



**Transilvania  
University  
of Brasov**

---

# NEWSLETTER

---

No. 99 July 2020

- TRANSILVANIA UNIVERSITY OF BRASOV - FOR THE FIRST TIME IN THE PRESTIGIOUS SHANGHAI INTERNATIONAL RANKING
- UNITBV – THE HIGHEST RISE OF A ROMANIAN UNIVERSITY IN THE INTERNATIONAL RANKING OF THE CENTER FOR WORLD UNIVERSITY RANKINGS
- VALEDICTORIAN GALA - 2020
- EXHIBITION “FROM ROME TO COMPOSTELA. ARCHITECTURE AND SACRED SPACE”
- ONLINE COURSES – OPPORTUNITY FOR THE DIVERSIFICATION OF CONTENT
- ETHNOPHARMACOLOGY - LAUNCH OF THE BOOK “PLANTS IN ROMANIAN POPULAR MEDICINE”
- E-INTERNATIONALIZATION IN TIMES OF A PANDEMIC
- REBROADCAST OF THE MUSICAL EVENTS ORGANIZED BY THE MUSIC CENTRE OF TRANSILVANIA UNIVERSITY OF BRASOV
- STUDENTS WE TAKE PRIDE IN– BENIAMIN-DORIN VESA AND IONUȚ POGAN
- SUCCESSFUL ALUMNI – DR. ENG. MARIUS CORNEL GIURGIU
- SUCCESSFUL ALUMNI – MIHAI SUCIU
- IN MEMORIAM - PROF. DR. ENG. VASILE ȘOVA

## TRANSILVANIA UNIVERSITY OF BRASOV - FOR THE FIRST TIME IN THE PRESTIGIOUS SHANGHAI INTERNATIONAL RANKING

On 29 June 2020, the results of the international *Shanghai* ranking (*Global Ranking of Academic Subjects – GRAS*) by fields were made public; it is worthy of note that Transilvania University of Brasov reached a new performance, entering this prestigious ranking for the first time.



*Shanghai* ranking by fields includes the best-performing 500 universities in the world for each of the 54 analysed fields. In the field of *Natural Sciences/Physics*, Transilvania University of Brasov ranks 401-500, along with two other Romanian universities ("Babeş-Bolyai" University of Cluj and "Polytechnics" University of Bucharest). This year, only nine Romanian universities are included in *Shanghai* rankings by fields, which take into account the publications of the most prestigious scientific journals in the world.

World Rank	Institution*	Country/Region	National/Regional Rank	Total Score	Score on Q1
401-500	Transilvania University of Brasov	RO	2-4	19.6	
401-500	Ulsan National Institute of Science and Technology	KR	8-13	32.2	
401-500	Universidad Autonoma de San Luis Potosi	MX	3	26.2	
401-500	Universidade Federal do Triangulo Mineiro	BR	9-10	18.1	

The Rector of Transilvania University of Brasov, Prof. Dr. Eng. Ioan Vasile Abrudan, has declared: "It is an outstanding performance, along with the recent inclusion of our university in other prestigious international rankings. Although I believe that there are still many activities and

processes in the university that need to be improved and developed, these results show us that our efforts are beginning to pay off".



GRAS 2020 is an internationally renowned ranking developed by Shanghai Ranking Consultancy company. Shanghai Ranking has been publishing the *Academic Ranking of World Universities* (ARWU) by academic fields since 2009. This year's version contains rankings of universities in Natural Sciences, Engineering, Life Sciences, Medical Sciences and Social Sciences. Overall, more than 4000 universities were classified in these fields.

The complete results can be accessed by following the link: <http://www.ShanghaiRanking.com/>.

Synthesis made by Victor BRICIU,  
Office of Marketing and Image  
Source: [www.unitbv.ro/stiri-si-evenimente](http://www.unitbv.ro/stiri-si-evenimente)

### ■ CONTENTS

## UNITBV – THE HIGHEST RISE OF A ROMANIAN UNIVERSITY IN THE INTERNATIONAL RANKING OF THE CENTER FOR WORLD UNIVERSITY RANKINGS

Transilvania University of Brasov reached a new performance. In the international ranking published on 8 June 2020 by the *Centre for World University Rankings* (CWUR), the University of Brasov was presented as the fastest-growing Romanian university. Having entered CWUR ranking on the 1.844<sup>th</sup> place, along with 12 other university of our country, this year, Transilvania University of Brasov climbed 144 places, being in the top 8.5% of the universities all over the world, while six other Romanian universities went down in the ranking, and two were eliminated.



CWUR ranking takes into account over 20.000 universities worldwide and analyses the quality of the educational process, the results of the research activity, the quality and number of scientific publications, but also the graduates' degree of insertion on the labour market, without taking into account the opinion polls or the data transmitted by the academic institutions.

The Rector of Transilvania University of Brasov, Prof. Dr. Eng. Ioan Vasile Abrudan, stated regarding this result: "The recent inclusion of Transilvania University of Brasov in several international rankings is a recognition of the progress attained in the educational and scientific activity. I am sure that through the efforts we make for internationalization, but especially through the investment in human resources, our university will significantly increase its national and international visibility in the following years".

With regard to the methodology used to generate this ranking, CWUR uses seven objective indicators:

1) The quality of education, measured by the number of university graduates who obtained major academic distinctions in relation to the size of the university (25%);

2) The graduates' degree of insertion on the labour market, measured by the number of university graduates who held top positions in the largest companies in the world in relation to the size of the university (25%);

3) The quality of the faculties, measured according to the number of members who obtained major academic distinctions (10%);

4) Research performance, with the sub-indicators: 4.1. Research results, measured by the total number of scientific articles (10%); 4.2. High quality publications, measured by the number of scientific articles appeared in top-level journals (10%); 4.3. Influence, measured by the number of scientific articles appearing in highly influential journals (10%); 4.4. Citations, measured by the number of scientific articles with a high degree of reference (10%).

The results can be accessed by opening the link: <https://cwur.org/2020-21.php>.

Recently, Transilvania University of Brasov ranked third in the top of Romanian universities in the international ranking *Times Higher Education – Impact Rankings* (which included only seven universities in our country). UNITBV also reached the performance of being the Romanian university with the most significant increase in the latest edition of the prestigious international QS ranking of universities in Emerging Europe and Central Asia.

Synthesis made by Victor BRICIU,  
Office of Marketing and Image

Source: [www.unitbv.ro/stiri-si-evenimente](http://www.unitbv.ro/stiri-si-evenimente)

## VALEDICTORIAN GALA – 2020

The 2020 valedictorians of each of the 18 UNITBV faculties, more specifically the undergraduate students who obtained the highest multi-year average grade within the faculties they graduated were rewarded at “Sergiu Chiriacescu” Aula of Transilvania University, in a festive setting, perfectly adapted to the conditions imposed by the state of alert in force, on Wednesday, 24 June 2020. The Rector of Transilvania University, Prof. Ioan Vasile Abrudan, the Vice-Rector for Students and Liaison with the Economic and Socio-Cultural Environment, Prof. Daniel Munteanu, but also the deans of all faculties expressed their gratitude for the educational performances of the awarded students, congratulating both them and their parents.



The 2020 valedictorians of Transilvania were: Anda Jacqueline Dudau - Faculty of Mechanical Engineering, Alexandru Eugen Diaconescu - Faculty of Technological Engineering and Industrial Management, Alexandra Loredana Paleu - Faculty of Materials Science and Engineering, Manuela Daniela Danu - Faculty of Electrical Engineering and Computer Science, Darius-George Hărdălău - Faculty of Silviculture and Forest Engineering, Attila Levente Nagy (average grade 10) - Faculty of Wood Engineering, Andreea Mădălina Popescu - Faculty of Civil Engineering, Steluța Năstasă - Faculty of Food and Tourism, Maria-Roxana Popica - Faculty of Product Design and Environment, Ioana Antonia Țacă - Faculty of Mathematics and Computer Science, Adrian Gabriel Enescu - Faculty of Economic Sciences and Business Administration, Andra Maria Aldea and Valentina Lupașcu - Faculty

of Psychology and Education Sciences, Tasica Neluța Mareș - Faculty of Physical Education and Mountain Sports, Mihai Alexandru Crangă - Faculty of Music, Aura Ioana Ivan - Faculty of Medicine, Ionela Denisa Neagoe - Faculty of Letters, Georgiana Camelia Voica - Faculty of Law, Silviu Boicu - Faculty of Sociology and Communication.



In an atmosphere of positive emotion, each award-winning student expressed his/her gratitude to teachers and loved ones, as well as his/her thoughts for the future.



We are sure that in the 2020 class of Transilvania University there are other equally deserving students, and we are proud of our graduates.

Good luck to everyone!

Prof. Dr. Eng. Daniel MUNTEANU  
Vice-Rector

■ CONTENTS

## EXHIBITION "FROM ROME TO COMPOSTELA. ARCHITECTURE AND SACRED SPACE"

The exhibition "From Rome to Compostela. Architecture and Sacred Space", which was hosted by the whole museum *Casa Mureşenilor* of Brasov between 1 June and 1 October 2020, dedicated to the Christian Catholic universe, is part of a cultural project of the architect Teofil Mihăilescu, a project dedicated to exploring the universe of architecture and sacred space from an anthropological perspective, in the context of his travelling through the symbolic paths of the great religions of humanity.



The photographs of the exhibition were taken in Rome (2017) and along the European itineraries *El Camino Francés* (2018, 1.000 km from St. Jean le Pied du Port la Santiago de Compostela) and *El Camino Portugués* (2019, 700 km from Lisbon to Santiago de Compostela), cycled through by Teofil Mihăilescu.



The exhibition presents over 300 photographs and 14 paintings in mixed technique, all signed by Teofil Mihăilescu, and the original diplomas and medals attesting to going through the Caminos, as well as a New Age installation, in an avant-garde concept and

montage, for the first time in Brasov, with a strong symbolism: over 60 m of sticker glued to the floor symbolically marks the Pilgrim's and Visitor's *Camino* through suites of earth textures, 30 pallets cite in synthetic the organic elements of nature, four video projectors present in images with areas of over 10 sqm hundreds of *selfies* of the author, taken along the way and accompanying the architectural photos of the exhibition, and two multimedia installations present atmospheric images and videos, including the video with the cover for the song *La sera dei miracoli* composed by Lucio Dalla and performed by Teofil Mihăilescu in the very premises of the museum, temporarily transformed into a studio, a song dedicated to this exhibition.



More than just documentary trips and/or mental and physical challenges, the rediscovery of Rome, but especially travelling through the *Caminos*, and the quiet exploration of Portugal and Spain were initiatory experiences. The omnipresence of antiquity through real worlds of spectacular historical sites, the spectacle of the parade of the great Romanesque basilicas or Gothic cathedrals lined up the Road like the beads of a symbolic rosary, anonymous solitudes in great architectural structures, the living experience of the fusion in architecture of Islam with Christianity, the direct contact with many of the landmarks of the history of architecture had the power to "build" avalanches of emotions, thoughts, turmoil, monologues - delicious dialogues and often contradictory states. The photos of the exhibition were selected from a portfolio of several thousand photos, inviting to meditation and dialogue in the great values of humanity: love, tolerance, truth.

Prof. Dr. Arch. Teofil MIHĂILESCU

## ONLINE COURSES – OPPORTUNITY FOR THE DIVERSIFICATION OF CONTENT

Online courses and seminars offer many advantages for diversifying the content delivered to our clients, the students, due to the countless opportunities to benefit from the experience of invited readers, renowned specialists in the fields where future graduates will work.

If in early semester I worried about the chances of honouring my promise to have guest lecturers in most courses of *Advertising creation and production*, the transition to online teaching gave me the opportunity to bring guests with relevant experience in marketing, advertising and branding for all five subjects taught in five different study programs.

The first guest logged in via Skype from Brazil on 23 March 2020. Erick Costa, one of the three owners of a very creative advertising agency, *Tupã Comunicação*.



He spoke to the 3<sup>rd</sup>-year students in Communication and Public Relations (CRP) about the creative process within an agency, about the various positions within it and about the challenges of brand communication in the digital age.

The second guest was Rareș Drăgan, the owner of *High Contrast* branding agency of Brasov; and the third, Laurențiu Mihai, from the online marketing agency of Brasov, *The Pharmacy*. Lorand (Boți) Balint, the director of *Publicis Sport and Entertainment*, an old friend of our faculty who has met with almost every class since 2013, could not miss the meeting with the students from CRP and Digital Media.

From Mihai Bonca (founder of *Brand Architects* and former Senior Brand Manager for the brands *Timișoreana*, *Ursus* and *Ciucăș* and former marketing director of *MolsonCoors Romania* and former marketing director of *eMag*), the CRP 3 students learned about generating *Big Idea* in advertising, and

2<sup>nd</sup>-year students in Digital Media, learned about brand associations and personalities. In two different courses, the CRP 1 and CRP 2 students had the opportunity to listen and ask questions to Tudor Fulea, *Client Service Director Europe* at *Leo Burnett Group UK*.



Other guests at the online courses and seminars were: Cătălin Ionașcu and Andrei Prescură (*Romanian Copywriter*), Ovidiu Bălcăcian (*The Pharmacy*), Emilia Jercan and *High Contrast* team, Răzvan Pătrașcu (*Firestarter*), Sorin Psatta (former Strategy Director at *Graffiti BBDO* and teacher at FJSC), Radu Florian Mihai (Art Director at *Publicis Sport and Entertainment*), Afrodita Blasius (*International Advertising Association Romania*), Andrei Carcea (*Studio Korț*), Cătălin Cioloca (*Impact Labs*) and Valentin Văcăruș (*Godmother*).



They were joined by two Communication and PR graduates who made a name in *experience design*, Paul Bulencea (author of the reference book in the field, *Gamification in Tourism*) or in in online advertising, Octavian Aftanasă (*Geometry Bucharest*).

Lect. Dr. Florin NECHITA, Vice-Dean  
Faculty of Sociology and Communication

## ETHNOPHARMACOLOGY - LAUNCH OF THE BOOK "PLANTS IN ROMANIAN POPULAR MEDICINE"

On 24 June 2020, starting at 14.00, in a new online format, those interested were able to log in to the meeting set via the Internet in order to attend the launch of the book "Plants in Romanian popular medicine" published by Transilvania University of Brasov, authors: Constantin Drăgulescu and Angela Mărculescu. The agenda of the event was completed with the presentation of the main objectives of the Romanian Society of Ethnopharmacology for the Anniversary Symposium, respectively with discussions, questions, suggestions addressed to the authors and their guests.



Regarding this unique editorial appearance, Prof. Dr. Med. Marius Alexandru Moga stated: "It gives me great pleasure to bring my thanks and those of the members of the Faculty of Medicine within Transilvania University of Brasov to the authors of the book *Plants in Romanian popular medicine*, to professors Constantin Drăgulescu and Angela Mărculescu. The two authors' location in the centre of the country, in two of the few free and green regions of Romania - Mărginimea Sibiului and Bran-Rucăr, with the possibility of closely, scientifically studying plants and even their therapeutic effect, but also their passion for ethnopharmacology, brought us these days in the honourable situation to celebrate the launch of a special book for the medical journalistic landscape. Together with the Rector of

our University, Prof. Dr. Eng. Ioan Vasile Abrudan, we welcome the fruitful collaboration with Lucian Blaga University of Sibiu, and we bring our public thanks to Prof. Dr. Angela Mărculescu, whose hard work - teaching and research - as well as honesty and diligent services to Transilvania University of Brasov, led to this exceptional achievement. May it be useful to all readers, to the authors' joy and pride."



In response to the interest shown for the high value content published, Prof. Dr. Angela Mărculescu said at the end of the journalistic event: "Thank you all for your participation - and participation intentions - in the online book launch! Thank you for the interventions and appreciations brought to us live, as well as for those written or thought by you! The comments and suggestions were very important and we deem the way in which the information is taken over by the readers as essential. We are glad that a very pleasant atmosphere was created in this new communication system - we had the feeling of a real meeting! We look forward to other suggestions for the book presented, plans for the future and new proposals for collaboration, for the benefit of local medicinal and aromatic plants, but also for the consumers of products made of them. We wish you good health, zest for work and full success in everything you do!"

Prof. Dr. Med. Marius Alexandru MOGA  
Dean of the Faculty of Medicine

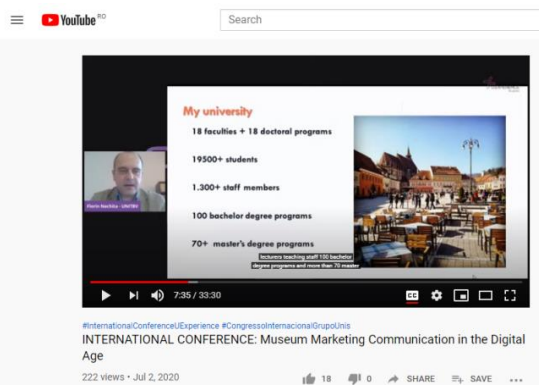
■ CONTENTS

## E-INTERNATIONALIZATION IN TIMES OF A PANDEMIC

Much can be written about the shortcomings of this strange period we are going through, but I set out to write now about the opportunities I have taken advantage of, from the perspective of internationalization and, more precisely, about the development of international relations for Romania - Brazil relationship.



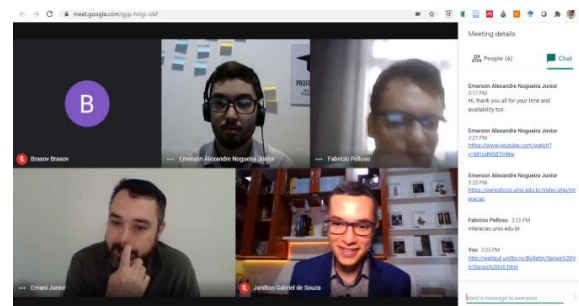
In late 2017, a cooperation agreement was signed with Grupo Educacional UNIS, a private educational group headquartered in Varginha, State of Minas Gerais. Under this agreement, there were three incoming mobilities for the teaching staff, an outgoing mobility and two incoming mobilities for the purpose of study, as well as a teaching outgoing mobility, which I benefited from in February this year. On this occasion, I better understood the desire and efforts of the Brazilians in general and of the UNIS partners, in particular, to develop strong international partnerships.



Although academic activities in Brazil went online almost simultaneously with those in Romania, UNIS partners submitted the first proposal for online

cooperation in early April 2020. Thus, on 22 April, I was the guest of UNIS and U.EXPERIENCE (the network of 28 private universities initiated by UNIS) for a webinar on brand communication during the pandemic. Another colleague from the department, Lecturer Dr. Ada Dobrescu, held a webinar in June. Soon came the proposal to participate in the sixth edition of the conference organized by UNIS, organized online between 29.06-1.07.2020.

In figures, the UNIS online congress meant 3.735 participants (of which 2.800 students), 238 papers, 77 participants from 61 universities in Brazil, 32 participants from 19 foreign universities and 81 networking meetings. Of the 32 international speakers, four were from UNITBV: Prof. Dr. Angela Repanovici (Faculty of Product Design and Environmental), Assoc. Prof. Dr. Roxana Matefi (Faculty of Law), Lecturer Dr. Ana Maria Bolborici and the undersigned (Faculty of Sociology and Communication).



A particularly productive activity on the conference agenda was the online networking meetings with representatives of the universities from the U.EXPERIENCE consortium. In the seven meetings with representatives of seven different universities scattered almost all over Brazil, we identified various areas of cooperation. The first projects will be developed online; and, depending on their success, the enhancement of the bilateral cooperation with the interested universities might be decided.

Lect. Dr. Florin NECHITA, Vice-Dean  
Faculty of Sociology and Communication



## REBROADCAST OF THE MUSICAL EVENTS ORGANIZED BY THE MUSIC CENTRE OF TRANSILVANIA UNIVERSITY OF BRASOV

The Music Centre, as a cultural extension of Transilvania University of Brasov, aims to promote musical culture and artistic education, both for the academic community and for the public of Brasov.



The artistic events organized during the five years and a half of activity brought together well-known artistic personalities of the Romanian and international music world; but at the same time the promotion of highly exceptional students and young graduates of the Faculty of Music within the Transilvania University of Brasov or of other higher artistic education institutions in our country was sought.

Given the current context, public concerts have proven very difficult to give; therefore, starting with June 2020, the Music Centre started the rebroadcast of some representative concerts from previous seasons, an initiative welcomed with great enthusiasm by music lovers who follow with interest the activity of the Centre. The rebroadcasts offered on the Facebook page of the Music Centre stand out by the wide range of musical styles they cover.

The first of the musical events selected by the direction of the Centre to be rebroadcast was the

recital held in 2014 on the occasion of the inauguration of the Music Centre and the Grand Steinway & Sons concert piano by pianist Horia Mihail. Other events, such as the inauguration of the concert organ of Transilvania University of Brasov, or the concert that marked the inauguration of Neupert "Blanchet" harpsichord (2015), the debut of the Chamber Orchestra of Transilvania University, the inauguration of the second concert piano through a two-piano recital, as well as recitals, symphonic or jazz concerts, presented during the seasons of the Music Centre over the years, could be watched and listened to once more.



Since June, those interested have been able to access the Facebook page of the Music Centre to watch the broadcasts taking place on Tuesdays and Fridays, from 18.00.

Drd. Noémi KARÁCSONY  
Faculty of Music  
Volunteer at the Music Centre

■ CONTENTS

## STUDENTS WE TAKE PRIDE IN – BENIAMIN-DORIN VESA AND IONUȚ POGAN

Beniamin - Dorin Vesa and Ionuț Pogan, students of the study programme Forestry within the Faculty of Silviculture and Forest Engineering were beneficiaries of the Erasmus programme at the *Faculty of Forestry and Wood Technology* at Mendel University in Brno, Czech Republic.



Upon returning from this internship, the two students want to share with other colleagues and potential students of the faculty the experiences, and to make recommendations on the importance of participating in such an international program on both personal and professional development level of any student:

"Here we are in the Czech Republic, the country where many of my colleagues chose to study through the Erasmus + programme. Once here, we can say that you learn to manage on your own, which, believe us, will take you out of your comfort zone. So, if you like challenges, Erasmus is one of the options. I'm sure you're familiar with the hardships of the first road trip – that's why we applied a second time. I don't want to leave you under the impression that things are simple, but they are not complicated either, it's just up to you how you react to the environment in which you are. Challenges arose for us as well, starting from English to the adaptation to the new environment, but after the first three weeks we felt that we had always belonged to the place. And don't forget one thing, you always have friends you can count on!", explained Beni Vesa.



"Why Erasmus? I will start from the premise that any of you reading these lines, but not only, are looking for both personal and professional development. The story goes how important volunteering, Erasmus mobility, etc. are during college. So I decided to go on this path of development, starting with volunteering, then continuing with the Erasmus mobility and I will certainly discover other opportunities within the Faculty of Silviculture and Forestry Engineering. I think life is an adventure; all you should do is having the courage to venture. My Erasmus experience starts in the city of Brno, Czech Republic, with some new, but very friendly people, at the same time, which applies to both students and teachers. I think every student should take part at least once in the programme because, in addition to the opportunity to interact with other people, other cultures, other structures and contents of education, you get to know yourself, to form a clearer picture of future plans and, of course, new perspectives. And now, after everything I experienced here, I would guide as many students as possible to live the Erasmus «adventure» from which, for sure, they will only have to learn. For me, this is what Erasmus meant ", added Ionuț Pogan.

Beniamin - Dorin VESA and Ionuț POGAN  
Students in Silviculture  
Faculty of Silviculture and Forest Engineering

## SUCCESSFUL ALUMNI - DR. ENG. MARIUS CORNEL GIURGIU



I came into contact with wood industry in 1993, when I began to attend the Forest School Group of Cluj-Napoca, without knowing much about this field and without having any reference or family member in this profession. As a child, not knowing which direction to turn off to, I started with the three-year vocational school. I clung to the guidance of a dear teacher, then I attended high school at the same institution, with a view to moving forward on this line.

In 1998 I entered the Faculty of Wood Industrialization (currently the Faculty of Wood Engineering), in the life of which I tried to get involved as much as possible. I participated in various activities, scientific communication sessions and the like, in order to accumulate as much knowledge as possible, thinking about what would follow.

In 2003 I benefited from an Erasmus scholarship at Universidad Politecnica de Valencia, where I prepared my diploma project.

After the diploma exam, I started my life as an engineer at SC Libertatea SA Cluj-Napoca, a traditional company with a lot of experience in wood industry. After the first months as an intern, I was head of department for almost three years, with several hundred subordinates. All this time, I kept in touch with the Faculty of Wood Industrialization, and in 2004 I graduated from the advanced study

programme Modelling and Optimization in Wood Industry.

In 2004 I enrolled as a doctoral student at Prof. Dr. Eng. Ivan Cismaru, on a part-time basis, in parallel with the challenges in the world of real industry.

Meanwhile I participated in the annual design competitions, organized by the Association of Furniture Manufacturers in Romania, resulting in various awards and mentions and a lot of satisfaction to see that the products thought by me are seen and appreciated by the specialists in this industry.

In 2006 I became production manager at SC Becker-Romania SRL - Gherla, where the technical challenges of the elements moulded from veneer made me love this industry even more.

From 2008 to 2014, I was executive director at the same company, still keeping in touch with the Faculty of Wood Engineering and promoting the beauty of this field of activity in front of students at Wood Engineering and other faculties, such as Design in Cluj- Napoca, or Architecture in Bucharest.

In 2011 I defended my doctoral thesis entitled "Study on the optimization of composite lamellar structures, made of wood, used in constructions", obtaining the title of Doctor of Industrial Engineering.

From 2014 to 2016 I worked as general manager at SC Sortilemn SA - Gherla. Since 2016, considering that I have learned enough and gained enough experience, I decided to embark on the path of entrepreneurship as a partner in the company Becker Solid Wood and Service SRL (production of semi-finished products and small solid wood furniture).

Dr. Eng. Marius Cornel GIURGIU

■ CONTENTS

## SUCCESSFUL ALUMNI – MIHAI SUCIU



Mihai Suciú graduated from the Faculty of Sociology and Communication within Transilvania University of Brasov in 2012, and from the master's degree programme of Branding Campaign Management at the same faculty in 2014, entering the industry since his graduate studies through an internship at Starcom, as a copywriter in Bucharest, and then as a volunteer at the Student Show, where he was a video editor, cameraman and reporter.

In 2014, Mihai was part of the project MSSP developed by Meisei University of Tokyo, Japan, in partnership with Transilvania University of Brasov.

He also participated in the Erasmus program for young entrepreneurs, obtaining a scholarship in France. In the same year, Mihai won a scholarship to the *Alternative School for Creative Thinking*, following the competition *Transilvania Creative Fest* organized by the Faculty of Sociology and Communication. Here, he developed his skills in graphic design, employer branding, marketing and video editing, which he used for a short time in freelancing.

In 2016, he participated as a press correspondent at the Cannes Film Festival.

Currently, Mihai is a *Graphic Designer* at Majorel Romania and is in charge with the production of marketing and *employer branding* campaigns for Romania and the rest of Eastern Europe.

Lecturer Dr. Ada DOBRESCU  
ALUMNI Officer,  
Faculty of Sociology and Communication

■ CONTENTS

## IN MEMORIAM - PROF. DR. ENG. VASILE ȘOVA



1930-1998

He was born on 1 January 1930 in the city of Moinești, Bacău County. He attended primary school between 1936-1941 in his hometown, and high school in Câmpina, graduating in 1949.

He attended the courses of the Faculty of Wood Industry within the Polytechnic Institute of Brasov from 1949 to 1954, which he graduated as a valedictorian.

In 1954, he was assigned to the Department of Machinery and then to the Department of Thermotechnics and Fluid Mechanics at the Polytechnic Institute of Brasov, which later became Transilvania University of Brasov.

He taught two basic courses: Thermotechnics and Economy of Energetics.

He was an outstanding personality of Romanian Thermotechnics, a teacher valued by students for his capability, professionalism and morality and a scientific researcher with original results in the field of wood drying and heat and mass transfer.

Thus, he designed, built and used an original drying stand that allowed, for the first time, the simultaneous determination of temperature, speed and humidity in the boundary layer.

He published over 80 scientific papers, of which two in foreign journals and three in journals of the Romanian Academy and also five didactic books.

Lecturer Dr. Janos TIMAR  
ALUMNI Officer,  
Faculty of Mechanical Engineering

■ CONTENTS