its eighth edition) by which the Faculty of Letters celebrates the Day of Transylvania University of Braşov. For the philologists of Braşov, 1 March is not only about spring tokens, but also about the social-active role that literature plays in the life of the city.



This year, a kind of stylistic string was intertwined from poetry, theatre and prose. More precisely, both young poets and academics of the Faculty of Letters of Braşov took out of their drawers or computers various kinds of texts which they read (or even performed) in the bookstores of the city centre.

The point of departure of the events was Şt. O. Iosif Bookstore where, starting at 15 o'clock, the 1st-year Master students in Cultural Innovation (Malvina Bîrsan, Gabriela Oncioiu, Ionela Doboş, Sabina Cornea, Diana Ştefănescu, Cristian Deaconiţa, Răzvan Mitu) read from the *creative writing* exercises of the *Literature for Children* course held by Assoc. Prof. Adrian Lăcătuş (who moderated the first hour of reading in the city and who, at the same time, selected the texts).



The MA students' texts presented, in a humorous and ironic note, the extended families of some monsters (and, implicitly, their personal life) that entered the collective consciousness as lonely and singular. Thus, I got to know the private family life of Yeti, Godzilla, Dracula, Chupacabra or Loch Ness Monster.

Starting at 16 o'clock, in the second hour of public reading at Şt. O. Iosif Bookstore, young poets (Crina Bega, Andrei Petrea, Florin Gherman, Iulia Stoichiţ, Dumitru Galupa), most of them active writers of the Faculty Cenacle read and performed; the moderator of this hour of reading was Lect. Virgil Borcan (co-organizer of the cenacle, along with Lect. Dan Țăranu).



In the last hour of this event, literature moved to Humanitas Bookstore for poetry and theatre reading by the academics Mihai Ignat, Romulus Bucur, Robert Elekes and the doctoral student Ioana Zenaida Rotariu, the moderator of this reading session being Mrs. Rodica Ilie. The novelty of this last hour was the reading of Robert Elekes' *poeme ratate [failed poems]*, poems from his manuscripts, which were cut out of his subsequent volumes of poetry. However, since *manuscisele nu ard [manuscripts do not burn]*, these poems got another chance, their recycling and, implicitly, this exercise enjoyed a really good reception.

Răzvan MITU, MA student
Cultural Innovation

LAUNCH OF A NEW EDITION OF THE ACADEMY OF ONLINE

The Faculty of Sociology and Communication, in partnership with *The Pharmacy* and *Romanian Copywriter* agencies from Braşov, launched, on 4 March 2020, the second edition of the Academy of Online, a free introductory program in digital marketing that offers the students the opportunity to interact with field-experienced specialists.

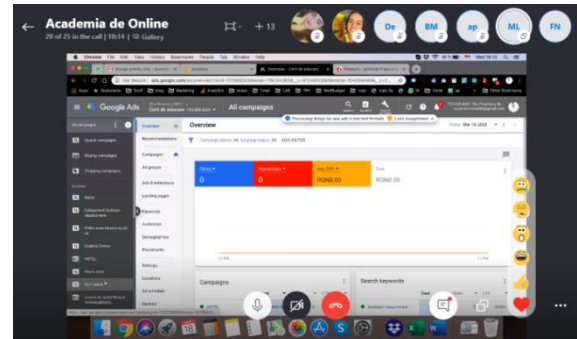


The courses of the Academy of Online are organized into three modules and extend over a 11-week period. During the courses, the practical component successfully combines with the theoretical landmarks, which allows the students to apply the theoretical knowledge acquired during faculty.



The courses are taught by four marketing specialists and entrepreneurs, graduates of Transilvania University of Braşov, who currently work in local agencies: Ovidiu Bălcăcian, co-founder of *The Pharmacy*, Laurențiu Mihai, co-founder of *The Pharmacy*, Cătălin Ionaşcu, *Project Manager*

Romanian Copywriter and Andrei Prescură, *SEO & Content Strategist* at *Romanian Copywriter*. They are organized in three modules:



- *Google Ads*: the first module of the Online Academy includes four courses on what *Google AdWords* means and how to use it, with practical examples for promoting online a company or organization;
- *Facebook Ads*: the courses included in this module focus on topics such as choosing the audience for ads, creating Facebook campaigns, managing and optimizing campaigns;
- *Content Marketing*: this module provides training for approaching and creating content for the online environment and it explains how to optimize a website, how the creation process for an online advertising campaign works, but also what the most effective SEO strategies are.

The examples and exercises included in the course come from the experience of trainers who have been involved in digital marketing for over 7 years.

Since 11 March, the courses of the Academy of Online have actually moved into the... online environment.

Lecturer Dr. Florin NECHITA
Faculty of Sociology and Communication

■ CONTENTS

DIALOGUES ON EDUCATION

The event organized by the Faculty of Psychology and Education Sciences, in partnership with Șt. Olosif Bookstore of Brașov, on 4 March 2020, on the occasion of the Day of Transilvania University of Brașov was, as usual, a real exercise of communication and reflection on education from different perspectives.



The dialogue was attended by students and academics of the Faculty of Psychology and Education Sciences, as well as by primary and preschool teachers, who intervened in the debate from the perspective of both the teacher and the parent interested in quality education.

The analysis from multiple perspectives was justified by the topic of the debate, which drew upon the two editorial releases of Trei Publishing House: the former, authored by Pasi Sahlberg - *Educational leadership: FinnishED model. Four Big, Inexpensive Ideas to Improve Education*, presented by Lect. Dr.

Oana Bota, and the latter, authored by Timothy D. Waker: *Teach like Finland. 33 Simple Strategies for Joyful Classrooms*, presented by Assist. Prof. Alina Raluca Turculeț.



The debates, moderated by Assoc. Prof. Dr. Mihaela Voinea, took place in an interactive manner, exciting for all participants.

The questions launched by students, teachers or parents, sharing concrete experiences from the practice of current school activities, were all synthesized in the idea that each of us can draw inspiration from good practice confirmed by time and become better at what we do.

Assoc. Prof. Dr. Mihaela VOINEA
Faculty of Psychology and Education Sciences

■ CONTENTS

EECS STUDENTS AND COMPANIES - 2020

On 6 March 2020, all day long, "Sergiu Chiriacescu" Aula of Transilvania University hosted the fourth edition of the annual event organized by the Faculty of Electrical Engineering and Computer Science, *EECS Students and Companies*. The meeting ended the cycle of events organized on the occasion of the University's Day at EECS faculty.

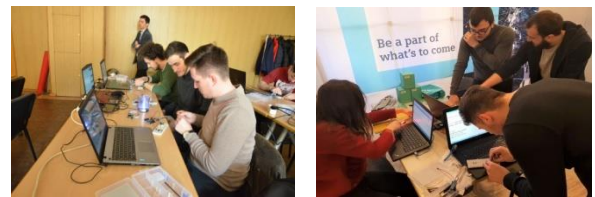


Fifteen companies, which materially supported the activities, accepted the invitation to participate in the meeting with the students. Each company organized a presentation stand where they could interact with the students and make known their field of activity, achievements and programs offered to students.



Some companies organized interactive activities with the students, contests, workshops or seminars in which modern technologies in their field of activity were presented. Continental Automotive Sibiu invited the students to a seminar with the theme "Career Orientation"; Waters proposed the theme "Confidence and Collaboration for Performance"; Xperi (FotoNation) and Benchmark Electronics presented technical

seminars: NTT DATA organized a workshop with the theme "Putting a Gearbox in Operation"; Siemens Romania R&D organized a workshop with the theme "Introduction to Microcontroller Programming"; Siemens Industry Software organized a workshop with the theme "Exterior Acoustics in the Headphone Age Siemens Industry Software". ATOS company brought to the students' attention challenging topics, such as "OneWeb Megaconstellation & Galaxy Internet" and "One Day of an Ethical Hacker's Life".



The event was attended by a large number of students from all study years. The Aula, on the ground floor and first floor, hummed with activity throughout the day; the companies' stands raised high interest, and the halls where the activities took place were full. The interest shown by both students and companies confirms the importance of the collaboration between industry and the university, collaboration in which the common subject is the student and the goal is to send competitive specialists to the labour market, with a thorough basic training and equally familiar with modern technologies.

We express our gratitude to ATOS, Autoliv, Benchmark, Continental Automotive Sibiu, Cornerstone Technologies, Elektrobit, Xperi (FotoNation), Miele, Mondly, NTT DATA, Siemens România R&D, Siemens Industry Software, Stabilus, Varta Microbattery and Waters.

Assoc. Prof. Dr. Eng. Carmen GERIGAN, Dean
Faculty of Electrical Engineering and Computer Science

THREE EVENTS AT THE FACULTY OF MECHANICAL ENGINEERING UNDER THE CONCEPT "PAST, PRESENT AND FUTURE"

At the Faculty of Mechanical Engineering, the Day of Transilvania University of Braşov was celebrated by three separate events on 1 March 2020.



On the Faculty's premises, the history and perspectives of the institution were presented within a lecture entitled "Past, Present and Future". The development stages, the academics that had an essential contribution in the development of the faculty, as well as the perspective plans were mentioned.



On the premises of the Research and Development Institute, the electric car made by the students of the faculty, as well as the electro-hydraulic car made by a team of students, which won the *Best Prototype* award at the *Innova Twiz* competition organized by Renault company, were presented to those interested. These two were made in the L02A laboratory.



During the same events, demonstrations were made with a series of state-of-the-art equipment used in virtual engineering. Aspects regarding the operation of the holographic stands and haptic systems in the endowment of the L6 laboratory were presented.

Prof. Dr. Eng. Ioan Călin ROȘCA, Dean
Faculty of Mechanical Engineering

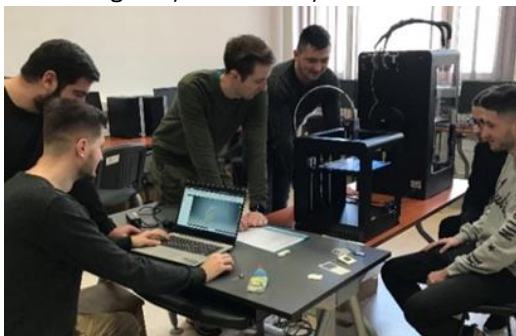
■ CONTENTS

EVENTS ORGANIZED ON THE UNIVERSITY'S DAY AT THE FACULTY OF TECHNOLOGICAL ENGINEERING AND INDUSTRIAL MANAGEMENT

The events organized on the University's Day by the ITMI Faculty were placed in the context of technical innovation and practical applications. The generous title of the presentation "3D Printing - From Design to Physical Model / Communication in the Digital Age – Basics of Industry 4.0" raised a high interest among the guests: pupils, undergraduate, graduate and doctoral students, as well as representatives of the economic and industrial environment.



The first part of the events, which was dedicated to software presentations and concrete applications of additive technologies, more and more common in all fields, raised an increased interest among undergraduate and graduate students. The interactive presentation highlighted the creativity of the participants, who identified a concrete way to validate the knowledge acquired so far in the various disciplines covered during the years of study.



The applicative part, from design to physical model, transformed, again this year, the physical models made by 3D printing into landmarks of beautiful memories.

The second part of the lecture, dedicated to the analysis of production systems from the perspective of digital approaches and the industrial revolution (generic Industry 4.0) was equally lively, the applied presentation being interactive. Communication in the

digital age generated an argumentative debate between generations, all participants making contact through concrete examples, with the concepts and principles of *Industry 4.0*.



Moreover, during these events, a workshop was held in order to popularize advanced manufacturing technologies, addressed primarily to high school students, but all those interested in the topic were welcomed to attend it. In the workshop *Connect to New Technologies*, the participants attended a practical demonstration on the use of CAD / CAM systems along the route Idea/concept – Digital model – Computer aided design of numerical control files for machine tools – Preparation for processing – Machining on numerically controlled machine tools – Physical product. After presenting the working environment and the way of transmitting the data between the various components of the system, next came: the choice of the semi-finished product and the tools, the preparation of the processing, followed by the manufacture on the numerically controlled machining centre, Victor VC55, of the chosen part. Those present asked questions, being interested in how the geometric features of the 3D model were translated into tool movements, through the numerical control file, transferred online from the computer to the machine tool. It is already the third year in which, on the occasion of the University's Day, the events organized within ITMI Faculty allowed the participants to enter the real world of top companies, by understanding current concepts, such as digital manufacturing and *Industry 4.0*.

Prof. Dr. Eng. Cristin Olimpiu MORARIU
Assoc. Prof. Dr. Eng. Flavius Aurelian SÂRBU

THE UNIVERSITY'S DAY AT THE FACULTY OF PRODUCT DESIGN AND ENVIRONMENT

For the third consecutive year, the Day of Transilvania University of Braşov was celebrated at the Faculty of Product Design and Environment with the exhibition *DPM Students and Their Achievements*, organized on 2 March 2020, in the hall of E Building.



On this occasion, our Faculty's students presented some of their most important achievements: functional models powered by solar energy, redesign studies of the faculty halls, unmanned mechatronic flight systems, solar thermal collector for façades, window drive mechanism, orthoses prototypes, audiometer, radiation detector, laboratory test devices, presentation posters and product drawings.



The exhibition was addressed to the students and teaching staff of the faculty and university, but also to the students from the high schools of Braşov.

The visitors appreciated the creativity and results obtained by the exhibiting students, which made the event a success.



Prof. Dr. Eng. Codruţa JALIU, Dean
Faculty of Product Design and Environment

■ CONTENTS

STUDENT AT THE FACULTY OF ECONOMIC SCIENCES AND BUSINESS ADMINISTRATION

During the events held on the occasion of the Day of Transilvania University of Braşov, students of the Faculty of Economics and Business Administration participated in a creativity competition with the theme "Student at the Faculty of Economics and Business Administration".

The participants had to make and present a collage of images about student life in our faculty and to propose an extracurricular activity to take place within the faculty. Twelve teams with undergraduate and graduate students from the Bachelor's study programmes: Marketing (2nd and 3rd year) and Economy of Trade, Tourism and Services (2nd and 3rd year) and from the Master's study programme Marketing Policies and Strategies (3rd year).

The jury made up of all participants and their supporters (the audience present in the hall) had a difficult task, but they deliberated, and "Pardalian" team (Alexandru Mirea, Sorin IoniceI, Adrian Gabor, George Lupu – MK 2nd year) ranked first; AGA team (Adelina-Florentina Andrei, Ana-Maria Mocanu and Georgică Mănoiu - ECTS 2nd year) ranked second; and "The Power Puff Girls" team (Andreea-Elena Licu, Andreea-Gabriela Mihalache, Georgiana Marin - MK 2nd year) ranked third.

Congratulations to all participants!

Assoc. Prof. Dr. Ioana CHIȚU
Faculty of Economic Sciences and
Business Administration

■ CONTENTS



RESTORATION EXHIBITION AT THE FACULTY OF WOOD ENGINEERING. SPRING TOKENS AND RESTORATION – ATTITUDE AND INVOLVEMENT

The Faculty of Wood Engineering celebrated, on 2 March 2020, the Days of Transilvania University of Braşov through a restoration exhibition entitled “Spring Tokens and Restoration – Attitude and Involvement”.



The exhibition, already in its fifth edition, brought to the fore our undergraduate and graduate students’ actions, woven in a spring token string and offered to the visitors.



The first promoted action was the volunteering of the members of the *Antique IL* Restoration Club. The central area of the exhibition was dedicated to the freshmen, our-first year students, who participated in a volunteer action on the preservation of some perforated wood artefacts from old houses.

Symbolically, these beautifully ornamented elements were a “different kind” of spring tokens, for which the students patiently braided white-red strings.

The second action consisted in field documentation and raising awareness of the importance of the built heritage, and it was entitled *My Braşov*.

This documentation was made by the 1st-year master’s degree students – Eco-design and Restoration, in the Old Centre of Braşov, on Mureşenilor Street and Lungă Street, and was highlighted by a poster exhibition. The action was a challenge to discover unknown, interesting things about the history and the people of the place, meant to raise an alarm signal regarding the state of the local heritage and its conservation.

Visitors and all participants in the exhibition enjoyed the early spring atmosphere, with symbols, flowers, friendship and youthful enthusiasm.



We would like to thank everyone for their involvement in the volunteer projects of *Antique IL* Restoration Club and to congratulate all our undergraduate and graduate students for their dedication and honourable representation of the faculty.

Lect. Dr. Eng. Emanuela BELDEAN
Prof. Dr. Ch. Maria Cristina TIMAR
Faculty of Wood Engineering

COLOURS, FORMS AND EXPRESSIONS...

Late winter and early spring brought us in front of an exhibition with the art works made by Denisa Barbălată, student in Special Psychopedagogy, within the Faculty of Psychology and Education Sciences.

Thus, for a month, Denisa exhibited at George Barițiu County Library of Brașov, 20 graphics and paintings, but also collages.



"Duel or duet", "Denisa's Hit", "Kendama"

Thoughts gleaned from our student: "The exhibited visual art splits into a binomial with two extremes which don't exclude, but complete each other, conferring satiety, both stylistically and in terms of expressed experience. These are two visible influences, of special aspirations: Renaissance, by approaching certain themes and Modernist, by deformation and colours.

There is in these paintings a tendency towards realism and fanciful compositions, and in all this amalgam, a serious humour, but also drama. There is calm, but also turmoil."



"Buildings of Brașov 2010", "Tryptic"

We understand that the author sincerely conveys, "mediated only by plastic means, a dynamic tumult through eternally static works, but also a call to meditation and love".



"Look at Me"

With great care, but also impatience, Denisa shared experiences from her inner world, rich in meanings, but by then unknown and far from the eyes of the world (her teachers and colleagues).

"The current exhibition is today a privilege, a retrospective of my plastic activity which appears fragmentary. This is mainly due to the creative development over a long time, from the period of the secondary and high school, respectively after the stage of upper-secondary education, where temporary segments, psychic and technical, distinct and distinguished, distended or not, intertwine, which confers diversity on the approach to multiple subjects by experimenting with various procedures and passing through one's own filter, always updated, the various topics, either imposed or *chosen*."

As teachers, we feel special satisfaction in finding, without looking specifically, in our students, unique expressions of their personality.

We succeed, with no effort on our part, in seeing the students beyond their report card or course attendance (more or less active)... And this simply complements our common existence.

Our eyes, minds and souls alike were delighted on the occasion of the exhibition and we are certainly looking forward to the next one!

Denisa BARBĂLATĂ, student

Lect. Dr. Oana BOTA

Faculty of Psychology and Education Sciences

■ CONTENTS

IN DIALOGUE WITH THE EDUCATION PROFESSIONALS

The Day of Transilvania University of Braşov was also celebrated at the Faculty of Psychology and Education Sciences. Thus, on 2 March 2020, the context was created for constructive dialogues between the students of the study programme *Special Psychopedagogy* and the professionals in the field.



The activity moderated by Lect. Dr. Oana Bota addressed, by its set of themes and guests, issues still considered sensitive in school and public opinion: integration and inclusion of children and adults with special educational needs (SEN) in school and society, especially of those with hearing impairments (given that 3 March is declared World Hearing Day) and of those with Down Syndrome (21 March is World Down Syndrome Day).



The activity was structured on several elements of interest. For a start, we were interested in finding out how the process of integrating children and

adults with SEN currently stands, both in school and in the social environment. In this regard, representatives of Braşov County School Inspectorate (ISJ) and Braşov County Centre for Resources and Educational Assistance (CJRAE) provided current information on the legislation and the current situation.

In addition, our guests from the School Centre for Inclusive Education (CSEI) Braşov and the Centre for the Hearing Impaired Braşov, presented particular aspects regarding the concrete mechanism of integration of children with SEN, but also models of good practice and extremely useful recommendations to the participating students.



The end of the meeting was dedicated to the dialogue with the students from the Special Vocational School for Hearing Impaired of Bucharest, masterfully mediated by interpreters from Braşov Deaf Association.

We dare say that the systematic exposure of our students to various interactions with partners in the educational and social environment will contribute to better professional training, along with a permanent awareness of the neuralgic points specific to the professional fields in which they are trained.

Lecturer Dr. Oana BOTA
Faculty of Psychology and Education Sciences

■ CONTENTS

VIRTUAL WELDING – COMPETITION DEDICATED TO THE STUDENTS OF TRANSILVANIA UNIVERSITY OF BRAȘOV

On the occasion of the Day of Transilvania University of Brașov, the Faculty of Materials Science and Engineering organized the second edition of the virtual welding competition addressed to the students of our university.



Since 2018, the students of the Faculty of Materials Science and Engineering and not only have benefited from a new didactic teaching concept through a virtual simulation equipment, able to faithfully reproduce the main welding processes.

The *Virtual Welding* type simulator is a system designed to train and improve the practical skills needed by students in the Welding Engineering specialism.

The competition organized on 2 March 2020 was attended by students at the Bachelor's degree programmes of the Faculty of Materials Science and Engineering. The competition consisted of two virtual welding tests, 135 (MAG) procedure, PA position, and the winner was designated based on the total score obtained in the two tests.

The winner of the competition was Dragoș Spridon, the 3rd-year student in the Welding Engineering specialism of the Faculty of Materials Science and Engineering, and the 2nd and 3rd places were occupied by the 3rd-year students Elena Vulpoi, respectively Bianca Amariei in the Work Safety and Work Health Engineering specialism.

This virtual welding competition has become an annual tradition within Transilvania University of Brașov; furthermore, following the feedback received from students, we also intend to organize an inter-university competition.

Assoc. Prof. Dr. Eng. Alexandru PASCU
Faculty of Materials Science and Engineering

■ CONTENTS



LAUNCH OF DRACULA DIGITAL SHORT FILM FESTIVAL

Friday, 6 March 2020 saw the launch of a new edition of "Dracula Digital" short film festival.



The guests of the event were Marian Gîlea and Mihaela Oana from Fanzin Cultural Association, the organizers of the competition that aims to promote film education, to give young people the chance to

get closer to the world of film, and to discover and cultivate new talents in Romanian cinematography.

Students passionate about film and photography had the opportunity to find out what the conditions for participating in this competition are and how the films were judged in the previous editions.

Until mid-September, those interested can register on the website www.draculadigital.ro movies belonging to the horror, SF, supernatural, thriller or fantasy genre, filmed with a mobile phone and lasting between 1 and 3 minutes. Six teams of three participants whose films will qualify for the final of the competition will benefit from creative workshops during Dracula Film Festival.

Four other teams made up of future students from Digital Media or from foreign partner universities will qualify directly for the final.

The discussions about internship opportunities within Fanzin Cultural Association and Zile și Nopti [Day and Nights] media group also enjoyed a special interest from students.

Lecturer Dr. Florin NECHITA
Faculty of Sociology and Communication

■ CONTENTS

TRANSILVANIA UNIVERSITY'S DAY AT THE FACULTY OF MUSIC

For Transilvania University of Braşov, the anniversary day is a festive time, an opportunity to celebrate the achievements and accomplishments of an institution which stands out ever more intensely in the area of higher education institutions, at national and international level.

1 March, chosen as an anniversary day, has a symbolic connotation, of permanent rebirth, openness and progress, by connecting the entire educational process and scientific research to the level of contemporary, national and international university standards.

Integrated to the academic system of Braşov, the Faculty of Music participates every year in this anniversary ceremony by profile-specific musical moments.

The Choir of the Faculty of Music, conducted by the students who prepare their Bachelor's degree in the conducting discipline, held a concert with choral works from the national and universal repertoire. Thus, the festive setting of the concert had an educational, formative character, through which the students gave personal interpretive expression to the conducted choral works.

During the same concert we also witnessed the evolution of the students integrated in the project dedicated to the Romanian music heritage, a remember of some famous pieces from the creation of pop and folk Romanian music. The project itself is a show of vocal and instrumental music, with individual and group evolutions that enjoyed great success in concerts dedicated to Romanian culture, which were

previously held at the Festival in Kiel, Germany and at the Romanian Embassy in Sofia.

One of the special moments of the concert was the evolution of the 1st-year master student Beldică Vlăduţ, who impressed the audience with the technique and expressivity of his saxophone performance of a few suites.



The festive moment was also attended by the members of the ASTRA chamber choir, both as spectators and as performers of some beloved choral works, from the patrimony of the Romanian and universal choral music.

As always, the Day of Transilvania University was a festive, symbolic and emblematic moment for the academic institution at the foot of Tâmpa Mountain. It represents a quintessence of intellectual and especially cultural-artistic feelings in which the students of the faculty participate, every time, with professionalism and dedication.

Prof. Dr. Ioan OARCEA
Faculty of Music

■ CONTENTS



ABOUT SUCCESSFUL EVENTS WITH A SUCCESSFUL ALUMNUS

"Content – the key to a successful event" was the first in a series of four events organized this year by the Faculty of Sociology and Communication, to mark the Day of Transilvania University of Braşov.



On 3 March 2020, the students at the *Communication and Public Relations* Bachelor's study programme and *Branding Campaign Management* Master's study programme found out from a professional in the field what the challenges of the event organizer profession are. The audience was even more motivated, because the young guest, Filip George Pircan, was one of the best graduates from both programmes. The presentation was well

structured, with various examples, and the students' questions were numerous.

The presentation also had a strong motivational character, as Filip is a well-known producer of radio and TV shows at NOVA TV Broadcasting Company, an activity he has started ever since high school.



He was also one of the first members of *Radio Campus Transilvania* team and, in this role, urged his younger colleagues to join this project initiated and supported by Transilvania University of Braşov.

Lecturer Dr. Florin NECHITA
Faculty of Sociology and Communication

■ CONTENTS

A JOURNEY IN RESEARCH WITH *JUNIOR RESEARCH PROGRAMME*

Junior Researcher Programme (JRP) is an international project in the field of psychology and behavioural sciences, which supports, each year, the realization of six studies by students and graduates at the beginning of a career in research.



Over the course of 13 months, starting with a week at jSchool summer school, the (bachelor's or master's degree) student teams, supervised by a doctoral or post-doctoral researcher, will work on the proposed research projects, having the chance to record and publish them in the chosen journal. At the end of this period, all participants are invited to present the results obtained at JRP Conference in Cambridge, then to become part of JRP Alumni network.

Applying last year, I was surprised, happy and a little panicked to find out that I was accepted into the program, which was with my first experience in an international project. Fortunately, Cătălina Bunghez, a graduate of the Faculty of Psychology and JRP participant in the previous year, together with

Dr. Ana-Maria Cazan, supported me throughout the process, so only a few months later I joined the team coordinated by Dr. Irena Domachowska, with the project "Who is satisfied with effort? Individual differences as determinants of perception of effort and satisfaction with reward", at jSchool summer school in Siena, Italy.

The summer school programme was intensive - we worked on the design of the research, we learned from the research experience of the guests both through their presentations and through the open poster session, and for the rest of the time we

spent cultural evenings and enjoyed Certosa di Pontignano, the location of the summer school. After 7 days full of new memories and friendships, the summer school ended, but not before we presented our project at the Gala, all of us becoming "Junior Researchers".



However, the parting was not long, as we met again, on a sunny February day, in Madrid, to work face to face again and to finalize the last details of our study. *Universidad Francisco de Vitoria* of Madrid hosted this meeting - *jMeeting* - which made it easier for us to wait for a response from the journal to which we sent the study report.

Although my journey with JRP is already halfway through, new ones can begin with the opening of applications for the 2020-2021 academic year.

JRP Project is addressed to the undergraduate and graduate students with an interest in research, but also to doctoral and post-doctoral students who can propose a research project and then coordinate a team of students in its realization.

If you want to learn more about JRP or apply this year, you can access

<https://jrp.pscho.org/> (programme website).

Best of luck!

Andreea Carmen DUMITRESCU
Faculty of Psychology and Education Sciences
3rd year Psychology

■ CONTENTS

PROFESSORS WE TAKE PRIDE IN

LECTURER DR. DANA ADRIANA LUPȘA-TĂTARU

A graduate of Transilvania University of Brașov, Dana Lupșa received her bachelor's diploma in 2002, proving her knowledge acquired in management, databases, economics and economic informatics. Continuing both master's and doctoral degree studies in the same field, Dana Lupșa decided to complete another master's degree programme in Branding Campaign Management (2016-2018) within the same academic institution.



In 2006 she became an Assistant Professor, and in 2008 she obtained the degree of Lecturer, conducting course and seminar teaching activities in the subjects: Entrepreneurship, Organizational Behaviour, Electronic Commerce, Knowledge Management and Business Economics within the Faculty of Economic Sciences and Business Administration.

In 2014, she established *Happy Moms Association*, becoming withal its president. The organization has developed so far six branches in six Romanian cities and three annually conducted educational projects in the entrepreneurial and financial fields. These projects had a total of over 250 beneficiaries - children, young people and mothers. Being a women's entrepreneurial networking club, it started with a funding of 5,000 euros from OMV Petrom, within the competition "Ideas for Andrew's Country". At the same time, through the project "Start-up in Two Steps", coordinated by the Chamber of Commerce and Industry of Brașov (CCIBV), in which the association was a partner, another financing was obtained.

Since 2016 onwards, she has proven her knowledge as a public relations specialist, using her communication, analysis / synthesis and motivational skills to create a unique, memorable and reliable brand

correlated with the businesses initiated by women, whether they are just starting out or more experienced. As a *brand developer*, she developed 13 mothers' businesses through the project *Business Mom*, and within her own association, *Happy Moms*, she designed and implemented an entrepreneurship and mentoring school.

She designed, in 2014, for the Chamber of Commerce and Industry of Brașov, a campaign entitled CCIBV Community, then in 2016 she developed "We Grow Businesses" for Happy Moms Association, a campaign that was nominated the same year for *PR Award*. Dana Lupșa occasionally contributes with relevant information, interviews and quality content to Capital magazine. Also in 2016 she was nominated for "Woman of the Year Gala", organized by Avantaje Magazine. In 2017 she was a speaker at "TedX Brașov Women", and in 2019 she won "Global Women Award" in the *Inspirational* category, representing Romania in London, in the international competition



Involved in other entrepreneurship and scientific research projects and being the author of over 32 articles in recognized journals, Dana Lupșa is today responsible also for the students' practice for the *Business Administration* study program (in English).

An outstanding personality in our University, Dana Lupșa proved that in the world of entrepreneurship, independent women can develop and, together with her, even responsible mothers can become entrepreneurs.

Assoc. Prof. Dr. Nicolae MARINESCU
SEAA Alumni Coordinator