




**Transilvania
University
of Brasov**

NEWSLETTER

No. 116 December 2021

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THE FACULTY OF FURNITURE DESIGN AND WOOD ENGINEERING AT EXPO 2020 DUBAI



Transilvania University of Braşov, in collaboration with the Ministry of Foreign Affairs, created an interactive programme for the visiting public of the Romanian Pavilion within Dubai 2020 World Expo. In its framework, the Faculty of Furniture Design and Wood Engineering organized a series of workshops dedicated to its visitors, under the general motto "Tradition reloaded: connect visually and emotionally with Romanian craft workers as they create art".

During the three workshops included in the programme of the first group, from 21 to 30 November, the visitors were delighted to interact with several techniques, materials and tools they did not know, but also with our students who explained the working steps and answered their questions. They acquired the basics in the craft of fretwork, traditional stitching and wood carving, and could keep the objects made by themselves as souvenirs. The team, brimming with passion and creativity, consisted of: Andra Ioana Vişcă, Violeta Elena Panait, Andrei Sebastian Dan and Antonela Cristina Lungu, the general coordination and the educational concept belonging to Assoc. Prof. Dr. Alin M. Olărescu.



During the workshops, the students used teaching and promotional materials that they had previously

designed and prepared, as well as work materials, tool kits, instruments and drawing equipment that they had planned and carried along from our country.



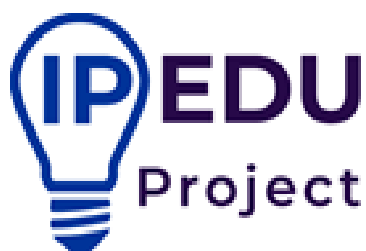
By wearing their own traditional costumes, the students contributed to the specific Romanian ambiance within the Romanian Pavilion. They presented many attractive aspects of the Romanian culture and tradition and described the tourist potential of Romania to the visitors.



The Romanian pavilion at Expo 2020 Dubai is themed on the concept of "New Nature", based on the balance between man and nature, which includes human manifestations, but also economic and scientific aspects. The visitors - participants in these workshops got acquainted with wood, and found out about its properties; and, in the end, they expressed through photos the joy of being initiated in a process of ornamentation and of making an object.

Drd. Antonela LUNGU
Faculty of Furniture Design and Wood Engineering

EDUCATION IN THE FIELD OF INTELLECTUAL PROPERTY



<https://www.ipeduproject.eu/>

Transilvania University of Braşov is a partner in the project ERASMUS+ Strategic Partnerships for Higher Education funded project *Introducing Intellectual Property Education for Lifelong Learning and the Knowledge Economy* (IPEDU), 2020-1-IE02-KA203-000758, along with Shanon University of Limerick, Ireland - project coordinator, University of Porto, Portugal, Polytechnic University of Valencia, Spain, University of Crete, Greece, Technical University of Dresden, Germany, University of Ljubljana, Slovenia, University of Zagreb, Croatia, and MBTT, a company of Braşov.



Each partner made a report on the state of the art, at national level, on the existing intellectual property courses, as well as a joint qualitative research in the partner countries, with a view to identifying the needs of companies regarding the engineering graduates' knowledge of intellectual property.

On behalf of UNITBV, the project members are academic teaching personnel within the Faculty of Product Design and Environment, the Faculty of

Technological Engineering and Industrial Management, and the Faculty of Law.



From 4 to 5 November 2021, "Sergiu T. Chiriacescu" Aula of Transilvania University hosted a project meeting for the development of a common intellectual property curriculum, namely:

- Module 1: Introduction to Intellectual Property;
- Module 2: Understanding Industrial Property;
- Module 3: Brands and other distinctive signs;
- Module 4: Geographical indications;
- Module 5: Patents;
- Module 6: Industrial models;
- Module 7: Projects;
- Module 8: International organizations in the field of Intellectual Property.

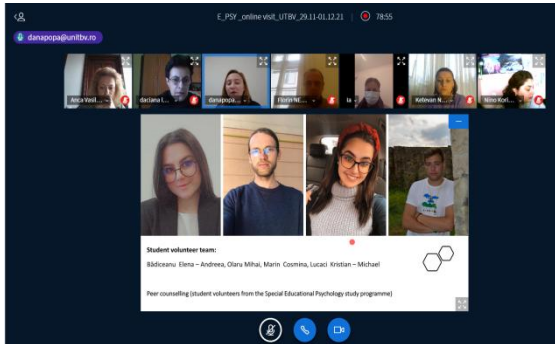
The consortium will develop a Handbook, which will be structured according to the eight modules and will represent the teaching material for the course, a mixed curriculum for postgraduate students and practitioners, which consistently responds to the real needs of the labour market.

Coordinator,
Prof. Dr. Eng., Dr. Marketing Angela REPANOVICI
Faculty of Product Design and Environment

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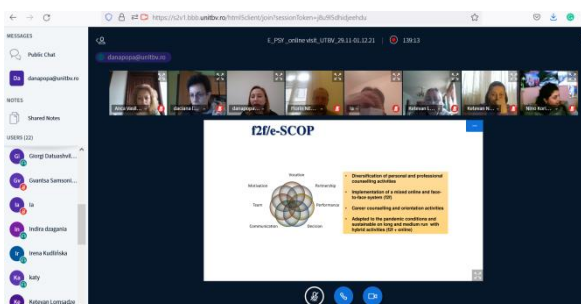
INTERNATIONAL EXCHANGE THEMED ON GOOD PRACTICES IN STUDENT COUNSELLING

Between 29.11 and 1.12.2021, UNITBV hosted (online) an international delegation with representatives from Georgia, Poland and Italy, all of them partners in the Erasmus plus E-PSY project.

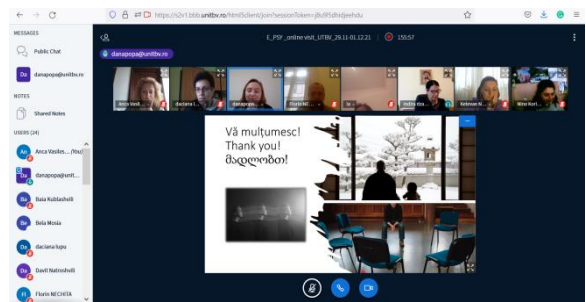


The purpose of the visit was the exchange of best practices in programmes of student support and information activities, as well as of student counselling for their career.

This meeting also facilitated a few collateral events, such as the presentation of the Research & Development Institute of UNITBV by its Director, Prof. Dr. Monica Răileanu-Szeles; the highlight on the potentially innovative products of the Faculty of Psychology and Education Sciences by its Dean, Prof. Dr. Mariela Pavalache-Ilie; the promotion of some interdisciplinary study programmes, such as the Master of Music Therapy within the Faculty of Music, by Elena-Alexandrina Babii; the dissemination of outstanding research results, such as *The emotional health of students from UNITBV during the pandemic - pilot project*, initiated by Lect. Dr. Luiza Meseșan-Schmitz, the presentation of the Career Counselling and Orientation Centre by Lect. Dr. Oana Bota, and of the psycho-pedagogical intervention programmes by Assoc. Prof. Dr. Mihaela Voinea, as well as the presentation of some forms of psychological support by Assoc. Prof. Dr. Daciana Lupu.



The current activities of the Career Counselling Centre were also described. In the same vein, the results of the ROSE project, initiated by the Faculty of Psychology and Education Sciences, as well as two FDI projects coordinated by Prof. Dr. Liliana Rogozea, namely f2f / e-SCOP (*Personalized Counselling and Orientation Strategies in Career Development at Transilvania University of Brasov*) and *Equal opportunities in diversity* CNFIS-FDI-2020_0562) were disseminated



The visit ended with a virtual tour of the Faculty of Psychology and Education Sciences and of the main tourist attractions in the city of Brașov.



The guides were Assoc. Prof. Dr. Daniela Popa and Assoc. Prof. Dr. Florin Nechita.

The filming and editing were provided by four freshmen in Digital Media, coordinated by a graduate student in Brand Campaign Management.

Assoc. Prof. Dr. Daniela POPA
Faculty of Psychology and Education Sciences
Assoc. Prof. Dr. Florin NECHITA
Faculty of Sociology and Communication

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CAREER DAYS AT UNITBV: STUDENTS FOR STUDENTS

The first job, the challenge of becoming independent and of putting into practice the skills developed during the study years – they all come with a series of questions: “Am I going to cope? How do I know if this job suits me? What if I fail?” ... All newly hired young people went through this, and everyone felt anxious when it came to getting actively involved in the labour process.



The first step in reducing the anxiety may be to inform ourselves, and an important resource is the Career Days event, organized by the Career Counselling and Orientation Centre and the Faculty of Psychology and Education Sciences.



During the event, several workshops were organized starting from concepts or themes related to the organization and career spheres. Over time, they focused on topics such as writing a cover letter, designing a resume, or self-presentation techniques at an employment interview. This year, the topics have been varied and challenging, most of them revolving around the key concept: the job interview.

The event abode by its tradition and, during the three career days (22-24.11.2021), it hosted several activities in the field of human resources and

entrepreneurship, held by students for students, as well as by guests from Majorel Romania, Lexdata, The Student Promise and Siemens.

The workshops started from the students' career needs and were adapted to the context and changes occurring in the socio-cultural environment. The event guests were, as always, people with extensive experience in the field of human resources, and could share valuable information from their own practice, being open and eager to answer the students' questions and curiosities.



In addition to the skills that can be strengthened through these activities, the Career Days event was about involvement, about young people and their desire to be trained and hence be able to actively integrate on the labour market. The defining elements were debate and smiles.

After one-year break imposed by the pandemic situation, the event took shape again, and this was possible thanks to the coordinating professors and volunteer students who did their best to ensure the conditions for its smooth development.

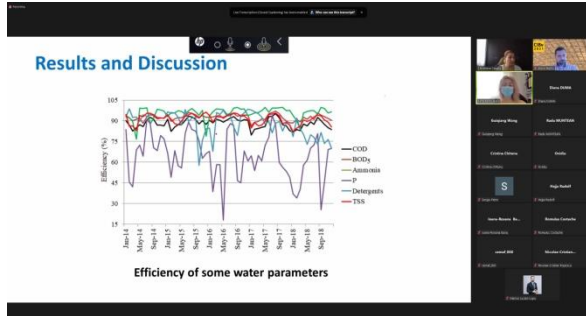
As any story has a sequel, we intend to organize a spring edition of the Career Days in a new format. Our intention is to complete, in an attractive and useful way, the range of activities in which our university students can get involved in order to discover and train their personal skills.

Graduate student Ana-Maria DINCĂ
Lect. Dr. Oana Alina BOTA
Assoc. Alexandru BUCOI

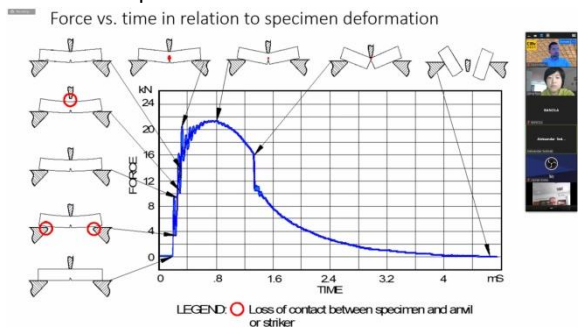
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EVENT - CIBV 2021 INTERNATIONAL CONFERENCE

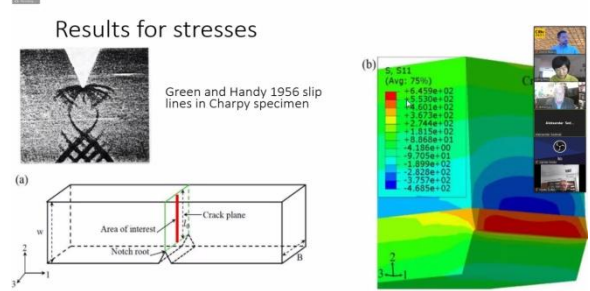
CIBv International Scientific Conference is one of the most important and traditional scientific events of civil engineering and construction services in Romania, enjoying an increasing visibility internationally.



The purpose of CIBv conference is to provide a platform for researchers, engineers, academics; but also, for the professionals all over the world to present their research results and development activities. It also offers its attendants many fruitful opportunities to exchange new application ideas and experiences, to establish research relationships, and to find other partners for future collaborations.

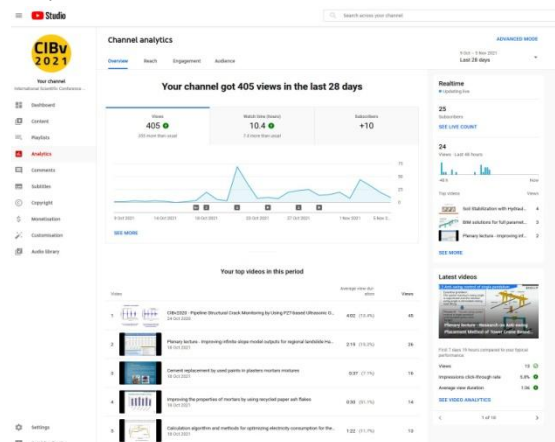


As every year, this year as well, the Faculty of Civil Engineering together with Shenyang Jianzhu University organized CIBv 2021 International Conference. The event, which reached its 16th edition, took place online on 4 and 5 November. Guests from 10 countries participated with 8 plenary presentations, as well as with 64 presentations in 6 parallel sessions: *Building Materials and Renewable Energy Design for Energy Efficient Buildings, Circular Economy and Urban Planning, Analysis and Design of Structures. Numerical Approaches, Vulnerability Assessments and Risk Analysis, Technologies and Design in Roads and Railways, Processes and Optimization Methods Used in Civil Engineering.*



The conference proceedings were presentation-type (video or poster); and, during the event, the communications were disseminated by the participants through discussions and questions based on the research results.

We were honoured to have as keynote guests Prof. Ashok Vasheashta from New Jersey University, USA, Prof. Guanchong Li, Prof. Shi Yan and Prof. Shui Yu from Shenyang Jianzhu, China University, Prof. Konstantinos Papatheodorou from the International Hellenic University, Greece, Prof. Aleksandar Sedmak from the University of Belgrade, as well as Prof. Natalia Semicheva from Southwest University of Kursk, Russia.



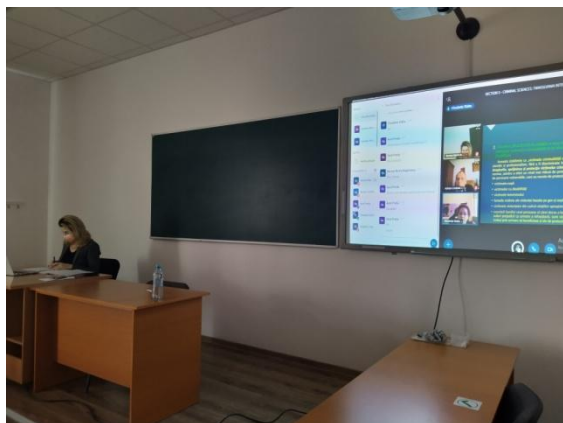
Through the content of the presentations and debates that took place, this scientific event achieved its goal, that of promoting exchanges of ideas on current topics, focused on the latest developments in the field of construction and civil engineering.

For those interested, the presentations are still available on the conference website – cibv.unitbv.ro.

Lect. Dr. Dorin RADU
Vice-Dean for Research and Computerization
Faculty of Civil Engineering

THE FOURTH EDITION OF TRANSILVANIA INTERNATIONAL LAW CONFERENCE – CURRENT ISSUES WITHIN EU AND EU MEMBER STATES

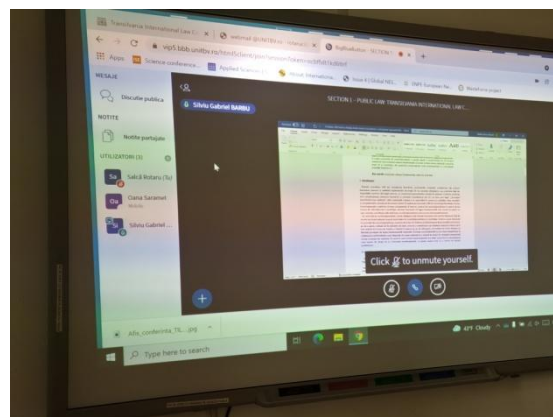
Between 19 and 20 November 2021, the Faculty of Law of Transilvania University of Braşov organized the fourth edition of *Transilvania International Law Conference – Current Issues within EU and EU Member States: Converging and Diverging Legal Trends*.



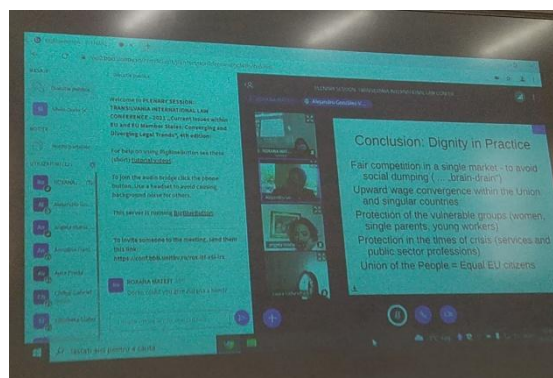
Due to the pandemic conditions, the event took place in a hybrid format this year, to allow the participants who could not travel to join us, too.

The event brought together over 35 participants; and our colleagues from Transilvania University of Braşov were joined by colleagues from several partner universities in our country, but also from abroad - Comenius University in Bratislava, University of Zaragoza, State University of Belarus, Aldo Moro University, in Italy and Center Una University of Brazil.

The conference programme was structured in such a way as to attract the interest of all participants, the presented topics being varied and covering various research fields.



The topics presented during the plenary session, included “Minimum Wage a Foundation for Dignified Life in the EU” or “Migrants Minor in Europe: Between New EU Rules and CJUE CASE Law”. The plenary session was followed by three parallel sections, namely the Private Law Section, the Public Law Section and the Criminal Sciences Section.



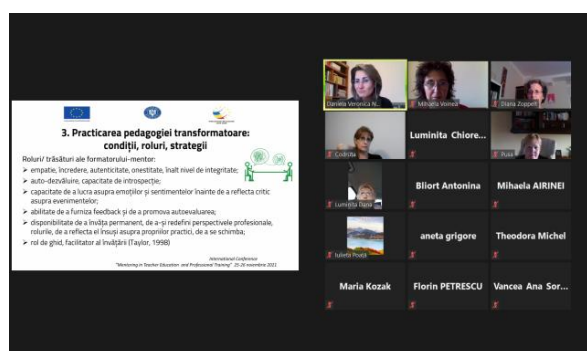
We hope that the next edition of the conference will take place under conditions that will allow a larger physical presence of attendants.

Assoc. Prof. Dr. Roxana MATEFI
Vice-Dean of the Faculty of Law

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INTERNATIONAL CONFERENCE - MENTORING IN THE TEACHING CAREER

The International Conference *Mentoring in Teaching Career*, organized by the Romanian Ministry of Education was held within the Strategic Project Professionalization of Teaching Career - PROF (Project ID: POCU / 904/6/25/146587) in partnership with Lucian Blaga University of Sibiu, Transilvania University of Braşov, Dunărea de Jos University of Galaţi, George Emil Palade University of Medicine, Pharmacy, Science and Technology of Târgu Mureş, on 25 and 26 November 2021. The conference took place online on the Zoom platform.



The conference participants highlighted the many benefits of the debates that took place on the mentoring in the teaching career, as well as the importance of the exchange of good practices and strategies between the representatives of different institutions in Romania, but also abroad.

Moreover, the 21 workshops, distributed over the two days, approached mentoring from various perspectives, presenting examples of good practices

from the European Union (Tapio Säävälä, European Commission), innovative practices in pedagogy (Lucian Ciolan, Vice-Rector, University of Bucharest), tutoring for beginning teachers in Italy (Massimiliano Fiorucci and Giovanni Moretti, University of Rome Tre), online mentoring (Manuel Pestano, Isabel I University, Spain) and mentor training (Kay Livingston, University of Glasgow, Scotland).

The workshop organized by Transilvania University of Braşov, in its capacity as Partner 2 in this project, was entitled "Transformative learning - a new paradigm in teacher training".

Out of all 143 people registered for the event, 21 were actively involved in the workshop held by Assoc. Prof. Dr. Mihaela Voinea, Assoc. Prof. Dr. Daniela Necşoi, Assoc. Prof. Dr. Ana-Maria Cazan and Lect. Dr. Oana-Alina Bota. The quality of the presentation and the interaction with the participants was appreciated by the trainers as very good. It materialized in sharing experiences and examples of good practice. The feedback was a reward for the efforts invested in this project.

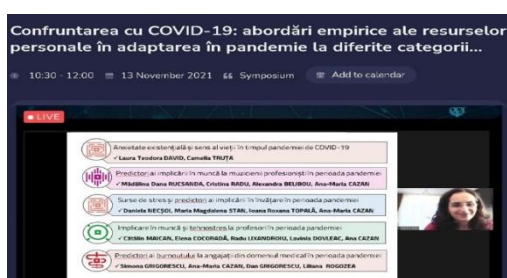
Lect. Dr. Ramona HENTER,
CFCD Communication Expert

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UNITBV CONTRIBUTIONS TO THE CONFERENCE OF THE ROMANIAN ASSOCIATION OF PSYCHOLOGISTS: CONFRONTATION WITH COVID-19. THE HERO WITHIN OURSELVES

Between 11 and 14 November 2021, the Conference of the Romanian Association of Psychologists took place online.

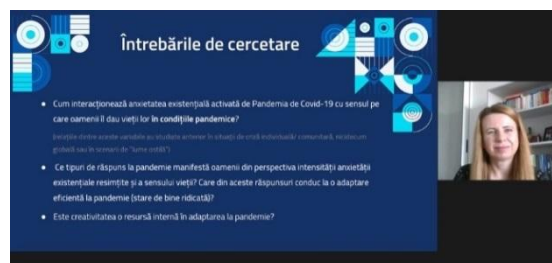
Transilvania University of Braşov was represented in this event by a group of researchers who presented the most relevant results of their latest research during the symposium *Confrontation with COVID-19: The hero within ourselves. Empirical approaches to personal resources in adapting to the pandemic for different socio-professional categories* (moderator Assoc. Prof. Dr. Ana-Maria Cazan).



COVID-19 pandemic is probably the most critical epidemiological situation faced by human civilization in recent decades. Probably no field of our life or industry remained unaffected, one way or another. COVID-19 confronted us with an unprecedented situation in which our limits were tested. We activated unsuspected resources; we adapted to a reality that we would not have even imagined a few years ago. Everyone was a hero in his own way, the medical and educational staff, the artists, pupils and students, the ordinary people, regardless of their geographical area or cultural space. What are the personal resources that each of these categories activated in the confrontation with COVID-19?

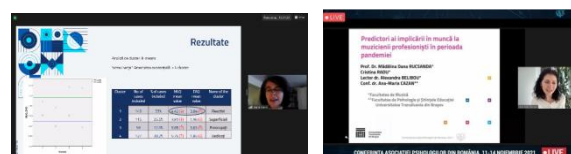
The papers included in this symposium aimed to answer this question, by empirically approaching topics widely discussed in relevant research within the COVID-19 pandemic: meaning of life as a resource facilitating adaptation in crisis situations; significance of labour and need for emotional support as predictors of *burnout* in medical employees; regulation strategies, desire for performance and tolerance to uncertainty as predictors of professional involvement in professional musicians; technostress; involvement

in work and positive expectations on student involvement in crisis times, stressors and predictors of involvement in online learning.



The presented papers were:

- *Existential anxiety and meaning of life during the COVID-19 pandemic.* Authors: Laura Teodora David, Camelia Truţa;
- *Predictors of burnout syndrome in healthcare workers during the pandemic.* Authors: Simona Grigorescu, Ana-Maria Cazan, Dan Grigorescu, Liliana Rogoza;
- *Predictors of professional involvement in professional musicians during the pandemic.* Authors: Mădălina Dana Rucsanda, Cristina Radu, Alexandra Belibou, Ana-Maria Cazan;
- *Involvement in work and technostress for teachers during the pandemic.* Authors: Cătălin Ioan Maican, Ana-Maria Cazan, Elena Cocoradă, Radu Lixandroi, Lavinia Dovelac;
- *Stressors and predictors of learning involvement in the context of online learning during the pandemic.* Authors: Daniela Veronica Necşoi, Maria Magdalena Stan, Ioana Roxana Topală, Ana-Maria Cazan.



The symposium participants were numerous. All of them appreciated the presentations. The topics brought up have turned into topics of debate for the online audience and of reflection at the development of future research for the researchers involved.

Assoc. Prof. Dr. Ana-Maria CAZAN,
Faculty of Psychology and Education Sciences

KRONMED 2021 - NATIONAL CONGRESS FOR STUDENTS AND YOUNG PHYSICIANS

The 3rd edition of KronMed National Congress for Students and Young Physicians is a continuity within the scientific events of the medical students all over Romania.



The 1st edition of KronMed National Congress laid the bases of a yearly event aiming to rank high on the map of academic events, offering continuity in the young physicians' education. The 2nd edition stood out by the desire for knowledge and persuasion, and instillation of the self-teaching spirit; it was, along with a limited number of events, a moment of courage in rethinking the form of organization, and it succeeded in accomplishing this goal.

Since one of the objectives pursued by KronMed Organizing Committee is continuous improvement, the 3rd edition of the event, held on 25-28 November 2021, brought together the elements defined in the previous editions and hence was a comprehensive scientific manifesto, varied and current. From basic specializations to medical or surgical ones, the scientific programme included seminars and courses in Romanian and English, adopting dual formats to maximize the potential of each type of programme.

The four congress days intertwined the enthusiasm of the young generation of doctors and the experience of the ones in full academic apogee. The variety of the scientific programme and the famous names at both national and international level in spotlight on the same stage summed up courses and seminars held by no less than 60 academic teaching personnel. With a pathological entity deeply imprinted in the collective medical memory of the time, the theme of the third edition had as its central element the influence of the COVID-19 pandemic on the various medical specializations. However, all its fields and topics were very varied, from courses with a surgical profile on

multi-organ transplantation techniques, to the involvement of artificial intelligence in medicine, to seminars through which practical skills of coronary angiography or ultrasound can be acquired. Moreover, niche skills such as CO₂ laser therapy or theoretical knowledge of regenerative and integrated medicine found their place in the rundown.



The 3rd edition of KronMed National Congress succeeded in achieving the ambitious goal of providing information from the most varied specializations, adapted to the years of study and aligned to the highest demands; thus, under the dome of scientific activities, 43 seminars, 25 online and on-site courses were held, built in such a way as to satisfy even the highest demands. The scientific programme included both oral presentation and poster competitions, in which the first ranked out of all 47 submitted scientific papers were upheld and awarded.

With honour and pride, we conduct the mission of enriching the youngest physicians' knowledge and skills, we form generations with solid professional principles, and we aspire to continuous improvement, giving wings to those who step on the path of knowledge, because, as Isaac Newton said: "We were able to see further only because we were standing on the shoulders of giants".

Aurelia-Alexandra COLCERIU,
President of KronMed 2021 National Congress
for Students and Young Physicians
6th-year student, General Medicine

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RECOVERIND - A PROJECT THAT AIMS TO BRING SOLUTIONS FOR THE RECOVERY OF INDUSTRIAL FIELDS FROM AN ENERGY EFFICIENCY PERSPECTIVE

Cofinanțat prin
programul Erasmus+
al Uniunii Europene

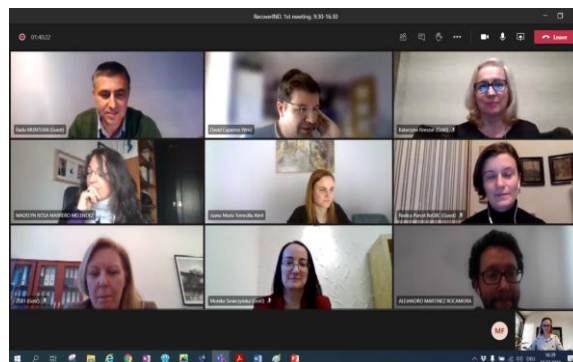


The project entitled *RecoverIND - Ecological and innovative technologies for recovering industrial areas from LCA and Energy Efficiency point of view - 2020-1-RO01-KA203-080223* - is developed within the Erasmus+ programme, being initiated by Assoc. Prof. Dr. Eng. Radu Muntean, the coordinator of a multidisciplinary team made up of academic teaching personnel and students of the Faculties of Civil Engineering, Furniture Design and Wood Engineering, as well as Mathematics and Computer Science, in partnership with six other universities, research centres, professional schools and NGOs from Spain, Poland and Romania.

RecoverIND aims to develop viable strategies and solutions for recovering industrial fields in terms of energy efficiency and assessment of lifecycle for construction materials; as it is well-known that civil-engineering industry is largely responsible for environmental pollution, only the building-construction sector being responsible for 36% of the global energy consumption and almost 40% of all direct and indirect CO₂ emissions. All these numbers can be significantly reduced, but it takes vision, concrete plans, education, awareness and time.

RecoverIND aims among others to raise awareness of the impact on the environment and climate change caused by the use, rehabilitation and deconstruction of industrial buildings, to create a useful educational tool for the decision of rehabilitating an old building, of building a new one or of improving the energy efficiency of existing buildings. Furthermore, the project will allow free access to the Open Education Resource (OER) platform to all actors involved in the construction sector (students, academic teaching personnel, researchers, professionals of the economic and administrative environment, etc.).

The transnational cooperation within this project aims to improve the quality of training systems by developing innovative content, methods and procedures, as well as to benefit from the experience of universities and vocational schools adhering to this consortium, with a view to establishing a common curriculum.



Along with Transilvania University of Brașov, *Asociacion empresarial de investigacion centro tecnologico del marmol y la piedra* - Spain, *Viitor - Romania* Foundation for Professional Training and Pre-University Education, *Romania Green Building Council Association*, *Politechnika Poznanska* - Poland, *Universidad de Sevilla* - Spain, *Zespol Szkol Budownictwa No. 1* - Poland will also participate in the project.

So far three working meetings were organized online within the project, during which the participants developed the project tasks and discussed the next steps for its optimal development. The online educational platform, the project web page, as well as most of the undertaken reports, guides and work materials are under construction, too.

More details will be available on the project page, in due time: www.recoverind.eu.

Assoc. Prof. Dr. Eng. Radu MUNTEAN
Faculty of Civil Engineering

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A ROMANIAN-PORTUGUESE EDITION OF THE RADIO BROADCAST "HAVING A TALK WITH..." AT TRANSILVANIA RADIO CAMPUS

Through the project *Radio Campus Transilvania* we always succeed in highlighting the most beautiful and interesting topics that target and attract students and not only them.



One of the most broadcast shows is, without a doubt, "Having a talk with...", a radio show format through which we want to invite the officials of Transilvania University of Braşov and other personalities from different fields of activity who have special achievements.

On 18 November 2021, from 19.00, Transilvania Radio Campus had a Romanian-Portuguese edition of the show "Having a talk with...", thanks to the show guests, namely Prof. Dr. Filipe Vaz, Vice-Rector of Minho University (Braga Guimaraes), Portugal, Prof. Dr. Eng. Daniel Munteanu, Vice-Rector of Transilvania University of Braşov, and Assoc. Prof. Dr. Andreea Nechifor, from the Faculty of Letters, with whom we discussed studentship and other university aspects.

The discussion took place in a pleasant and peaceful atmosphere, full of positive emotions. There was no shortage of knowledge questions at the time either, especially since we were talking with a guest come from far away. Dr. Filipe Vaz is a Professor of Physics and, for the past 11 years, he has dedicated

his time to managing the University of Minho. The discussion started with some admission-related data, with information about the faculties, but also about the admission system, which slightly differs from Transilvania University of Braşov. An interesting thing is that, for example, a student who wants to apply for aerospace engineering is scored on a scale of 0-20, where 19 is the closest to success. In fact, "we are talking about geniuses!", Professor Vaz tells us.

Our discussion also tackles the topic of orientation towards faculties offering real chances on the labour market, with a quite motivating salary, especially in fields with exact or socio-humanistic majors. Transilvania University of Braşov adopts a double approach when it comes to students, activities, projects and events. In the University of Minho, students have the possibility to be involved in various activities and/or projects - with varying roles, depending on the year of study. In terms of the research activity, we have learnt that it is required by the national agency, but also by the government agency that enters into collaboration with the scientific environment; hence, an exchange of benefits takes place; a mutually beneficial partnership.

The discussion ended with highlighting the continuation of this sustainable collaboration between the two universities and with the advice offered to the UNITBV students by the Portuguese guest: "You have to be among the best in order to have opportunities on the labour market, and this depends only on everyone's involvement".

Arina-Codrina TACU,
Transilvania Radio Campus
3rd-year student, Communication and Public
Relations

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“HAVING A TALK WITH...” AT RADIO CAMPUS TRANSILVANIA

Through the project *Transilvania Radio Campus* we always succeed in highlighting the most beautiful and interesting topics that target and attract students and not only them. One of the most broadcast shows is, without a doubt, “Having a talk with...”, a radio show format through which we want to invite the officials of Transilvania University of Braşov and other personalities from different fields of activity who have special achievements.



This time, on 3 November 2021, we had Lect. Dr. Ioana Curițianu and Lect. Dr. Bogdan Oancea from the Faculty of Physical Education and Mountain Sports, as guests in the studio of Transilvania Radio Campus.

The topic of the discussion was sports at UNITBV. The discussion started with topics of knowledge and then with information about the career steps they are taking.

Driven by his passion for sports, but also by the balance that sports brought him, with a 15-year teaching career, Lect. Dr. Bogdan Oancea

passionately shares the motivations and beliefs for which we must find and keep our chosen path.

To enjoy going to work, to passionately do whatever fulfills us, but also to be aware of the inevitable passing of time, when choosing our profession – these are exhortations sent by Lect. Dr. Ioana Curițianu.

We often wonder why it is important to exercise. Sport is health; and, when it comes to health, it is necessary to take into account all the aspects that branch out from here. Sport is vital in human life. This is the only way to be truly healthy, especially in combination with a healthy diet and other healthy habits. If you have ever wondered why sport is important and what use it is, you'll find out about its physical and mental benefits. Regardless of one's age, physical activity is necessary for health. The quality of life and the notion of a healthy life are multi-dimensional concepts that include areas associated with physical, mental, emotional and social functioning. Well-being involves aspects of life, and of physical and mental health, but it also integrates the social aspects of one's life. The Faculty of Physical Education and Mountain Sports is a faculty where the due respect for the profession is learnt along with other human values: honesty, responsibility and team spirit.

The keyword offered by the show guests, which is worth following and implementing in everyone's life is "balance".

Arina-Codrina TACU,
Transilvania Radio Campus
3rd-year student, Communication and Public
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JOURNAL OF COMPETITION: GREEN LIFE HACKATHON

On 16 and 17 November 2021, the Student Entrepreneurial Society (SAS) of our university, in collaboration with Activize Health, organized the *Green Life Hackathon* on the generous venue of "Sergiu T. Chiriacescu" International Conference Centre.



The event was dedicated to the undergraduate, graduate and PhD students of UNITBV, as a competition addressed to creative youth keen on developing and building innovative projects in the fields of sustainability, ecology and health. Now in its first edition, the competition followed, as an applicative approach, other activities organized by SAS in the field of entrepreneurship and innovation.

What is a hackathon? That's the question answered by trainers Ion-Gheorghe Petrovai and Mircea Vădan. The hackathon is a team competition on a given theme, conducted according to an intense schedule and in a limited time. The competition is a confrontation of ideas and moreover a real accelerator of the participants' skills. The attractive prizes awarded are further reasons to increase the competitiveness of the participating teams' projects.

Green Life Hackathon kicked off by presenting the programme, mentors and assessment criteria. Then, a few of the registered students presented some 15 innovative ideas in the field of sustainability, ecology and health; all participants joined the most attractive ideas, thus forming the eight teams that entered the competition. The teams had approximately 24 hours to substantiate their innovations, aiming to justify the importance of the problem to be solved, detailing the proposed innovation and its benefits, identifying the promotion strategies and the business model adapted to the innovation.

During the 24 hours of teamwork, the 10 mentors – personalities experienced in fields such as entrepreneurship, medicine, technology and IT played a decisive part. They provided pertinent and informed feedback to the competitors' proposals, directing and streamlining the teams' efforts. The second day of the hackathon lapsed under the same sign of creative energy, but also of a growing tension. A session given by the trainers revealed to the teams how to dress up their innovative solution as a *pitch*, a presentation with the most attractive design and structure, with which the teams were to introduce themselves to the jury.



The most intense moments were definitely those in Aula Magna, when the eight teams revealed each their innovative projects, in 4-minute presentations, followed by question sessions from the jury made up of six outstanding personalities in the field of business and entrepreneurship. The level of *itches* and proposed innovations was high, which added to the tension of the event. After deliberations, the jury decided that *ANPI* was the evening's winning project; the interdisciplinary team of five students from five different faculties proposed a solution aimed at our grandparents' safety. *Wair*, *INNO Therapist* and the *Green Cemetery* were the next ranked projects.

"*A hackathon is a beginning*", as stated by one of the event trainers. With the organization of the first hackathon, SAS opened the way for a special student competition, which certainly deserves to become a tradition in our university.

Ovidiu IMBUZAN,
3rd-year student, Communication and Public
Relations

SAS IN ACTION: INTERDISCIPLINARY INNOVATION AND ENTREPRENEURIAL APPLIABILITY

The Student Entrepreneurial Society (SAS) confirms once more its active role in developing and encouraging the entrepreneurial spirit in UNITBV students and graduates, by organizing the training *Interdisciplinary innovation and entrepreneurial applicability*, in collaboration with Activate Health.



Held on 15 November 2021 in "Sergiu T. Chiriacescu" Aula and benefiting from the expertise of two renowned trainers, the activities were oriented both towards understanding the entrepreneurial culture and towards stimulating the skills and abilities within the sphere of innovation and entrepreneurship.

Two personalities with a background in innovation and entrepreneurship shared their lived experiences, knowledge with concrete applicability and essential skills. Ion-Gheorghe Petrovai attended medicine and European studies, is Director of Innovation at FreshBlood Health Tech, and associated professor at "Babes-Bolyai" University of Cluj-Napoca.



Mentor and trainer, Mircea Vădan is deeply involved in developing the entrepreneurial ecosystem, by having established Cluj Startups community, and having contributed to the development of FreshBlood, Fintech Camp and Cluj.AI communities.

Dr. Petrovai's presentation had Carol Davila's words as an overarching symbol: "It is not hard to do, it's hard to put yourself in the mood to do" and this is exactly what the trainer aimed to achieve, that is, to put the participants in the mood to do. Starting with the

presentation of the reasons for and against entrepreneurship, continuing with the definition of intrapreneurship, and detailing what an innovator is, Dr. Petrovai gave an updated description of the world trends in innovation. Particularly interesting was the revelation of the "6Ds" of exponential growth, but also the comparative description - classical vs. modern - of innovation processes. The students could learn that innovation, but also its entrepreneurial applicability, starts from looking around with empathy to recognize a necessity. In innovation, everything is subject to a non-linear and evolutionary process on the path *Empathize - Define - Ideate - Prototype - Test*.



As he testified at the beginning of his intervention, Mircea Vădan spoke to the audience from a position that is in line with the saying "The master has made mistakes more times than the apprentice has tried". His presentation familiarized the students with the concrete ways to start an entrepreneurial project, revealing and detailing, in this regard, the proportions of the three essential components of a successful project: the idea 10%, the team 40% and the execution 50%. Regarding the execution part, the description of the *Business Model Canvas Process*, a business model accessible to students, the operation of which was explained with the help of three case studies within the entrepreneurial field, was particularly useful.

Interdisciplinary innovation and entrepreneurial applicability offered the required knowledge and tools to develop a startup; all that remains is for students to follow the exhortation launched by the trainers: *Get informed! Get involved! Take the initiative!*

Ovidiu IMBUZAN,
Student, Communication and Public Relations

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THE STUDENTS IN SILVICULTURE AND FOREST ENGINEERING COME TO SUPPORT THE COMMUNITY OF BRAȘOV!

On Friday, 26 November 2021, volunteer students from the Faculty of Silviculture and Forest Engineering of Brașov participated in creating the first urban mini-forest (*Tiny Forest* concept) in Avantgarden neighborhood (Bartolomeu, Brașov).



The action took place at the request of the representatives of the Ministry of Environment, Water and Forests, and proved to be a successful event.



Over 20 volunteer students of our faculty joined forces in this action; good humour, joy, and new experiences were its characteristics.



In addition to the interesting things and the practical experience of afforestation and the establishment of forests (even between blocks of flats), the students socialized and worked in teams, proving once again that the guild of foresters (even of student foresters) is united and responsive to all requests from which one can learn.

We are proud of our students!



Assoc. Prof. Dr. Eng. Florin HĂLĂLIȘAN
Vice-Dean for the Students and the Socio-
Economic Environment
Faculty of Silviculture and Forest Engineering

FIELD TRIP WITH THE GRADUATE STUDENTS AT COMANDĂU FORESTRY OFFICE, COVASNA FORESTRY DEPARTMENT

On Friday, 12 November 2021, the students at the Faculty of *Silviculture and Forest Engineering*, more specifically in the study programmes *Forest Ecosystem Management* and *Multi-Purpose Forestry*, along with Prof. Dr. Eng. Alexandru Lucian Curtu, Prof. Dr. Eng. Neculae Șofletea and Lect Dr. Eng. Elena Ciocîrlan made a trip to the comparative crop of biparental Comandău spruce progeny.



The comparative crop of biparental Comandău spruce progeny was installed in 1996 across Comandău forestry office, Covasna forestry department, on a 0.75-ha area, using both seedlings with both known parents and seedlings obtained by free pollination from six spruce trees originating in Stâna de Vale population, Bihor county (three spruce trees with normal crown and three spruce trees with narrow crown).



The accompanying professors explained to the students practical and theoretical notions on the improvement of trees, the conservation of forest genetic resources and implicitly the conservation of genetic diversity through the establishment of these comparative crops.



Along the explanations and information provided by their professors, the students analysed and noticed the phenotypic characters and survival percentage of the trees in the diallelic combinations between the narrow-crowned spruce (*Picea abies* f. *pendula*) and the spruce with a normal (pyramidal) crown. Later, based on the observations, the students made comparisons in terms of quantitative characters (diameter, height, slenderness index) for spruce specimens with narrow crown and normal crown or for hybrids between the two forms.

Lect. Dr. Eng. Elena CIOCÎRLAN
Faculty of Silviculture and Forest Engineering

“TRAIAN LALESCU” NATIONAL STUDENT COMPETITION OF MATHEMATICS AND THE NATIONAL SCIENTIFIC SESSION OF MATHEMATICS AND COMPUTER SCIENCE

Between 25 and 27 November 2021, the Faculty of Mathematics and Computer Science of Transilvania University of Braşov and “Traian Lalescu Foundation, under the auspices of the Ministry of Education, organized “Traian Lalescu” National Student Mathematics Competition and the National Scientific Session of Mathematics and Computer Science.



The sections of “Traian Lalescu” National Student Mathematics Competition were as follows:

- Section A - faculties of mathematics and computer science (1st, 2nd, 3rd years);
- Sections B and C:
 - B1 technical faculties - electrical engineering major: automation, computers, electronics, telecommunications, etc. (1st year);
 - C1 technical faculties - non-electrical engineering majors: mechanics, civil engineering, hydrotechnics, energetics, etc. (1st year);
 - B2 technical faculties - electrical engineering major: faculties of automation, computers, electronics, telecommunications, etc. (2nd year);
 - C2 technical faculties - non-electrical engineering major: : faculties of mechanics, civil engineering, hydrotechnics, energetics, etc. (2nd year);
- Section D: special mathematics - technical faculties (2nd, 3rd years).

The event in all its sections was overall attended by 83 students, as follows: 20 students in section A; 27 students in section B1; 8 students in section B2; 16 students in section C1; 6 students in section C2 and 6 students in section D, who came from Alexandru Ioan Cuza University of Iaşi; Gheorghe Asachi Technical University of Iaşi; Polytechnic University of Bucharest; Technical University of Cluj-Napoca; Babes-Bolyai

University of Cluj-Napoca; Lucian Blaga University of Sibiu; West University of Timişoara; Polytechnic University of Timişoara; University of Craiova; Technical University of Civil Engineering of Bucharest; University of Bucharest, and Transilvania University of Braşov.

The sections of the National Scientific Session of Mathematics and Computer Science were Mathematics (Bachelor’s/Master’s) and Computer Science (Bachelor’s/Master’s). This event was attended by 31 students from Alexandru Ioan Cuza University of Iasi; Polytechnic University of Bucharest; Babeş-Bolyai University; Lucian Blaga University of Sibiu; West University of Timişoara; Craiova University; Technical University of Civil Engineering of Bucharest; University of Bucharest, and Transilvania University of Braşov.

Eighteen papers were presented within the Computer Science section, whereas thirteen papers - in the Mathematics section. The scientific commissions of the two sections particularly appreciated the topicality and applicability of the submitted papers. Nineteen professors accompanied the students, and 21 members in the teaching staff personnel of the Faculty of Mathematics and Computer Science attended both events.

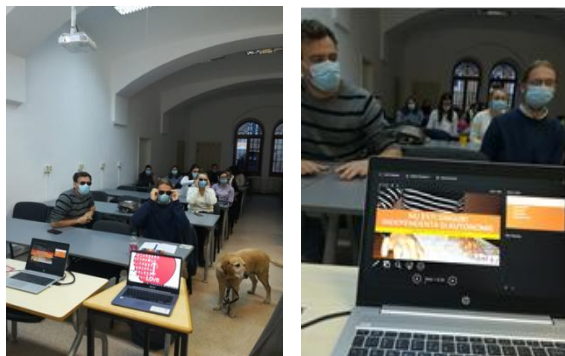
On Saturday, 27 November 2021, at 9:00 a.m., the awards ceremony took place in “Sergiu T. Chiriacescu” Aula of Transilvania University of Braşov. We would like to express our gratitude to the management of Transilvania University, especially to the Rector, Prof. Dr. Eng. Ioan Vasile Abrudan, for the material and logistical support provided, but also to the sponsors: Canam, Count Things, Ecenta, Elektrobit, Endava, IBM, Mondly, Nagarro, Principal33, Siemens Industry Software. Last but not least, we would like to thank the colleagues from the Faculty of Mathematics and Informatics who got involved in the smooth running of these events.

Prof. Dr. Dorina RĂDUCANU
Lect Dr. Nicoleta ENACHE-DAVID
Assoc. Prof. Dr. Nicuşor MINCULETE
Assoc. Prof Dr. Gabriel STAN

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LEARNING ABOUT VISUAL IMPAIRMENTS AT FPSE

The series of activities meant to raise awareness of sensory deficiencies continued at the Faculty of Psychology and Education Sciences, through our students' participation in the two courses organized and held in collaboration with the Association *Light Into Europe* of Bucharest.



The first was the course of *Sign Language*, and the second, "Visual disabilities, how to communicate with and guide a blind person". Mentored by Ms. Camelia Platt and Prof. Florea Barbu, the students of the Psychology and Special Psychopedagogy undergraduate study programmes lived unique life and learning experiences. They studied the dactylem system and the mime-gestural language used in the hearing-impaired people's communication, they learned how to guide a blind person with the help of a dog, and they simulated different types of visual impairments with the help of special glasses.

They briefly entered a blind person's mind and soul, walking blindfolded the paths in the building, their only support being a white cane.



An interesting debate followed on the topic of the needs of people with sensory disabilities, their social and professional inclusion, a debate that highlighted both the role of the specialists and the role that each of us can play in promoting these people's autonomy and independence.



The day ended with our partner, the Association *Light Into Europe*, as well as with the puppy Heidi trained as a companion for blind people.

Lect. Dr. Nicoleta LUPU
Assist. Lect. Drd. Andreea ȘIȚOIU

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APPLIED COURSES OF ONLINE MARKETING

Between 22 and 23 November, the Faculty of Sociology and Communication had as its guest Dragoş Smeu, the founder of *Mavericks* performance marketing agency of Bucharest, a partner agency of Facebook and Google.

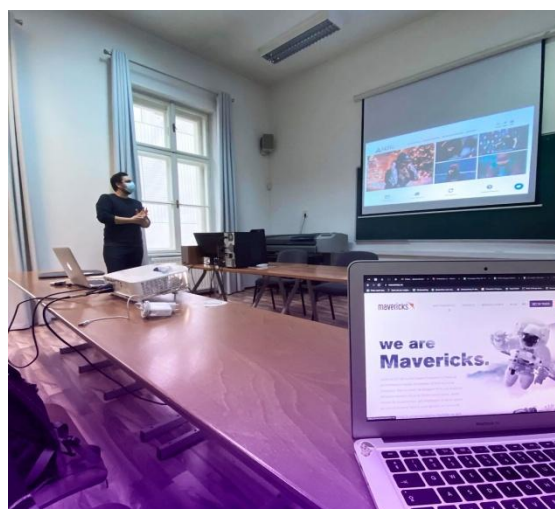


He spoke to the graduate students in Brand Campaign Management about the amplification of a Romanian brand in digital marketing; moreover, he explained the concept of *buyer persona* to the first-year students in Digital Media, in many instances.



Dragoş Smeu is an entrepreneur who founded *Mavericks* agency five years ago, having at that time

over five years of experience as an employee in three digital marketing agencies. He graduated from the *Communication and Public Relations* study programme of SNSPA and is an associated teaching staff member within the same university. These perspectives can definitely be said to have created the premises for a dialogue with the students in both programmes of our faculty, which was animated and relevant. Both presentations were built around a real case study, namely a casual clothing brand born in Braşov, NERV.



Since achieving and implementing online marketing campaigns require understanding how new communication tools work, as well as connecting to an extremely dynamic reality, the future communication specialists trained in our faculty will benefit from other similar experiences, either in courses and seminars, or in internships and extracurricular activities carried out in partnership with advertising and digital marketing agencies.

Assoc. Prof. Dr. Florin NECHITA
Faculty of Sociology and Communication

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