



Transilvania
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of Brasov

NEWSLETTER

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OPENING OF THE 2024-2025 ACADEMIC YEAR

The academic community of Braşov marked the opening of the 2024-2025 academic year on 1 October, in a festive setting, together with guests of honour, representatives of the local and county authorities, as well as partners in the socio-economic and cultural environment. They were all welcomed in "Sergiu T. Chiriacescu" Conference Centre of UNITBV on the musical background of *Gaudeamus Igitur*, the academic anthem, marking thus the beginning of a new year of study at the greatest and best-performing university in the Centre region. "All our academic community members always look forward to the beginning of the academic year. Today, the university is a living intellectual space, oriented towards knowledge and permanent search for the path to excellence in research education", highlighted Prof. Dr. MD Liliana Rogozea, Vice-Rector for Public Relations, in the opening.



A new record number of 6,165 students began their academic studies at UNITBV, of whom 4,984 in the full-time form of education. They are joined by 1,974 graduate students and 102 doctoral students, eager to deepen their knowledge in the fields of interest for them. Diversity and internationalization are defining features for the academic community of Braşov, with 238 foreign students from 61 non-EU countries who chose to study at UNITBV. Moreover, 94 students in the "Romanians everywhere" category from five countries joined the academic community of Braşov.

In the opening speech, Prof. Dr. Eng. Ioan Vasile Abrudan, Rector of Transilvania University of Braşov, emphasised that we started the academic year with confidence and hope, relying on a mature and high-performing academic community, within a permanently modernised educational environment, as well as with the desire to provide our students with a memorable

and fulfilling university experience. "I welcome all of them in largest and best-performing university in the Centre region where 21,000 students from all counties of Romania and from over 80 countries of the world learn at the 18 faculties, in 96 bachelor's and 81 master's study programmes, as well as 24 doctoral fields, guided by 750 academic teaching personnel and researchers, and supported by almost 600 colleagues of ours in the University's administrative staff", pointed out the Rector of Transilvania University of Braşov.



During the event, the floor was taken by: Mihai-Cătălin Văsii, Prefect of Braşov county, Adrian Veşteu, Minister for Development, Public Works and Administration, and elected President of Braşov County Council, and George Scripcaru, elected Mayor of Braşov city. They all acknowledged the essential role of Transilvania University of Braşov in promoting knowledge and scientific progress.

The festivity continued with a musical moment offered by representatives of the Faculty of Music, who combined the classical style with Romanian pop music. Professors, students in Vocal Music Performance, soloists of the Braşov Opera, alumni of this faculty, sopranos Cristina Radu and Mădălina Bourceanu, tenor Liviu Iftene and pianist Botond Szócs contributed to this moment. The event ended on a festive note, the music background created by the Choir of the Faculty of Music, under the baton of conductor Ciprian Cucu.

Prof. Dr. MD Liliana ROGOZEA
Vice-Rector for Public Relations
Assoc. Prof. Dr. Victor BRICIU
Compartment of Marketing and Image
Photo credit: AP Studio

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THE SECOND EDITION OF THE UNITBV CONFERENCES: SCIENCE IN CONVERSATION

On 3 October 2024, the second edition of the series UNITBV Conferences: Science in Conversation, organised within the project "Development of UNITBV's academic research: fostering performance, partnerships and community involvement", CNFIS-FDI-2024-F-0400. The event continues to bring research closer to the community, giving the audience the opportunity to discover the latest scientific results and to understand how science helps improve the quality of life. The guest of this edition was Tudor Constantin Badea, senior research scientist at the Faculty of Medicine, who approached the topic "Brain Architecture: Genetics and Neural Diversity".



The presentation offered a fascinating foray into the complexity of the brain, detailing the genetic mechanisms that influence the formation of neural diversity. The participants were guided through the classification of the neural types, starting from the morphological and electrophysiological features to the molecular ones, understanding thus how these elements contribute to the optimal functioning of the nervous system. A key component of the presentation was the role of the genes and transcription factors in the development and specialization of the neural cells.

A relevant topic of the discussion was the retina, considered an extension of the brain, as its neural structures give important clues on the organization principles of the nervous system. Tudor Badea explained how studying the retina could help identify the genetic factors responsible for neural diversity and how this information could be used to

develop innovative therapies. Among these, a highlight was the use of the genetic techniques to explore neural regeneration, with him proving the existence of experimental methods for reprogramming retinal cells into functional neurons.



The audience, made up of pupils, students, professionals and local community members, appreciated the open atmosphere and interactive approach. The question-and-answer session was one of the most engaging moments, where topics such as: implications of the genetic variations on brain functioning, neural plasticity and treatment options for the neurological conditions were debated. Tudor Badea emphasised the importance of the interdisciplinary collaboration and continuous research for the advancement of neuroscience.

The event proved once again the importance of the series "UNITBV Conferences: Science in Conversation" for promoting science and strengthening the dialogue between researchers and community. The next edition, scheduled for the month of November 2024, will bring to the fore the topic "Photocatalysis: how we purify water with solar radiation" and have as its guest Maria Covei, Senior Lecturer at the Faculty of Product Design and Environment.

The series continues to inspire and educate, providing an accessible platform for exploring the latest scientific discoveries. Stay tuned for details of upcoming editions!

Assoc. Prof. Dr. Arabela BRICIU
Faculty of Sociology and Communication

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THE TENTH EDITION OF THE INTERNATIONAL CONFERENCE “ADVANCED COMPOSITE MATERIALS ENGINEERING” – COMAT 2024

The 10th edition of the International Conference *Advanced Composite Materials Engineering* – COMAT 2024 (<https://comat.unitbv.ro>) took place between 22 and 23 October 2024 and was organised by the Department of Mechanical Engineering under the Faculty of Mechanical Engineering within Transilvania University of Braşov.

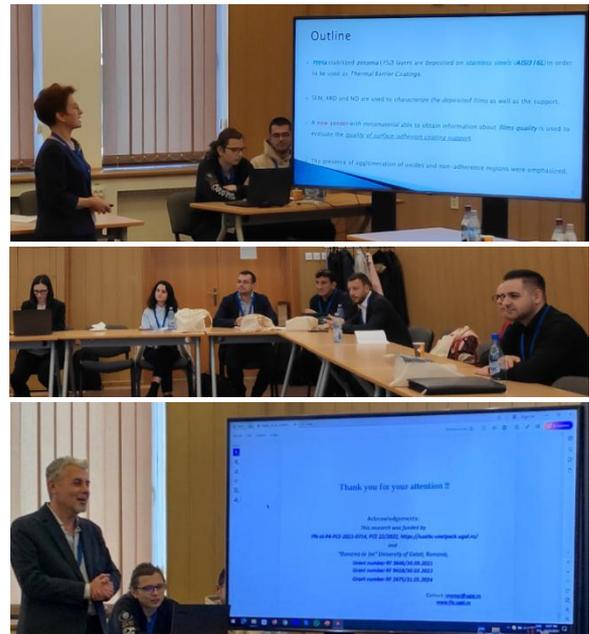
The event takes place every two years, being dedicated to the specialists in the field of composite materials, but also to the specialists in the general field and in fields related to mechanical engineering, addressing topics oriented towards the use of innovative materials in mechanical engineering.



During the opening ceremony of the event, Prof. Dr. Eng. Maria Luminița Scutaru, Director of the Department of Mechanical Engineering, took the floor.

As with the previous editions, *The 10th International Conference on Advanced Composite Materials Engineering* – COMAT 2024 gave the participants the opportunity to share their research results, to participate in many interesting debates, but also to foster international collaboration in the field of research and development between specialists, academics and researchers.

The conference participants included specialists and academic teaching personnel from technical universities in the country and abroad.



A selection of the best papers will be published in *Romanian Journal of Acoustics and Vibration* (on the WoS indexed publications list), in *Conference Proceedings* or in *Bulletin of the Transilvania University of Braşov - Mechanical Engineering. Industrial Engineering. The 10th International Conference on Advanced Composite Materials Engineering* – COMAT 2024 contributed to the strengthening of the existing partnerships, but also to the creation of opportunities for collaboration with research and education institutions in the country and abroad.



Senior Lect. Dr. Eng. Andrei BENCZE
Department of Mechanical Engineering

THE ELEVENTH EDITION OF THE *INTERNATIONAL CONFERENCE ON STRATEGIC INNOVATIVE MARKETING AND TOURISM (ICSIMAT) - CREATIVE SOLUTIONS AND DIGITAL TRANSFORMATION CHALLENGES*

The eleventh edition of ICSIMAT international conference (<https://icsimat.com/>) took place in Braşov between 24 and 30 October 2024.



It was organised by *University of West Attica* Greece in partnership with *Transilvania University of Braşov*, Faculty of Sociology and Communication, under the coordination of Prof. Dr. Androniki Kavoura.

Androniki Kavoura is a professor within the Department of Business Administration, University of West Attica, Conference Chair of ICSIMAT, editor-in-chief of *International Journal of Strategic Innovative Marketing* and co-editor of the SCOPUS-indexed series *Springer Proceedings in Business and Economics*. With a rich academic and editorial experience, Prof. Kavoura has a key role in developing and promoting ICSIMAT Conference.

This year, academic and business representatives from countries such as Poland, Greece, Cyprus, Portugal, Croatia, Mexico and Romania met at this international event to discuss the challenges and perspectives in the field of tourism, marketing, management, new technologies. Papers were presented under the following sections: *Innovative Tourism Related Strategies, Future Horizons: Technology, Artificial Intelligence, Sustainability and Innovation for an Inclusive Smart World, Communication Strategies and Creative Solutions, Strategic Management Related Issues, Internal*

Control and Transparency, Policy and Ethical Issues, Management-Social Skills and Competences, Data Analytics and Artificial Intelligence in Management, Hospitality and Tourism, Youth Behaviour, Communication and Education.



In addition to the extremely intense and varied scientific programme, the participants' cultural and tourist experience was enriched with a guided tour in the city of Braşov and with visits to the main tourist attractions, but also with two field sessions: *Intangible Cultural Heritage* at Bran castle and a *Think Tank – Experiential Workshop* at Vama Buzăului. These activities gave the participants a broader perspective on Romania's cultural and tourist heritage.

Organising Committee of ICSIMAT:
Prof. Dr. Androniki KAVOURA
Assoc. Prof. Dr. Arabela BRICIU
Assoc. Prof. Dr. Victor BRICIU

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THE CONFERENCE “NEW METHODS IN FINSLER GEOMETRY” AT ITS 4TH EDITION

The Faculty of Mathematics and Computer Science within Transilvania University of Braşov organised, in partnership with Clay Mathematics Institute (United States of America), the 4th edition of the conference *New Methods in Finsler Geometry*. This year’s edition, which continued a series started in Leipzig, Germany (2016), Pisa, Italy (2018) and Eindhoven, the Netherlands (2022), brought together in Braşov, 66 participants, leading specialists in differential geometry and physics, as well as young researchers interested in this fascinating field.

Finsler geometry has ancient roots - the concept of Finsler metric was already present in B. Riemann’s scientific writings in the second half of the 19th century, but it has enjoyed an increasing attention from the scientific community in recent years. This high interest is largely due to the strong interactions between Finsler geometry and many other fields. On the one hand, important problems in Finsler geometry were solved by using methods from other fields, and on the other hand, the language and methods of Finslerian geometry have proven to be important for addressing various questions in other branches of science and technology.

Our conference was primarily conceived as a forum for people of various scientific communities – who share a common interest in Finsler geometry – to meet and share their perspectives. Thus, the

presentations covered both pure mathematical topics and applications of Finsler geometry in physics, biology, and ecology.

Among the guests attending the event, we mention great names of today’s mathematics, such as: Jean-Pierre Bourguignon (Centre National de la Recherche Scientifique, France), Patrick Foulon (Centre National de la Recherche Scientifique, France), Zhongmin Shen (Purdue University, Indianapolis, United States), Shin-Ichi Ohta (University of Osaka, Japan), Demeter Krupka (Lepage Research Institute, Slovakia).

We express our gratitude to Transilvania University of Braşov for the substantial support without which the conference could not have been organised, as well as to our colleagues within the Faculty of Mathematics and Computer Science who contributed to its smooth running. Moreover, we would like to thank Clay Mathematics Institute and Deutsche Forschungsgemeinschaft for their support with the guests’ transport and accommodation, as well as to the sponsors Haplea Food SRL, Hora cu Brazi and Livezile Dobrinioiu.

Prof. Dr. Nicoleta VOICU
Faculty of Mathematics and Computer Science

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***SUCCESS INDUSTRY STORIES* - INTERNATIONAL EVENT DEDICATED TO INNOVATION, ORGANISED BY THE FACULTY OF SOCIOLOGY AND COMMUNICATION**

On 26 October 2024, the Faculty of Sociology and Communication within Transilvania University of Braşov organised the event "Success Industry Stories" on the premises of Braşov County Council. It brought together specialists in various fields, such as tourism, marketing, management and technology, in collaboration with representatives of the academic and business environment of Braşov and abroad.



During the event, the participants had the opportunity to discuss and exchange ideas about the challenges and perspectives in their sectors of activity.

The event began with a series of welcome speeches given by representatives of the academic environment, namely Prof. Dr. Petros Kalantonis, Vice-Rector of University of West Attica, Assoc. Prof. Dr. Horia Moaşa, Dean of the Faculty of Sociology and Communication within Transilvania University of Braşov, the organizers of ICSIMAT international conference, Prof. Dr. Androniki Kavoura, Assoc. Prof. Dr. Arabela Briciu, Assoc. Prof. Dr. Victor Briciu.

An important moment of the event was the presentation given by Diamantis Kitridis, CEO of Citrine Media Agency company, the first word-of-mouth agency of Greece, established in 2004. Kitridis spoke about the digital transformation and its impact on the companies and organizations in the public sector, with an emphasis on the importance of strategically preparing the data and processes in order to cope with the challenges of the digital age.

The programme of the event also included a few presentations given by the representatives of

several public and private organizations and institutions in Romania and abroad.



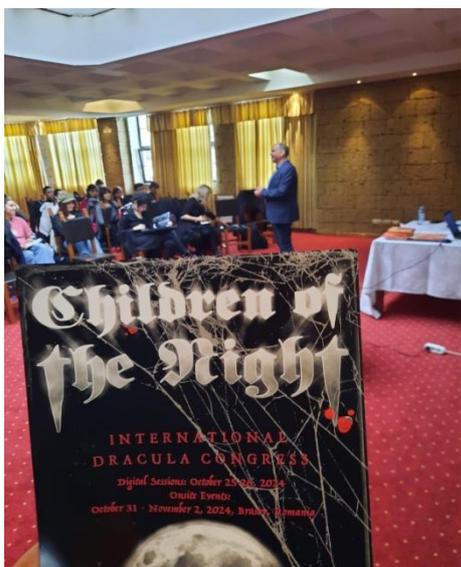
They included the Agency for Sustainable Development of Braşov County (ADDJB), Braşov-Ghimbav International Airport, and companies such as Temad Grup, Kyana and Doripesco. These presentations gave the participants an insight into the development strategies and innovative initiatives implemented at the local level, such as the development of the network of local gastronomic points in Braşov.



The event ended with an awards ceremony and a photo session dedicated to the participants, offering a favourable environment for networking and for strengthening professional relationships.

Assoc. Prof. Dr. Victor BRICIU
Coordinator of the Compartment for Marketing and
Image

THE FIFTH EDITION OF THE CONFERENCE *CHILDREN OF THE NIGHT – INTERNATIONAL DRACULA CONGRESS*



The academic conference *Children of the Night – International Dracula Congress* reached its fifth edition and took place in a hybrid, slightly atypical format, since on the first two days (25 and 26 October) the activities took place exclusively online, and on 31 October and 1 November the plenary presentation sessions took place in Poiana Braşov resort, at *Acasă la Dracula* hotel.



In the online sessions, over 20 researchers of countries such as Romania, the United States, France, Brazil, Poland, Canada and Belgium presented papers on various topics, from the influence of Gothic literature on modern culture to reinterpretations of the Dracula myth in video games, movies and contemporary literature. A special moment was the lecture given by Hans de Roos, independent researcher and conference founder, on the celebration of 125 years from the publication of *Makt Myrkranna*, an Icelandic adaptation of Bram Stoker's novel.



Another highlight of the conference was the lecture of Duncan Light (Bournemouth University, United Kingdom), who discussed the lasting influence of *Dracula* novel on Romania's image in the global popular imaginary.



On the days dedicated to the events in Poiana Braşov (31 October – 1 November), the dynamism of the presentations was amplified by the participants in the *Dracula between Pop Culture and Tourism* programme, and the atmosphere of *Acasă la Dracula* hotel added glamour to the costume contest, giving an additional touch of fantasy and entertainment.

The conference was, this year as well, an ideal platform for interdisciplinary dialogue, strengthening its status as a reference forum for everyone interested in the complexity of the Dracula myth. The participants offered innovative insights, highlighting how this cultural symbol keeps fascinating and inspiring global audiences.

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

THE ELEVENTH EDITION OF THE INTERNATIONAL SYMPOSIUM *FOREST AND SUSTAINABLE DEVELOPMENT*

The scientific event with international participation, which reached its 11th edition, was organised by the Faculty of Silviculture and Forest Engineering between 17 and 18 October 2024. The first day of the conference was hosted by “Sergiu T. Chiriacescu” Conference Centre within Transilvania University of Braşov, and the event was attended by over 130 participants from 11 countries.



In the opening, speeches were given on behalf of the University, the Faculty, “Marin Drăcea” National Institute for Research and Development in Forestry, the Faculty of Forestry of Suceava, and “Gheorghe Ionescu Şişeşti” Academy of Agricultural and Forestry Sciences. In the plenary session, internationally renowned professors and researchers gave lectures on topics of interest in the field of forestry.

The second part of the conference was organised into thematic sessions (*Forest and wildlife ecology, Forest and wildlife management, Forest engineering, Geomatics, informatics, modelling and statistics*) in which 50 oral presentations were given. At the same time, a poster session with 32 presentations was organised. In parallel, in the framework of *ForestValue2* European project, a *Scientific Café* entitled *Forest pests, diseases, and*

their ecological and socio-economic consequences was held. On the second day of the conference, the participants went to *Natura 2000 Dealul Cetăţii-Lempeş* site and to Sânpetru experimental base, on which occasion research projects coordinated by professors of the Faculty of Silviculture and Forest Engineering in the city of Braşov were presented.

The relevance of the topics addressed, the quality of the presentations and the numerous participants from both our country and abroad, including a significant number of young researchers, prove that the *Forest and Sustainable Development* Symposium has become a prestigious event in the landscape of forestry research in Romania and beyond.



The event benefited from the financial support of the National Forest Administration – Romsilva.

Prof. Dr. Eng. Alexandru Lucian CURTU
Faculty of Silviculture and Forest Engineering

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OPENING OF THE 2024-2025 CONCERT SEASON: THE PIANIST MIHAI DIACONESCU IN RECITAL



The inaugural recital of the 2024-2025 Concert Season, held on 9 October, under the aegis of the Music Centre within Transilvania University of Braşov, proved to be a moment of high artistic value, having in the foreground the pianist Mihai Diaconescu, a performer whose mastery deeply resonated with the audience. During the event, Diaconescu proved both his interpretative depth and impeccable technique, being up to the most demanding standards of pianistic performance.

The education acquired at prestigious international music institutions found its expression in a musical vision full of refinement and a remarkable elaborateness for the details of his performance, each musical phrase conveying a clear conception and exceptional sensitivity. His approach evinced not only technical mastery, but also a special artistic maturity which captivated the audience both in "Sergiu T. Chiriacescu" Conference Centre and online, from the beginning to the end of the programme. The orientation of the repertoire around three titans of the piano composition (Beethoven, Chopin and Liszt) underlay a true display of virtuosity, substantiated by Mihai Diaconescu's impeccable technical skills and affective keenness, each section achieving a perfect balance between emotion and technical precision.

The Music Centre within Transilvania University of Braşov, by hosting this exceptional event, once again confirms its crucial role in supporting and promoting musical culture at the highest level. The importance of this institution goes far beyond the borders of Braşov city, establishing itself as a fundamental pillar in the national and international cultural landscape. Throughout the ten years of

activity, the Music Centre has consistently proven its clear vision and unwavering commitment to artistic excellence, by organising concerts that have brought world-renowned artists on stage, and by promoting at the same time young talented musicians.



This year's season is undoubtedly a new chapter in the evolution of the Centre, and the recital given by Mihai Diaconescu remains a valuable benchmark for guiding the standards of the incipient season. The artistic audacity and depth of his performance turned the concert into a true celebration of high-quality music, reflecting not only the pianist's virtuosity, but also the mission of the Centre to cultivate a genuine appreciation for classical music. This initiative continues to significantly contribute to the development and enrichment of the cultural life in Romania, offering the ideal setting for enriching the musical experiences of all audiences.

Drd. Magdalena SUCIU
Faculty of Music

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STUDENT LOGIN – WELCOME TO THE FIRST-YEAR STUDENTS!

Every autumn, Transilvania University of Braşov welcomes its students at special events.



Apart from the official opening at “Sergiu T. Chiriacescu” Conference Centre and the inaugural courses of the faculties, the 1st-year students could participate in another event dedicated to them this year as well: Student Login. The activities conducted on this occasion aim at acquainting the freshmen with the academic life, with the university's structures, and at the same time help them find out what type of activities they can conduct during their student years.

A first contact with the University - The participants had the opportunity to explore the campus, to learn details about the activities of the university's student associations and support structures, and to find out how they can make their student years memorable. Each faculty, but also the university's student associations and support structures had presentation stands. Thus, the 1st-year students could talk with their colleagues in senior years who offered them tips and tricks to cope with the academic challenges. At the same time, the students participated in games and competitions, with prizes for the winners.

An energy and fun-filled start - Student Login is not only an informative event, but also a fun one. The programme included interactive activities, games and competitions, all of them meant to help the new students interact and get to know each other. Thus, in addition to the information necessary for the beginning of their academic journey, the participants could also enjoy moments of relaxation and create unforgettable memories.



On the stage, Ultimul Etaj [The Last Floor] band and the lead-singer Bianca Tacea, our university's students as well, kept the party moving. The participants also appreciated the folklore workshop held by the representatives of Braşov Student Culture Centre, but also the competitions held by Radio Campus Transilvania team.

The event ended in a festive atmosphere, with a super mix of DJ Edwin, student at Transilvania University of Braşov, who hosted the opening party and celebrated the beginning of a new academic year with all the participants.

Camelia UNGUREANU
Compartment of Communications

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AFAFCI BRAȘOV AND UNITBV, TOGETHER FOR “THE LEADERS OF TOMORROW”

UNITBV is, this year as well, the strategic partner in the framework of the project “The Leaders of Tomorrow”, developed by the Association of Business Women and Woman Business Managers – AFAFCI Brașov, which has now reached its sixth edition. This year’s project is intended for the high school pupils of Săcele, Codlea, Zărnești and Bran, and aims at creating a generation of well-informed and committed young people, capable of making a significant contribution to the development of the communities they come from.



The project was launched on 26 September at the Multicultural and Educational Centre of Săcele, through the detailed presentation of the modules that will be addressed throughout the year, with an emphasis on the development of leadership, communication and teamwork skills. Pupils at “George Moroianu” Theoretical High School, “Rab István Zajzoni” High School of Săcele attended the event, eager to learn more about the personal and professional development opportunities that the project offers. In conclusion, UNITBV’s representatives presented the university’s educational offer, highlighting the benefits of the

academic studies and providing information about the career counselling and guidance services available to the students.

On 3 October, UNITBV and AFAFCI Brașov continued to promote the project “Leaders of Tomorrow”, offering the pupils valuable development opportunities. This time, two meetings were organised at “Simion Mehedinți” Technical College and “Ioan Pascu” Theoretical High School of Codlea, addressed to the 9th-12th graders. These events were an excellent opportunity for the young people to interact with the representatives of UNITBV and AFAFCI Brașov, to discover more about the project and the benefits of participation, as well as to explore various educational and professional options. The series of presentations in the high schools of Brașov county ended with visits to “Mitropolit Ioan Mețianu” Theoretical High School of Zărnești and “Sextil Pușcariu” High School of Bran, on 9 October. The pupils of the two high schools, present in very large numbers, were interested both in the opportunities offered by the project “Leaders of Tomorrow” and in the educational offer of the university in the city of Brașov. The presentations were attended by two doctoral students who shared their personal experience as undergraduate, graduate and then doctoral students, as well as by a counsellor from the Career Guidance and Counselling Centre within UNITBV, who introduced the services provided to help students choose their professional path.

The collaboration between UNITBV and AFAFCI Brașov within the project “Leaders of Tomorrow” is a model in supporting young people’s education and training.

Prof. Dr. Ioana CHIȚU
Coordinator of the Compartment for the Liaison
with the Pre-University Environment
Assoc. Prof. Dr. Victor BRICIU
Coordinator of the Compartment for Marketing and
Image

THE SUMMER SCHOOL "SCIENCES OF LIFE", AT ITS THIRD EDITION – A *MEȘOTĂ* BRAND EVENT IN COLLABORATION WITH THE RESEARCH AND DEVELOPMENT INSTITUTE OF TRANSILVANIA UNIVERSITY OF BRAȘOV

In full summer holidays (15-18 July 2024), teaching personnel of "Dr. Ioan Meșotă" National College, with the support of Brașov County School Inspectorate organised the third edition of the summer school "Sciences of Life", a [Meșotă brand](#) event, with the involvement of the Centre for Basic Research and Preventive Strategies in Medicine (C17A) under the Research and Development Institute (ICDT) within Transilvania University of Brașov, through the collaboration with the academic teaching personnel, researchers and students in various study programmes (Clinical Laboratory and Medicine).



Some of the activities attended by over 20 pupils took place in the classrooms of "Dr. Ioan Meșotă" National College, and others in the research laboratories and teaching spaces of ICDT. Theoretical and practical information on the four directions of applied experimental studies pursued by the participants were succinctly and clearly combined

(1) Microscopy: several types of microscopy were presented and various biological structures were watched, also highlighting the importance of the microscopic analyses on urine samples for establishing a possible diagnosis;

(2) Spectrophotometry: starting from the theoretical bases of the spectral analyses, the pupils and student volunteers comparatively analysed different glucose standard solutions, also measuring the concentrations of unknown samples. As regards these measurements, indicative of hypoglycemia and hyperglycemia conditions, their practical applications in medical practice were discussed;

(3) Electrophoresis: the technique of separating electrically charged protein molecules in agarose gel, in a continuous electric field, as well as the subsequent stages that help obtain formation with a diagnostic role, were watched;

(4) Chromatography: the principles of separating coloured chemical compounds were successfully applied, by using mobile phases with different pHs.

In addition to the activities focused on biochemistry (under the coordination of Prof. Dr. Mihaela Badea), the pupils also attended other differently themed activities held by UNITBV academic teaching personnel and researchers - applied biostatistics and ecology (Jr Lect. Dr. Cristina Păcurar), cell and molecular biology (1st-level Research Scientist Dr. Tudor Badea), General Genetics (Assoc. Prof. Dr. Eng. Elena Ciocîrlan).

We are always glad to have the pupils of "Dr. Ioan Meșotă" National College", and their coordinator, teacher Vasilica Diaconu, with us, discovering with each edition of the summer school that the passion for science has no minimum age, and they, the young people of Brașov, have the potential to become great personalities in the world of knowledge in the field of life sciences.



Prof. Dr. Mihaela BADEA
Faculty of Medicine

THE *ERASMUS DAY* EVENT OPENS DOORS TO A WORLD OF OPPORTUNITIES



For 25 years, Transilvania University of Braşov has taken pride in actively participating in the Erasmus+ programme, the most successful initiative of the European Commission in the field of education. Through this programme, the UNITBV students have the chance to study at prestigious European universities, improve their language skills, get to know other cultures and broaden their horizons, living experiences that will transform their academic and professional careers.

On 15 October 2024, at 3:00 p.m., "Sergiu T. Chiriacescu" International Conference Centre hosted the *Erasmus Open Days* event, a meeting full of energy and enthusiasm dedicated to promoting the Erasmus+ programme and UNITA - UNIVERSITAS MONTIUM Alliance. Organised by the Erasmus+ Office, the event gave the UNITBV students the opportunity to discover a multitude of international academic mobility offers.

The programme of the event included interactive presentations, question and answer sessions about the Erasmus+ and UNITA mobilities, providing key

information on the partner universities, available courses and application process.

A special moment was the meeting with the winner of the previous edition of the (PA-MERAS) competition ("Prize of the Year. Erasmus+ Mobility" Programme), a student at the Faculty of Mechanical Engineering, who enthusiastically shared his unique experience at University of Malaya, Malaysia.

Thus, everyone present in the Aula Magna benefited from practical advice for a successful application, discovering the positive impact of this experience on their personal and professional development.



Ec. Oana ȚONEA

Ec. Ioana NIȚĂ

Officers for outgoing student mobilities

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DAY OF EDUCATION AT THE FACULTY OF PSYCHOLOGY AND EDUCATION SCIENCES

This year's edition of the *Dialogues on Education* bore the festive mark of two events specific to the Faculty of Psychology and Education Sciences: Day of Education, doubled by the beginning of a new academic year (the 20th).

The event, which brought together in dialogue the professional community of students, professors and graduates of the faculty, but also kindergarten and school teachers, was themed on the children's education analysed from a complex perspective: psychological, pedagogical, generational, parental, biological - hereditary.



The first part of the event included a debate attended by teachers and students, based on a topic often approached both in the online social media and in the literature: *Parenting – between Desideratum and Reality*. The debated topics included: the importance of genetics for the child's optimal development, the need for a balance between the child's potential and the demands of parents and teachers, and the risks of competitive parenting. The second part of the event continued with an example of good practices, from the expertise of the

professionals who planned and implemented the educational programme *The Parents' School – Common Front for Our Children*: Andreea Cojocaru (preschool teacher), Teodora Vechiu (preschool teacher).



The exchange of experience between the different actors of the educational act - theorists, practitioners or professionals in training - has proven useful and led to the conclusion that education remains a "living", ever-changing field, which challenges us to find solutions to raise children capable of being themselves, as masterfully emphasised by T. Baconschi, in a writing dedicated to education: "Education is precisely the systematic effort to prepare the ground for authentic emancipation." (2019, p. 33)

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

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THE WORLD MENTAL HEALTH DAY - A SIGNAL TO TAKE CARE OF OURSELVES

The World Health Organization marks the World Mental Health Day every year, on 10 October. This year's topic was mental health at work.



On this occasion, in response to the invitation of Cărturești Brașov Bookstore, teaching personnel of the Faculty of Psychology and Education Sciences participated in an event dedicated to this day.



The discussions focused on topics such as burnout, mental health and self-care, and were led by Assoc. Prof. Dr. Camelia Truța, Assoc. Prof. Dr. Laura Teodora David, Assoc. Prof. Dr. Laura Elena Năstasă and Prof. Dr. Ana Maria Cazan.

In the welcoming space of Cărturești Bookstore, the numerous participants identified personal resources they can rely on to manage demanding situations, self care-related strategies and techniques, stress-generating factors, the difference between disorder and emotional imbalance.

The event was open to the general public, and the large attendance demonstrated both the high interest in this topic and the need for debate, and the subject's closeness to normality.



The negative effects of the disregard for mental health are reflected on all areas of a person's functioning and are not limited to the person concerned, but are also reflected on all those with whom s/he relates.

The central message of the event is that mental health cannot be treated just one day a year, but must be a daily pursuit.

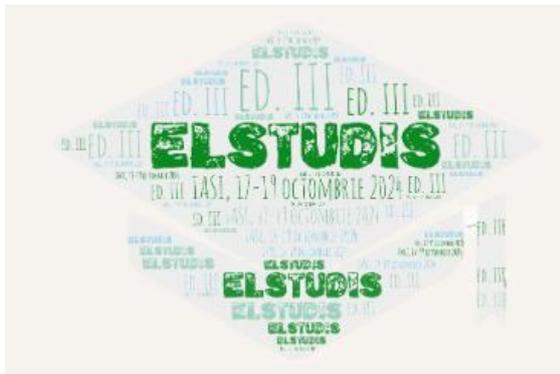
Assoc. Prof. Dr. Laura Teodora DAVID
Faculty of Psychology and Education Sciences

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THE MOST AWARDS FOR THE STUDENTS IN ELECTRICAL ENGINEERING, FACULTY OF ELECTRICAL ENGINEERING AND COMPUTER SCIENCE AT *ELSTUDIS 2024* SYMPOSIUM OF IAȘI

ELStudIS International Student Science Symposium, in its 3rd edition, organised simultaneously with the International Conference on Electrical and Power Engineering, EPEi 2024, took place in Iași, between 17 and 19 October 2024.

The students' papers fell within the following thematic fields: Electrical energy from renewable sources. Energy applications; Artificial intelligence in the electrical and energy fields; Metrology and measurement systems; Computer applications in electrical engineering; Management systems and environmental policies; Modern techniques in the electro-energy system; Advanced materials in the electrical field; Control and applications in robotics; Electronic devices, machines and appliances in drive systems.



The symposium brought together papers presented by students from prestigious universities of the country and abroad: "Politehnica" University of Bucharest, Technical University of Cluj Napoca, "Gheorghe Asachi" University of Iași, University of Medicine, Pharmacy, Sciences and Technology of Târgu Mureș, Technical University of Chișinău, and more. The papers were structured under two sections – Electrical Engineering and Energy Engineering.

On behalf of UNITBV, five papers were presented under the Electrical Engineering section, four of which were awarded, as follows:

- Adrian Lixândroi, first prize, coordinated by Assoc. Prof. Dr. Eng. Lia Elena Aciu;
- Andreea - Alexandra Brezuiță, Ștefan - Gabriel Chivoiu, Alexandru Bularca, Ferencz Cârnu, George Bănucu, second prize, coordinated by Lect. Dr. Eng. Alexandru Dinu;
- Bogdan - Ioan Oprea, third prize, coordinated by Lect. Dr. Eng. Laura Mihaela Leluțiu;
- Andreea Cozma, Robert Peloiu, Mention, coordinated by Prof. Dr. Eng. Corneliu Marinescu.



The students in the bachelor's study programme Electrical Engineering and Computers (taught in English) and in the master's study programme Advanced Electrical Systems (taught in English) proved their passion for and professionalism in approaching and solving topics of interest in electrical engineering, implementing the knowledge acquired during their student years.

Assoc. Prof. Dr. Eng. Lia Elena ACIU
Director of Department
Faculty of Electrical Engineering and Computer
Science

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HANDS-ON EXPERIENCE AT INFINEON FOR THE STUDENTS OF THE FACULTY OF ELECTRICAL ENGINEERING AND COMPUTER SCIENCE

On 30 October 2024, thirty students of the Faculty of Electrical Engineering and Computer Science, accompanied by Prof. Dr. Eng. Dan Nicula and Lect. Dr. Eng. Alexandru Dinu visited three laboratories (*Test Engineering, Component Verification, Application Engineering*) of Infineon company, at its headquarters in Bucharest.



The students were presented with the complete development cycle of an integrated circuit, and saw various workstations where the integrated circuits were subjected to tests of resistance to extreme environmental factors (very low and very high temperatures, strong magnetic field, etc.).

The procedures for testing electronic circuits under different environmental conditions were described to simulate even their aging process. This experience allowed the students to see the means used for the technological processes they learned about at faculty, and to analyse the specificity of several jobs in their field of study.

These visits to companies attest once more for the relevance and necessity of the academic disciplines for various fields (for example, the ones in the field of the integrated circuits, electronics with its branches, etc.).

The students enjoyed this experience, which was enhanced by the joint effort of the academic teaching personnel and Infineon Romania company, as a result of the good relations that Transilvania University of Braşov maintains with industry.

Lect. Dr. Eng. Alexandru DINU
Faculty of Electrical Engineering and Computer
Science

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LAUNCH OF THE ERASMUS+ PROJECT “EMPOWERING SPECIALIZED LANGUAGE ACQUISITION WITH INTEGRATED AI” – ELITE-AI

Between 17 and 19 October 2024, Transilvania University of Braşov hosted, as coordinator, the official launch of the Erasmus+ project *Empowering Specialized Language Acquisition with Integrated AI* – ELITE-AI.



The project brings together partners from Slovenia, Croatia and Italy, and aims at modernising the process of foreign language acquisition with digital tools and the integration of artificial intelligence (AI), offering the beneficiaries (students, academic teaching personnel, researchers) updated working methods in the field of specialised languages, with an emphasis on the ethical side of the approach.

Thus, the project aims at implementing the most appropriate AI solutions to facilitate learning in the context of professional communication, in various fields such as: tourism, mobilities, law, criminal justice, education, marketing via online social media, sports, starting from an analysis of the literature and the available digital tools for integrating AI in education and in the specialised language teaching environments, and continuing with the development of its own language acquisition solutions. The launch event brought together professors, researchers and education experts of the four

partner countries. Assoc. Prof. Dr. Andreea Nechifor (project manager) and Lect. Dr. Cristina Dimulescu (researcher) at the Faculty of Letters, Transilvania University of Braşov, were joined by representatives of the implementation teams from the partner institutions: Assoc. Prof. Dr. Mojca Kompara Lukančič and Dr. Tilen Smajla from Univerza V Mariboru, Prof. Dr. Iva Blažević and drd. Jelena Gugić from Sveučilište Jurja Dobrile u Puli, and Assoc. Prof. Dr. Francesco Costantini from Università degli Studi di Udine. During the opening session, Prof. Dr. Gabriela Chefneux, Vice-Dean for Research and Prof. Dr. Răzvan Săftoiu, Director of the Department of Theoretical and Applied Linguistics, Faculty of Letters, expressed their support for the successful completion of the working stages. During the three days of the meeting, the implementation strategies and collaboration plans for the next two years were discussed. With the direct support of Transilvania University of Braşov, the participants in the project launch meeting tasted the local flavour of the Romanian culture.

The ELITE-AI project aims at resonating in the long term with the academic community members through its expected results: a handbook on integrating AI into foreign/specialised language teaching, a database of AI solutions for teaching specialised languages, an online lesson plan for specialised language acquisition through AI, three workshops for the specialists interested in the field of applied linguistics, six research articles, three databases with observation sheets, two guidelines for quality assurance and ethics, and a monograph on foreign language acquisition through AI.

All the results will be open to consultation on the project website <https://elite-ai.unitbv.ro/>, and any questions can be addressed directly to the implementation team members at: elite-ai@unitbv.ro.

Assoc. Prof. Dr. Andreea NECHIFOR
Faculty of Letters
Department of Theoretical and Applied Linguistics
Project manager ELITE-AI

KINEDOK AT BRAȘOV. ANNIVERSARY EDITION

The tenth edition of the European programme KineDok Brașov, an event organised by One World Romania Association and Artburg Cultural Association in partnership with the Multicultural Centre of Transilvania University of Brașov, took place between 8 October and 5 November.



During the month of October, on every Tuesday, the audience of Brașov could watch European movies, with a diverse set of themes, and get involved in the discussions that followed each screening, alongside our guests, directors and experts in various fields.

The festival started with the screening of the film *+ - 90* (Slovakia, 2022, directed by Marek Kuboš), awarded at One World Slovakia and at Ji.hlava International Documentary Film Festival in 2022. In his latest film, the director Marek Kuboš enters a dialogue with his colleagues in the casting of the Slovakian documentary. Kuboš brings together representatives of three generations who conducted their activity before and after the 1990s to discuss the technical and economic challenges specific to each period, the ethical dilemmas, and the challenges that documentary film will face in the future.

Smiling Georgia (directed by Luka Beradze, Georgia / Germany, 2023, 62 min.), screened on 15 October brings to the fore the 2021 electoral campaign in Georgia, when the president of that time, Mikheil Saakashvili, promised free dental services to the disadvantaged citizens. *66 Seasons* (directed by Peter Kerekeš, Slovakia / Czech Republic, 2003, 86 min.) presents the history of the Municipal Swimming Pool of Košice around which, over the years, the whole community of the Slovakian

metropolis: Czechs, Germans, Hungarians, Slovaks, young or old, had periodically gathered. The swimming pool thus becomes a witness to the great history, bearing the traces of its changes, but also a point of reference in the histories and destinies of all those who chose to spend part of their leisure time there. The last evening of documentary film brought to Brașov *Photophobia* (directed by Ivan Ostrochovský, Pavol Pekarčík, Slovakia / Czech Republic / Ukraine, 2023, 71 min.), a film about the war in Ukraine, specifically about Niki, aged 12, and his family, led by the threats of the Russian attacks to take shelter in the subway station of Harkiv.

A premiere at this year's edition was the evening dedicated to VR short films, where the animations *Darkening* (directed by Ondřej Moravec, Czech Republic / Germany, 2022, 25 min.) and *Goodby Mr. Octopus* (directed by Amaury Campion, France / USA 2020, 9 min.) could be watched.



KineDok is a unique programme all over Europe in its scale, taking place simultaneously in six partner countries: Czech Republic, Slovakia, Hungary, Croatia, Georgia and Romania, where it is coordinated by One World Romania Association. Each of the participating countries contributes the latest documentaries, which then run in hundreds of locations across all six of them, thus generating an impressive cultural community.

Anca PAPANA

Multicultural Centre of Transilvania University

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DRACULA BETWEEN POP CULTURE AND TOURISM - BLENDED INTENSIVE PROGRAMME (BIP) ORGANISED FOR THE UNITA STUDENTS

Between 28 October and 1 November 2024, Transilvania University of Braşov, in partnership with six universities of the UNITA Alliance, organised the blended intensive programme *Dracula Between Pop Culture and Tourism*.



It brought together students and academic teaching personnel who explored the influence of the Dracula myth on the image of Romania as a tourist destination brand. The event included conferences and field activities in Braşov, Bran, Sighişoara, Rupea, Saschiz and Viscri.



The approached topics ranged from the evolution of the Dracula myth in the international literature and cinematography to its impact on the local economy and contemporary reinterpretations of the character.

The 25 students benefited from interdisciplinary perspectives offered by international experts in

fields such as cultural heritage, tourism, history, marketing and communication.



The programme came to pass due to professors within Transilvania University of Braşov and representatives of the partners universities, including Université de Pau et des Pays de l'Adour, Université Savoie Mont Blanc (France) and West University of Timişoara. Moreover, all participants had the opportunity to enjoy a few moments of Dracula Film Festival.



The project highlighted the connection between tourism and mythology, giving the students an insight into the European cultural diversity and how the Dracula myth can support the development of local communities by capitalising on the cultural heritage, declared Dr. Giovanna Hendel, coordinator of UNITA Cultural Heritage Hub.

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

INSPIRATION FOR A CAREER IN MATERIALS SCIENCE AND ENGINEERING. VISIT OF THE 12TH GRADERS OF "MIRCEA ELIADE" THEORETICAL HIGH-SCHOOL, ÎNTORSURA BUZĂULUI, TO THE RESEARCH AND DEVELOPMENT INSTITUTE

The pupils of "Mircea Eliade" Theoretical High School of Întorsura Buzăului ended their series of activities for the week of the national programme A Different Kind of School with a visit to the Research and Development Institute within Transilvania University of Braşov, which was made in the framework of the activity "Choose Your Career!"



During this meeting, the activities were conducted under the guidance of the management and teaching personnel of the Faculty of Materials Science and Engineering. They guided the pupils into a world fascinating and challenging alike, in the universe of materials engineering, thus succeeding in opening new horizons for the young people to see the numerous career opportunities in the pursued field.



The pupils were encouraged to participate in various group activities, and the winners were awarded with products obtained through 3D printing technologies. Among the activities particularly appreciated by the pupils, according to their assessment, the following could be identified "3D Scanning and Printing", "Virtual Welding", as well as "How to Use the Thermographic Camera".



During this visit, they also had the opportunity to explore the labs of thermal analysis, surface engineering and materials processing techniques.



A great experience that we intend to repeat with other pupils as well!

Lect. Dr. Eng. Simona Corina RADU
Faculty of Materials Science and Engineering

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“MAN AND HIS CITY” AND “BEYOND THE FENCE” – EXHIBITION OF VISUAL SOCIOLOGY ON THE ESPLANADE OF TITULESCU PARK



On the occasion of the opening of the new 2024-2025 academic year, the Faculty of Sociology and Communication within Transilvania University of Brașov, with the support of Brașov City Hall and of the University's Multicultural Centre, opened the 7th outdoor exhibition of visual sociology, which reunites, this year as well, two projects: “Man and His City” and “Beyond the Fence”.



The exhibition brought to the fore the award-winning projects of “Anton Golopenția” Student Scientific Research Circle, and consisted of the artworks created by the undergraduate students in the *Communication and Public Relations* and *Social Work* study programmes. The exhibition coordinators and curators were: Adjunct Professor Dr. Cristian Bălăcescu and Assoc. Prof. Dr. Ștefan Ungurean.

“Basically, it is about a «magazine» set in the street; accordingly, not about several copies distributed to each one, but one shared to all, another version of communication. It must be read and seen carefully because what we have decided to raise before your mind has meaning, significance, beyond the apparent «banality» glimpses of stories told by people we would consider «ordinary»”, declared Cristian Bălăcescu, one of the exhibition curators.



The purpose of placing this exhibition in a heavy foot traffic area was to bring the stories in the midst of the community, stories which, despite their marking individual existences, are forays into both the world of the village and the urban space.

The exhibition was opened on 1 October, on the esplanade of Nicolae Titulescu Park (opposite the T building of Transilvania University of Brașov), and the exhibits could be visited until 15 October.

Assoc. Prof. Dr. Arabela BRICIU, Vice-Dean
Faculty of Sociology and Communication

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PAPERCUTS. FESTIVAL OF POETRY ON PAGE

On 18 and 19 October, the Multicultural Centre hosted *Papercuts. Festival of Poetry on Page*, an event organised by the Faculty of Letters.



Papercuts is a festival of poetry understood as an artistic craft, as a double process, both creative and critical, individual, but also plural, of edited, rewritten and revised poetry, namely of the poetry travelling the distance from the dictation of the mind to the book page where it can act as a complex mechanism of words and lines capable of triggering effects and eliciting emotions in anyone and anywhere, even far from the writer's actual presence.

For two days, Papercuts brought to Braşov outstanding contemporary poetic voices, whether established or emerging, as well as publishers of poetry who edited impactful and successful collections: Svetlana Cârsteian, Alex Ciorogar, Dan Coman, Mina Decu, Florin Dumitrescu and OBEAH, Emilian Galaicu-Păun, Mugur Grosu with Lumi Mihai, Cristina Ispas, Claudiu Komartin, Mihók Tamás, Iulia Militaru, Dmitri Miticov, Florin Partene, Simona Popescu, George State and Mezzin band.

Papercuts began with the debate *Where is poetry? A discussion about poetry as an artistic and editorial*

process and continued with the guest poets' individual readings, accompanied by discussions about the creative process, both in relation to their own demands and to those of the publishers. Each day closed with an artistic event: Mezzin band's concert and Performance by 111invers1 (Lumi Mihai and Mugur Grosu). The festival also included two creative writing and poetry editing workshops held by the poets and editors Svetlana Cârsteian and Claudiu Komartin for the pupils of "Dr. Ioan Meşotă" National College, respectively the students of the Faculty of Letters.



Papercuts. Anthology, the book created within this project as an extension of the festival, includes a selection of poems by the guest authors, presented in two versions, pre- and post-editing, and accompanied by a short text in which each author details the transformation process they went through.

Anca PAPANA
Multicultural Centre of Transilvania University

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