



**Transilvania
University
of Brasov**

NEWSLETTER

No. 104 December 2020

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AWARD OF THE YEAR. ERASMUS+ (PA-MERAS) MOBILITY

Between October and November 2020, the 4th edition of the competition "Prize of the Year - Erasmus + Mobility" (PA-MERAS) took place. This competition is organized annually by Transilvania University of Braşov, with a view to promoting the Erasmus+ mobility programme among our students, to increasing the quality of the students' professional results during the mobility, as well as to forming an Erasmus+ student group that contributes to a higher quality of the education within the University.

PA-MERAS enjoyed the participation of 13 of the approximately 150 students benefiting from an Erasmus + mobility during the academic year 2019-2020. The candidates came from 7 of the 18 faculties, representing both engineering and humanities.

The winner of this edition was Ioana Alexandra Mircea, from the Faculty of Sociology and Communication, who convinced the members of the selection committee that her remarkable results obtained during the internship at *University of Madeira*, Portugal qualified her for the title of best performer of the Erasmus + mobility of the year.



Six of the 13 PA-MERAS candidates carried out an Erasmus+ internship at partner universities or organizations in the European Union. The internship period gave the students the chance to experience the applicability of previously accumulated theoretical knowledge, to benefit from access to modern equipment of host institutions, to practice teamwork, organizational spirit and attention to detail, thus preparing for their future status of employees. For the 7 PA-MERAS competitors who chose the study mobility, the Erasmus + semester was the way to discover new values of the professional field in which they are preparing, to gain a new vision of the

academic environment. They experimented new teaching and examination methods, developed their specialized technical vocabulary in a foreign language, benefited from valuable theoretical and practical training, obtaining exceptional academic results. The PA-MERAS competitors emphasized in their essays not only the professional, but also the personal benefits brought by the Erasmus+ experience, describing the mobility as "a life experience that cannot be fully put into words, but only lived, enjoyed. Erasmus was the decision that would change the monotonous course of my life into something great and beautiful!" (Ana-Maria Simulescu, Faculty of Psychology and Educational Sciences, internship at *ExAct Malta Limited*, Malta).

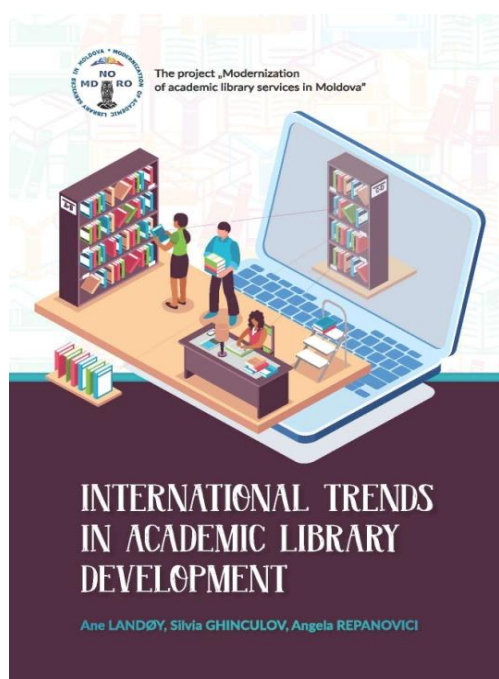
"Who could have imagined that, starting from a simple hope, the Erasmus + experience in Madeira would change my life and be the most beautiful experience lived so far?! It was an unimaginably beautiful dream, with many extremely pleasant and magical surprises. Who could have imagined that in three months, the magic made it possible for me to appear three times on the national television of Portugal, the local broadcasting station in Madeira, RTP Madeira, to be invited by the journalists here to visit their headquarters, to sing in Madeira Viva show of this station, to discover connections between Madeira and Braşov?!" (Ioana Alexandra Mircea, Faculty of Sociology and Communication - internship at *University of Madeira*).

"The decision I made changed my life and I have absolutely no regrets! Erasmus+ is more than an academic experience. It is an experience that matures and makes you realize that nothing is impossible if you really want to. I dare say the decision to go to a foreign country was a challenge, a memorable one, which I recommend to any student who wants to develop and experience new cultures and a different lifestyle." (Ioana-Maria Stăniloiu, Faculty of Economics and Business Administration, study mobility at *Istanbul Aydın University*, Turkey).

Oana ȚONEA,
Officer for Erasmus + Outgoing Student Mobility

AN IMPORTANT TROPHY FOR THE PARTNERSHIP OF THE UNIVERSITIES OF THE REPUBLIC OF MOLDOVA, ROMANIA AND NORWAY

The Librarians' Association in the Republic of Moldova (ABRM), announced on Thursday, 12 November 2020, the winners of the National Contest "The most successful works in the field of Library and Information Sciences" for 2019. This year, the first prize was awarded for the work "International Trends in Academic Library Development", edited within the Project "Modernization of academic library services in Moldova" with the support of the Ministry of Education, Culture and Research of the Republic of Moldova.



The project was funded by the Norwegian Programme of Cooperation with Eurasia in the field

of higher education, developed in partnership by 18 university libraries in the Republic of Moldova, the University of Bergen, Norway and Transilvania University of Braşov, Romania - through the international expert Prof. Dr. Angela Repanovici.

Ane Landøy (Norway), Silvia Ghinculov (Moldova) and Angela Repanovici (Romania), the editors of this volume wanted to share the beautiful experience of the project by publishing materials that address all topics of interest discussed on the platform of the partnership: new trends in information service, marketing, scientometry, bibliometrics, open access, institutional digital repositories, information culture, data management research, pedagogical techniques, academic writing centres and others.

The paper is addressed primarily to university librarians who will be able to use the information in the work process, in writing new projects and for the improvement in the field. It is useful to all leading factors within universities, ministries, with a view to using university libraries as support institutions for education, scientific research and progress.

Natalia CHERADI, Dr. in Communication Sciences
Deputy Director, Library of the Academy
of Economic Studies of Moldova

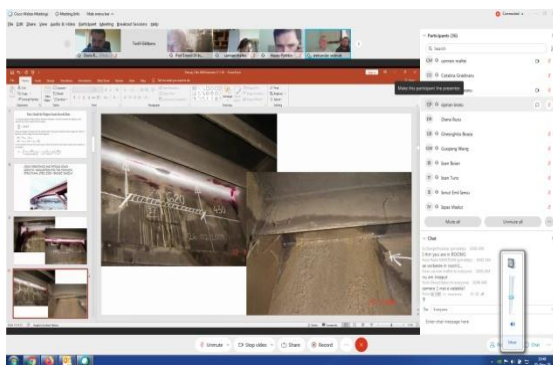
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THE INTERNATIONAL CONFERENCE - CIBv 2020

The 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 at the international level.



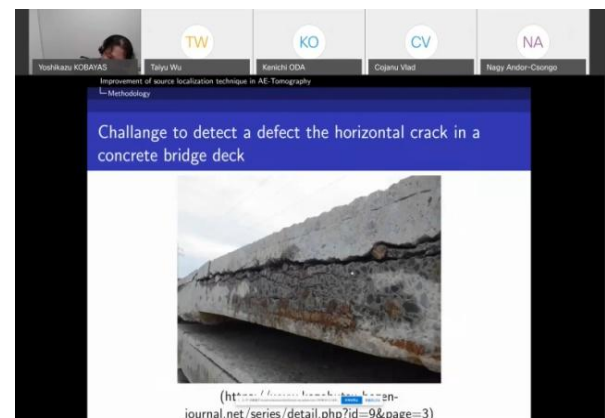
The purpose of the CIBv conference is to provide a platform for researchers, engineers, academics, as well as professionals from all over the world to present their research results and development activities. It also provides participants with opportunities to exchange new ideas and experiences of application, 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 the CIBv2020 International Conference. The event, now in its 15th edition, was held online on 5 and 6 November. This year, guests from 11 countries attended the event, with 10 presentations in plenary and 60 presentations in 6 parallel sessions: *Building Materials and Renewable Energy, Energetic Performance, Circular Economy and Urban Planning, Analysis and Design of*

Structures. Numerical Approaches, Vulnerability Assessments and Risk Analysis, Technologies and Design in Roads and Railways, Building Services Design for Energy Efficient Buildings.

The conference proceedings were of presentation type (video or poster); therefore, during the event the articles were defended by the participants and were followed by questions and discussions on the research results.



We had the honour of having as guests in the plenary session His Excellency the Ambassador of Malta, Mr. Prof. Dr. Arch. Lino Bianco, along with Prof. Guanchong Li, Prof. Shi Yan and Prof. Shui Yu from Shenyang Jianzhu University, China, Prof. Konstantinos Papatheodorou from *International Hellenic University*, Greece, Prof. Aleksandar Sedmak from *University of Belgrade*, as well as Prof. Emeritus Radu Băncilă, from the Polytechnic University of Timișoara.

Through the content of the presentations and debates that took place, this scientific event achieved its purpose, the one of promoting exchanges of ideas on topical issues falling within 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.

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

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"HORIA D. PITARIU" NATIONAL CONFERENCE OF INDUSTRIAL - ORGANIZATIONAL PSYCHOLOGY



The 20th National Conference on Industrial-Organizational Psychology "Horia D. Pitariu" took place between 27 and 29 November 2020, the event being organized online by the Association for Industrial-Organizational Psychology (APIO) and the Faculty of Psychology and Education Sciences (Transilvania University of Brașov).

Now in its 20th edition, the APIO conference is one of the most important events of this type in Romania, both for researchers and for practitioners, being an excellent opportunity for all APIO members and supporters to meet in a relaxing and stimulating environment, which encourages professional discussions and exchanges of good practice.

The main theme of this edition was *Entrepreneurship - Challenges for I / O Psychology*. Continuing the tradition of APIO conferences, the current and future practitioners were offered a series of workshops to train the relevant professional skills in the field of human resource psychology: *Causal inference: Assessing the impact with the model of discontinuous regression* (Dr. Marian Popa), *Managerial support as a resource for the emotional balance of employees in times of crisis* (Prof. Dr. Dragoș Iliescu), *Writing research reports in R* (Dr. George Gunesch Luca), *Dysfunctional behaviours in drivers: accident prevention and intervention* (Prof. Dr. Mihaela Rus), *Organizational change and anxiety* (Dr. Cristina Maria Bostan).

The special guests of this year's edition, Prof. Christian Korunka (University of Vienna) presented a lecture entitled *Intensification and flexibilization as important trends in the current world of work*, and Prof. Hans de Witte (University of Leuven) presented a summary of his research in his lecture entitled *The Burnout Assessment Tool – a new take on an old concept*.

The series of *state-of-the-art* presentations in Romania continued with the guest of this edition, Assoc. Prof. Dr. Ana-Maria Cazan, who presented a lecture inspired by the current context, *Always connected. Background and implications of technology on well-being*. Current topics of analysis were also addressed in the debate panels: *Entrepreneurship between opinions, realities, difficulties and insights* (Lect. Dr. Lavinia Țânculescu-Popa) and *The new normal or what will the future of labour look like after COVID-19?* (Prof. Dr. Delia Virgă). Exchanges of scientifically validated research ideas and good practices were made during the scientific communication sessions, 30 papers being presented this year.

The participants' feedback was positive, the high scientific quality of the event, the efficient organization, the involvement of renowned specialists in organizational psychology from Romania and abroad being especially appreciated, which encourages us to organize the 21st edition in Brașov, too, be it in a virtual format.

This year's APIO conference offered us a new experience, which is a challenge for all of us, under circumstances that will probably mark a new era in the world of labour and in industrial-organizational psychology.

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

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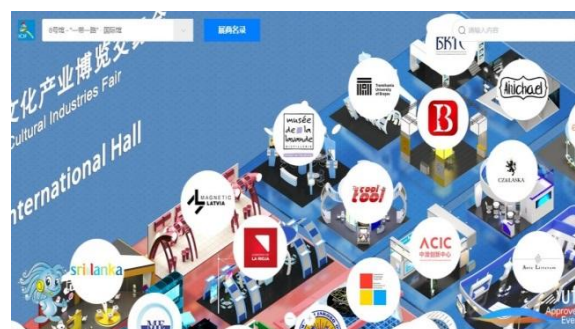
ONLINE PARTICIPATION IN THE CULTURAL INDUSTRIES FAIR OF SHENZHEN, CHINA

Romania was represented this year as well, at the largest fair of cultural industries in Shenzhen, China, by Transilvania University of Braşov. The 16th edition of this event - *The 16th China (Shenzhen) International Cultural Industries Fair (Cloud ICIF)* – took place online between 16 and 20 November 2020 and attracted, according to the organizers, 14,16 million visitors, including 29.716 visits from outside China.

Due to the specific conditions caused by the COVID-19 pandemic, this event took place for the first time in the virtual environment, under a unique concept in terms of graphics, virtual reality and possible interaction between exhibitors and visitors, managing to attract no less than 3.243 organizations, the number of exhibitors being this year on the increase by 40,3% compared to 2019.



The organizers managed to recreate in the virtual environment (<https://prod.cnicif.com>) the entire content of the fair, with spaces dedicated to all exhibitors, either in the form of dedicated web pages or in the form of virtual stands. UNITBV had its own stand in the international section 8 “The Silk Road”, meant to bring together cultural, educational and other services and products dedicated to the creative industries from over 30 countries and regions.



With the help of the function “Live Chat”, the visitors were able to interact and ask questions to UNITBV representatives during the five days of the exhibition, with a view to knowing as much as possible about Romania, Braşov, the specificity of our academic institution, its study programmes taught in foreign languages, the personalized scholarship offers for international students, as well as about the existing collaborations between China and UNITBV. Echoes of the participation of the University of Braşov in the 16th edition of the International Fair of Cultural Industries of Shenzhen, China have appeared in publications such as: *Shenzhen Daily*, *Eye Shenzhen*, *Shenzhen Government Online*, etc.

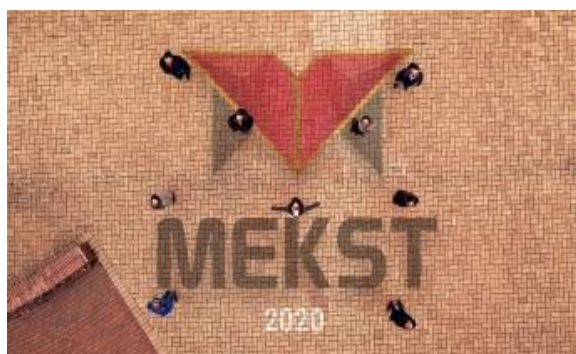
Transilvania University of Braşov was represented at this fair by: Victor Briciu – Associate Professor at the Faculty of Sociology and Communication, Daniel Voinea – Doctoral Student at the Faculty of Mechanical Engineering, and Sidonia-Cristina Ilisan – graduate student at the Faculty of Sociology and Communication.

Assoc. Prof. Dr. Victor BRICIU,
Office of Marketing and Image

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PARTICIPATION IN THE INTERNATIONAL CONFERENCE OF THE STUDENTS IN TOURISM AND HOTEL MANAGEMENT" (MEKST 2020)

Several students at the Faculty of Food and Tourism participated in the International Conference of Students in Tourism and Hotel Management (MEKST), which took place on 28 and 29 November 2020, in Novi Sad, Serbia.



The International Conference of Students in Tourism and Hotel Management (MEKST) was held this year in hybrid format. Thus, 50 students from the Faculty of Food and Tourism participated virtually in this conference.

The conference brought together specialists and scientists who shared experiences, ideas and applications on the participating students' aspects related to the science of tourism and hospitality management. The conference was held in two sections. On the first day of the conference, the following topics were approached: Application of digital marketing in tourism; New trends in the hotel industry; The impact of the COVID-19 virus pandemic on tourism and the hotel industry; and on the second day, a *Master class* was organized on the topic "Successful auction for international conferences", presented by Linda Pereira, expert in the field.

This conference was attended both by students in the master's degree study programme *Hospitality and Eco Agri-Tourism Management* (MOEAT) and by students in the bachelor's degree study programmes *Engineering and Management in Tourism Industry* (IMIT) and *Engineering and Management in Food Service and Agri-Tourism* (IMAPA).



"It was pleasant, and the topics interesting" (Maria Renata Toacă – MOEAT, 2nd year); "I enjoyed being part of this event" (Florina Nicoleta Dragomir – MOEAT, 2nd year); "I learned a lot about tourism and digitalization, I even had a super productive Saturday" Irina Bivolaru – MOEAT, 2nd year); "Sunday's class was awesome! The information, the presentation itself, the examples, Mrs. Professor's energy" (Diana Lepeduş – MOEAT, 2nd year); "I really liked it, for it enriched my knowledge" (Natalia Rus Crihălmean – MOEAT, 1st year); "It was a pleasant experience" (Daniela Gabriela Mitache – MOEAT, 1st year); "It was very interesting" (Teodora Ivănescu – MOEAT, 1st year); "The topics addressed were interesting. I liked it all." (Adelina Vasilica Hermenean – IMAPA, 4th year, Mihnea Prodea – IMIT, 4th year, Alexandra Georgiana Voinea – IMIT, 4th year and Dumitru Daniel Țuțui – IMAPA, 4th year); "I really liked it. All was great." (Roxana Gabriela Comșa – IMIT, 4th year); "It was very interesting." (Elena Daniela Branciog – IMIT, 4th year, Diana Gabriela Puiu – IMIT, 4th year); "I liked it. It was something new and interesting" (Georgiana Alexandra Șandru – IMAPA, 3rd year, Mihai Alexandru Mureșan – IMAPA, 3rd year, Alina-Maria Udriou – IMIT, 3rd year); "A very pleasant experience, I found new and useful information." (Carmina Mariana Panait – IMIT, 3rd year).

In conclusion, it was a very interesting experience that we intend to repeat.

Lect. Dr. Diana FORIS
Faculty of Food and Tourism

"HAVING A TALK WITH..." AT RADIO CAMPUS TRANSILVANIA

By Radio Campus Transilvania project, we always succeed in highlighting the most beautiful and interesting topics that target and attract students. One of the most broadcast shows is, without a doubt, "Having a talk with...", a radio show format in which we invite representatives of Transilvania University of Braşov, as well as other personalities from different fields of activity. The show can be watched both on the radio's website (rct.unitbv.ro), and on the Facebook page - Radio Campus Transilvania, where the live shows are broadcast, too.



In early November, we had as a guest Mr. Prof. Dr. Eng. Ioan Vasile Abrudan, the Rector of Transilvania University of Braşov. The addressed topics focused mainly on students and student life, as well as on the various activities that may be of interest to them. Dedicated, by his nature, to student issues, the Rector of our University urges students to maintain a close relationship with their professors, especially in this period marked by the COVID-19 pandemic, when it is increasingly difficult to interact. Hence, nothing should stop us from evolving, both professionally and personally.

Topics of great interest were approached, such as: the extension of the teaching activity in the online environment, the situation of the dormitories, the students' motivation to be active and involved in the online scheduled activities and finally, the internship.

Another topic dealt with the university projects, where students have the opportunity to demonstrate their skills. For example, the competition "Be Central!" aims to involve UNITBV students in the development and optimization of the administrative, teaching and research processes and activities. The competition covers three areas: the digitization of the university's processes, the improvement of the teaching activity, the adaptation of the university's processes to the special conditions (epidemiological nature included) of the activity.

For graduate or doctoral students, the research activities, conferences and scientific competitions carried out during this period in the online environment are very topical. Therefore, we can definitely say that opportunities arise when we don't forget to be central!

We have also found out that, for the next period, Transilvania University of Braşov will make available a Centre for academic writing, destined to those who want to improve in this field, a 3D printing centre, as well as a place specially arranged for various student activities. Moreover, works are in progress to modernize the university buildings, precisely in order to meet the European requirements.

At the end of discussion, we could outline a true personality of our university who cares, who worries about everything; however, let's not forget that above all, we are human! Changes take time, changes are made, not said! Therefore, let us not forget our motto: Be Central!

Arina-Codrina TACU,
Radio Campus Transilvania
2nd-year student,
Communication and Public Relations

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EUROPEAN RESEARCHERS' NIGHT 2020

European Researchers' Night is an event organized annually throughout Europe, which aims to bring the world of research as close as possible to children and young people in general. Like this year's most events, it was organized online due to pandemic restrictions.

Transilvania University of Braşov also aligned itself with this year's event, therefore on the website of the Research-Development Institute – icdt.unitbv.ro and on the Facebook page of the Institute, various videos were published, which illustrate the activity of the research centres. Among the posted videos, where we can see various car impact tests, experiments conducted within the ICDT or student innovations, several clips made in clinical laboratories were also made public.

For most people a COVID test implies emotion and fear. However, beyond the door of a laboratory, such a test is an act of professionalism, science and much attention.

How is a PCR test for COVID made? Why does it take so long for the result to come? What are the risks of such a test?

There are so many questions to which the specialists from Transilvania University of Braşov came not only with answers, but also with a practical demonstration.

We filmed in a laboratory the steps of performing a

COVID test, in order to answer many unknowns. Thus, we can see how difficult and fragile the work in the clinical laboratory is, and how rigorous the procedure, too.

The film was done for demonstration purposes by the staff of a clinical laboratory in Braşov.

This is just one of the videos that were posted online on Friday, 27 November, on the occasion of the event *European Researchers' Night 2020*. All of them could be watched on the website of the University's Research-Development Institute icdt.unitbv.ro/ro/noaptea-cercetatorilor, but also on the Facebook page of the institute and that of the University.

Moreover, during the evening, those interested could also watch a *live* debate, themed "How to develop Braşov through research and innovation?" The debate was also honoured with the presence of the Vice-Rector for scientific research and informatization, Prof. Dr. Carmen Buzea, the Mayor of Braşov, Allen Coliban, and Cătălin Ciupală, mathematics teacher, at Andrei Şaguna College.

Mirela CORNEA,
Communication Office
Transilvania University of Braşov

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NOAPTEA CERCETĂTORILOR EUROPENI ESTE UN EVENIMENT FINANȚAT DE CĂTRE COMISIA EUROPEANĂ, PRIN ACȚIUNILE MARIE SKŁODOWSKA-CURIE

**NOAPTEA
CERCETĂTORILOR
EUROPENI 2020**

27 NOIEMBRIE
17:00 - 22:00
ONLINE

DISTRICT HUB coresi

Institutul de Cercetare-Dezvoltare AL UNIVERSITĂȚII TRANSILVANIA DIN BRAȘOV

Universitatea Transilvania din Braşov

KRONMED NATIONAL CONGRESS FOR STUDENTS AND YOUNG DOCTORS



The second edition of *KronMed* National Congress for Students and Young Doctors took place between 19 and 22 November 2020. The event was organized by the students of the Faculty of Medicine, members of the Scientific Association of Medical Students of Braşov, with the support of the management of the Faculty of Medicine.

Given that the epidemiological context caused by the SARS-COV-2 virus created uncertainty about the way of conducting the congress, the scenario of an online event had been considered since the very beginning by medical students at the foot of Tâmpa Mountain. Thus, could ensure the success of the second edition of KronMed National Congress for Students and Young Doctors held, this time, in the online environment. Throughout the organization of the event, we were guided by the passion for science, the desire for knowledge and self-improvement that we share with future young doctors nationwide.



In only a few months, over 150 *welcome kits* were delivered to the participants from all over the country, a new platform on which the congress would take place was being tested day and night by the team of volunteers, and the lecturers and *workshop* coordinators were constantly looking for new ways of increasing the interactivity of the events. KronMed thus becomes the first national congress organized by students, which takes place exclusively online and ensures the delivery of *welcome kits* to all its participants.

The motto of the congress thus turns from “Aspire to Inspire” into „Aspire to Inspire – responsible, safe, online!”

During the second edition of the national scientific event, over 50 events took place, of which: 16 conferences, 35 workshops and no less than 3 sessions for the presentation of scientific papers. Important actors of the Romanian medical field, international lecturers and, of course, professors at Transilvania University of Braşov appeared on the KronMed virtual stage. They approached various topics and addressed the students at the outset of their journey, as well as the graduates of the Faculty of Medicine and the young residents.

The scientific event stood out by the high quality of its scientific programme and by its organization, managing to attain 98% satisfaction among its participants (according to the reviews received).



Still at the onset, the KronMed story will definitely not stop here!

The Scientific Association of Medical Students of Braşov, together with the Faculty of Medicine, aims to surpass its performance by organizing the third edition, in November 2021.

President of *KronMed* National Congress for Students and Young Doctors,
Matei RADU, student
Faculty of Medicine

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THE SECOND EDITION OF THE EVENT *TRANSILVANIA GAME JAM 2020*



The second edition of Transilvania Game Jam (TGJ), organized by TomorrowHub and the Research and Development Institute of Transilvania University of Braşov took place in the period 7-8 November 2020. The first edition of the event TGJ2019 was a great success, so we set out to continue this year. Due to the current epidemiological situation, TGJ2020 took place online on the Big Blue Button platform.

During the event, 45 participants benefited from workshops / online presentations in which topics on *game development*, *3D art* and *game design* were approached. The mentors were experienced people from the academic environment and the private sector who aim to help young people develop in this direction.

One of the objectives proposed by the organizers of this event is to stimulate the community of programmers and those passionate about digital games.

Even if Transilvania Game Jam is about teamwork and socializing, this year is a completely different one, so we set out to be creative and safely learn new things about a field of the future, namely *game development*.

The program of the TGJ2020 event held during the two days included:

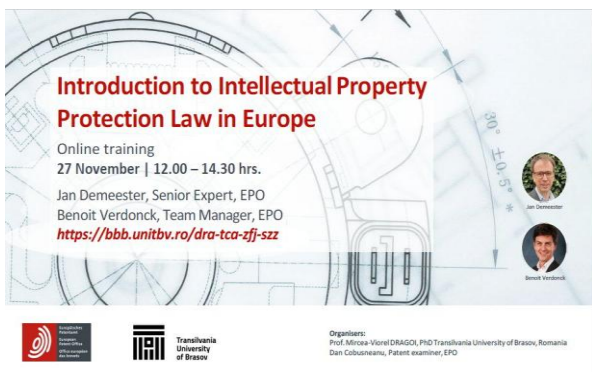
- *Saturday, 7 November, 2020.*
 - Mihai Gheza, Cezar Cocias - *Machinations.io - intro, case study & interactive workshop;*
 - Riccardo Galdieri - *From zero to hero - from an idea to a prototype in less than a Jam time.*
- *Sunday, 8 November 2020*
 - Codruţ Ivănescu - *Creating 3D graphics for game development;*
 - Virgil Bellini - *Language of the world - Art fundamentals and tool pipeline for jamming prototypes;*
 - Dragoş Silion - *Learning to express creativity through XR.*

Daniel VOINEA,
Research and Development Institute of Transilvania
University

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ONLINE TRAINING WITH THE THEME *INTRODUCTION TO INTELLECTUAL PROPERTY PROTECTION LAW IN EUROPE*

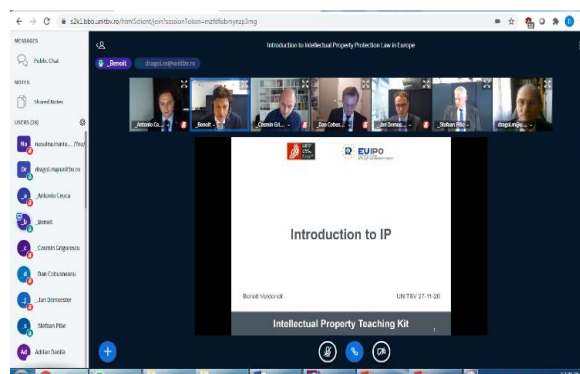
An online training themed: *Introduction to Intellectual Property Protection Law in Europe* was held on 27 November 2020.



The activity was organized by Transilvania University of Braşov, through the department of Manufacturing Engineering, as a beneficiary, and the *European Patent Office* (EPO) as a supplier, and it was included also on the agenda of the *European Researchers' Night 2020* event.

During the almost three hours of presentations, discussions and question and answer sessions, a total of 44 participants took part in the event. The event was opened by Prof. Dr. Carmen Buzea, UNITBV Pro-Rector, who welcomed the participants, highlighted the importance and usefulness of the event and wished the proceedings good luck. After the screening of the presentation film of Transilvania University, on behalf of the project partners, Stefan Pille, Director within EPO, the Mechanics and Mechatronics cluster, made a brief introduction to the activity and objectives of EPO and highlighted the steps to be taken, with a view to obtaining a European patent. Benoit Verdonck, assessor and *team manager* brought to the attention of the participants the presentations entitled *Introduction in intellectual property* and *Intellectual property*

management. Each presentation was followed by a question and answer session. In the last part of the meeting, a lively discussion took place, during which the presenters brought, at the request of the participants, some clarifications and additional details regarding the previously presented issues.



The event was also attended, on behalf of EPO, by Dan-Mihai Cobusneanu, assessor, Jan Demeester, assessor and *senior patent expert*, Antonio Ceuca and Cosmin Grigorescu, assessors and *team managers*.

At the end of the event, the two moderators appreciated the meeting as fruitful, and considered it a first step towards a cooperation that will continue, including by the collaboration within an Erasmus + project, which encompasses modules dedicated to intellectual property management, too.

The online training took place with the support of Transilvania University of Braşov, which hosted the event through its e-learning platform and the *BigBlueButton* video service.

Prof. Dr. Eng. Mircea-Viorel DRĂGOI,
Department of Manufacturing Engineering

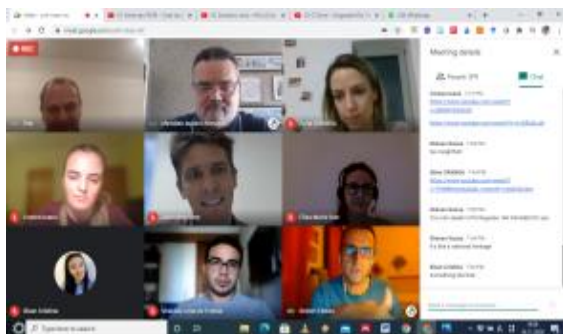
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4BRANDING CHALLENGE – DIALOGUE OF BRANDS ACCROSS THE TWO HEMISPHERES

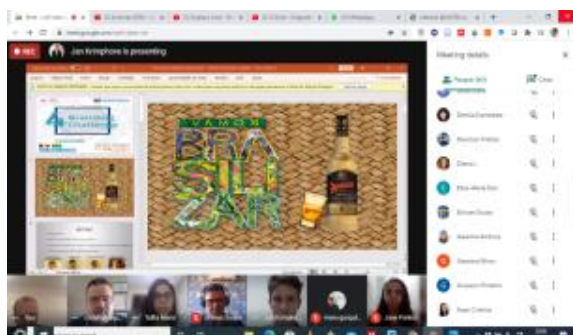
On 24 November, the seminar on *Brand Building* was a unique experience for the graduate students in Branding Campaign Management, within the Faculty of Sociology and Communication.



Its novelty was facilitated by the online format that can easily open the access to new people, places and experiences.



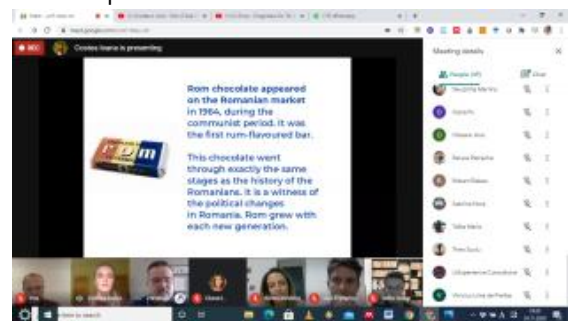
After a short training, two teams consisting of Romanian students, and two teams of students from a Brazilian university in Fortaleza, a city in the northeast of the country, held the first event in a larger series discussed with the UniChristus representatives at the first meeting held in early July this year.



If the Brazilian students chose to present a local brand of drinks, Ypioca, and a well-known international brand of beach shoes founded in Brazil, respectively Havaianas, the two teams from Transilvania University chose Rom, the candy brand with numerous award-winning advertising campaigns at European and global level, and Dracula as a tourist brand.



The event was also attended by students from the Communication and Public Relations and Digital Media bachelor's study programmes. They had two surprises. The sponsor of the online event was Mondly, and the company's representative, Diana Lăpușneanu, a graduate of the master's study programme Branding Campaign Management, provided 20 access codes for 12 months to the premium version of the language learning application. The second surprise was for the team that presented the Rom brand.



The four master students received feedback (Very well!) from Alina Crangă, *Group Brand Manager Rom*.

The next UNITBV-UniChristus online events are scheduled for March and April 2021.

Lector Dr. Florin NECHITA
Faculty of Sociology and Communication

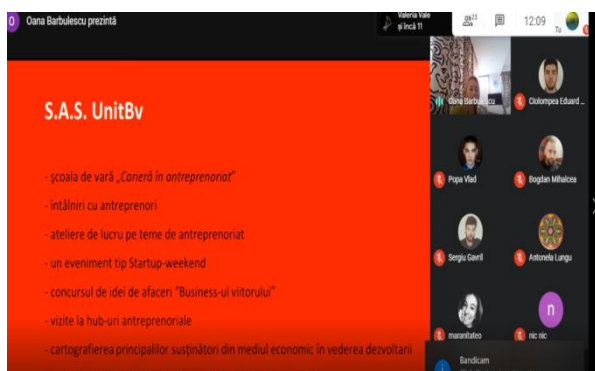
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ENTREPRENEURSHIP IN TIMES OF CORONAVIRUS. RISK OR OPPORTUNITY?

An online event organized by the Student Entrepreneurial Society within Transilvania University of Braşov, along with Assoc. Prof. Dr. Oana Bărbulescu took place on Tuesday, 17 November 2020.

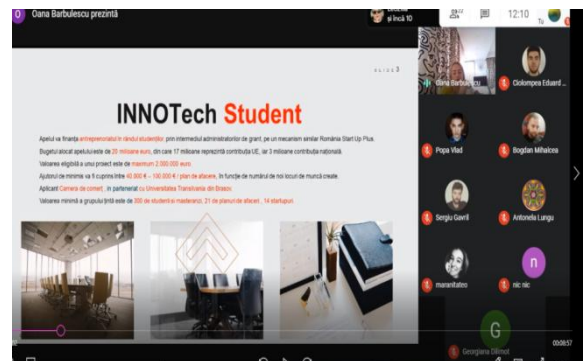


This event aims to show us that even in a more difficult period, companies can still be set up. Oana Bărbulescu spoke about the Student Entrepreneurial Society, specifying very clearly some of the benefits of this society: it organizes visits to entrepreneurial hubs, it creates an institutional framework favourable to the development and encouragement of entrepreneurship in the university environment, among UNITBV students, it supports students who want to turn a business idea into a start-up, it organizes mentoring and consulting activities for students in the field of entrepreneurship, etc.



At the same time, this company submitted, in partnership with the Chamber of Commerce and Industry, a project within the INNOTech Student call. The call will fund entrepreneurship among students, through the grant administrators, via a Romania StartUp Plus similar mechanism. The minimum value of the target group amounts to 300 undergraduate and graduate students, 21 business plans, 14 start-ups.

Assoc. Prof. Dr. Oana Bărbulescu further revealed to the audience why she chose the title “Entrepreneurship in times of coronavirus. Risk or opportunity?”, respectively the idea that an entrepreneur must see opportunities where everyone else sees only danger.



Finally, I dare say this event was extremely interesting and managed to provide valuable information to young students passionate about entrepreneurship.

Delia-Elena SOARE,
2nd-year student, Communication and Public
Relations

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TIMES FOR (RE)THINKING THE FUTURE

This autumn marks the thirtieth anniversary of the initiation of “Norbert Detaeye” Media Library project within Transilvania University of Braşov. The craftsmen of this cultural project were Norbert Detaeye, a Belgian musician and designer, and Marina Cionca, Professor. Every year, during the third weekend of November, the promoters and friends of the Media Library met to celebrate the Media Library and to plan future actions.



Norbert Detaeye



Show Fireball in the Council Square

After a while, in 1998, they decided to “descend” in the city of Braşov and thus the Etnovember festival came into being and it has become, over time, a cultural landmark of Braşov, being the longest-lived cultural project financed by an annual competition by the City Hall of Braşov and Transilvania University.



Old Romanian Music

This year, due to the known pandemic considerations, the Etnovember 2020 festival, scheduled for 21-23 November, could not be held. The authors of the project are actively waiting, looking for new forms of expression and a concept appropriate to current and especially future times.

Now, we would like to express our gratitude to the partners in the Etnovember projects, to the friends here and to the Belgian team, to the students, graduates, authorities, institutions and personalities with whom we have worked beneficially and fruitfully, to the benefit of culture, over the years. At the same time, we would like to remind you that the motto of the Etnovember festival is “Ars vincere tenebras / Art defeats darkness” – perhaps more topical than ever in contemporary history, and as a hopeful reminder, we warmly invite you to listen to the concert given by the great musician Norbert Detaeye at the Cathedral of Saints Peter and Paul in Braşov, during the Etnovember 2019 festival.

The link to the concert:

<https://www.youtube.com/watch?v=ifDq4nM0tno>

Assoc. Prof. Dr. Alin M. OLĂRESCU,
Lect. Dr. Biborka BARTHA
Faculty of Furniture Design and Wood Engineering

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POETRY MARATHON AT THE FACULTY OF LETTERS

The Poetry Marathon organized by the Faculty of Letters within Transilvania University of Braşov took place on Friday, 27 November 2020. This event was held online and was attended by Crina Bega, Romulus Bucur, Bianca Buta, Bogdan Coşa, Amalia Comănescu, Caius Dobrescu, Andrei Dósa, Vlad Drăgoi, Silviu Dudescu, Anca Dumitru, Robert G. Elekes, Dumitru Fanfarov, Alexandru Funieru, Florin Gherman, Mihai Ignat, Ştefania Mihalache, Răzvan Mitu, Denisa Păun, Andrei Peptine, Andrei Petrea, Rucsandra Pop, Ioana Zenaida Rotariu, Iulia Stoichiţ, Şerban Toader, Mihail Vakulovski, Ruxandra Novac (special guest).

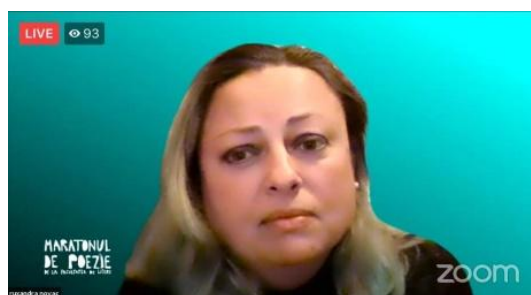


The story of the Poetry Marathon ... Where did it all start? Adrian Lăcătuş, Dean of the Faculty of Letters, explained, in the opening, how this poetry marathon came into being; 20 years ago, it was something new to organize a reading with many poets who read continuously. This marathon already has a tradition, the poetry marathon starting with the youngest writers' works and then continuing with those who have greater experience.

Therefore, in keeping with tradition, the marathon

began with the recent graduates of the Faculty of Letters. Each of those who read managed to convey the emotion of the text, while we who watched the marathon live could enjoy the creativity of all the writers.

Meanwhile, Adrian Lăcătuş presented the special guest of this event, Ruxandra Novac. She returns with a book after 17 years, interweaving a lot of registers in such a natural way



She read us a few verses:

"In the morning, November, the sea brings its filth,
from California and Canada straight into the blood.
The islands move away from each other,
The water rises slowly in the structure,
Head thrown back, to be taken straight in full,
Like a wave of oil."

In the end, the one who finished the poetry marathon was Romulus Bucur, who always delights us with his fascinating works. This edition was a successful one, even if it could not be physically attended as in other years, and it rose to the level of previous editions.

Delia Elena SOARE,
2nd-year student, Communication and Public
Relations

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BOOK LAUNCH AND READING: "FORMS OF SUNSET", BY MIHAI IGNAT

An online event supported by the Faculty of Letters within Transilvania University of Braşov took place on Thursday, 5 November 2020. This event had Rodica Ilie, Caius Dobrescu and Alexandru Matei as guests. Each of them expressed their opinion on Mihai Ignat's literary work, *Forms of Sunset*.



Mihai Ignat is Associate Professor at the Faculty of Letters within Transilvania University of Braşov. He made his debut as a poet with the collective volume *Family Portrait* and with the plaquette *Klein*, in 1995. In 2004 he debuted as a playwright as well, staging the play *Crises* on BBC Radio, London. Award-winner of UNITER and of other prestigious national competitions, with theatrical performances in the country and abroad, with plays translated into English, German, Czech, Polish, Russian, Bulgarian, Spanish, Italian and Greek, he published the theatre volumes *Four Frostbitten Onions Not Worth a Dime*, *Crises*, *Trades and Dead Ends*, *Black Sitcom*, *Four plays in One Act*, *Zippers*, *Buttons and Staples*, *Everyone Looks Ahead* and *They Are Among Us*.



His latest work, *Forms of Sunset*, was released by TracusArte Press. This publishing house is more and more present in the landscape of contemporary literature. After Adrian Lacătuş, Dean of the Faculty of Letters, had made a brief introduction of this book, the guests took turns expressing their opinion.

Thus, Rodica Ilie highlighted a few quite interesting aspects. One of them is that Mihai Ignat tried different

formulas with the latest two releases, opening a new aesthetic of writing closer to experience, closer to life than to the game with language. The poems in *Forms of Sunset* are the effect of an exorcism, just as it happens in *Coldness*. Mihai Ignat's poetry is a poetry of experience, of states, of emotions that is transferred to the page through correlatives of fear, of impotence of being, of renunciation.



Alexandru Matei noticed that Mihai Ignat, in order to have a deeper expression, invented words in his poems; and the third guest, Caius Dobrescu, discovered a similarity between the Chicago climate and Mihai Ignat's poems, to wit there may be several forms of sunset, only often in the same poem.



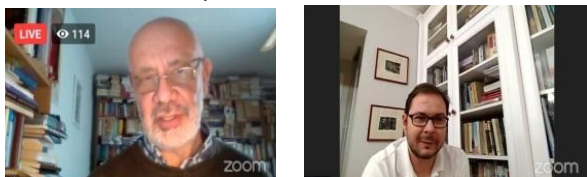
Finally, Mihai Ignat confessed that *Forms of Sunset* is the third volume of a cycle, a poetic trilogy. Begun with *The Night May Have Already Fallen* and *Coldness* and ended with this volume. He revealed some behind-the-scenes secrets about disappointments and the therapeutic value of writing. The event presented a multitude of valuable information regarding the content of the volume, and the guests pointed out what Mihai Ignat tried to convey through his work, *Forms of Sunset*.

Delia Elena SOARE,
2nd-year student, Communication and Public
Relations

BOOK LAUNCH AND READING: *ABOUT FRIENDS & LONELINESS*, BY ROMULUS BUCUR

An online event held by the Faculty of Letters within Transilvania University of Braşov took place on Friday, 13 November 2020. This event had as guests Georgeta Moarcăş, Cosmin Ciotloş şi Adrian Lăcătuş. Each of them expressed their sincere opinion about the impression given by this book: *About Friends & Loneliness* by Romulus Bucur.

Romulus Bucur was born on 11 May 1956, in Arad. He attended the University of Bucharest (Romanian-English), 1980. He is currently an Associate Professor at the Faculty of Letters, Transilvania University of Braşov. Romulus Bucur wrote many works: *Five* (1982); *Weight of Ink on Paper* (1984); *Literature, Life* (1989); *Love & Bravery* (1995); *Poetry at Annaghmakerrig* (together with Mircea Cărtărescu), *Dublin* (1996); *Ditties. Fast-food Poems* (1998); *Booklet for a Cat* (2003); *Selected Poems 1975 – 2005* (2008); *A Series of Secondary Characters* (2009); *Art of War* (2015); *Poetic Oeuvre* (2017); *Odelette to Consumer Society* (2018).



The book *About Friends & Loneliness* is a consistent book, with four different sections highlighting the art that the author presents to us.

The first guest of the event, Cosmin Ciotloş made a brief reference first to the title of the book. He brings a rather interesting observation that Romulus Bucur has always written *about friends & loneliness*. He says that this phrase appears three times in its contents and that each time, the author appeals to completed stages; it seems to be a kind of stylistic rejuvenation exercise. This volume puts down a kind of syntax of dispersion and regrouping. Romulus Bucur seems to have played with the title of his book, because he is not talking, in fact, about something, but he is talking from inside something. From inside an inner running-in that illustrates construction and deconstruction-dissipation and regrouping. In order for us to better understand the technique of the exercise, he read a few verses:

“Although you were not a miracle child,/ from an early age,/ you would have been able to write a doctoral thesis,/ about the meanings of *No.*”

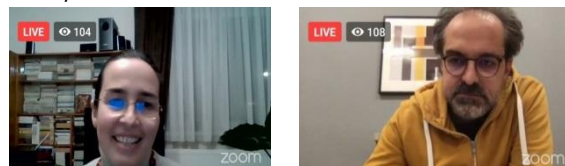
Here we notice the poet’s technique of playing

exclusively with the dimensions and textures of the font. Cosmin Ciotloş continues with a few more verses that complete this technique:

“Don’t get your hands,/ It’s not allowed,/ Not now,/ since we have no money./ I told you that you are good for nothing,/ With those hands of yours/ Maybe that’s why you learned right away,/ That No means No.”

These represent the opening to a multitude of possibilities and the closure represented by that categorical refusal.

The second guest who expressed her impressions about this reading is Georgeta Moarcăş. She states that the work is a love poem marked by bitterness, melancholy, and at the same time by very much lucidity.



Another thing she highlights is the presence of friendship she considers overshadowed by loneliness. Romulus Bucur builds these illusions (love, friendship) only to tear them apart later. Also in a dark register, she notices the poet’s directing his own disappearance, and those poems are, some of them, very overwhelming.

Adrian Lăcătuş says something highly interesting, namely, Romulus Bucur does not only write poetry, for him it is a practice of life. Many poets abandon writing, and return to it in a few years. Well, Romulus Bucur is one of the few writers who has continued to write constantly.

Finally, Romulus Bucur told us how this book came into being. He reveals that the original project was about a completely different subject (the Mediterranean world), but things occurred in life that changed his plans, in the sense that this volume was ready quickly, which allowed the author to publish it. The volume was written during this year’s isolation period, which gave the author enough time to write.

Delia Elena SOARE,
2nd-year student, Communication and Public
Relations

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STUDENTS WE TAKE PRIDE IN – IONUȚ MĂRCUȚ AND DIANA AVATAVULUI

Third prize - EntrepreneurING 2.0 Competition

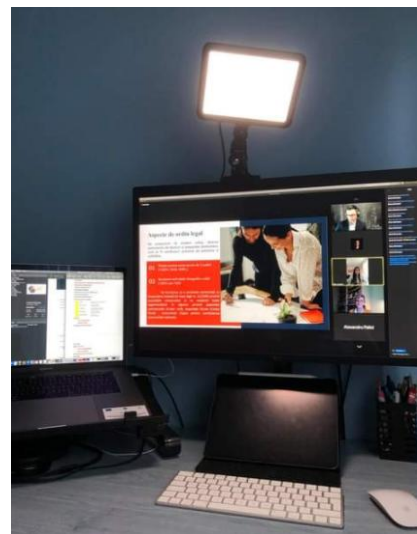
The EntrepreneurING 2.0 competition, organized by Faculty of Managerial and Technological Engineering within the University of Oradea and the Self-UP Student Scientific Centre of the faculty took place on 14 November 2020.



EntrepreneurING 2.0 is a project of Self-UP Student Scientific Circle Oradea, which aims to challenge the entrepreneurial spirit of the students in the field of Engineering and Management and to mobilize them, in an attractive learning environment, with a view to developing the entrepreneurial skills.

The competition was attended by 42 students from eight faculties / six university centres, organized in 21 teams, who met through the Zoom platform.

On behalf of the Faculty of Technological Engineering and Industrial Management of Brașov, Răzvan Cadariu and Iustin Dedu from the study programme Industrial Economic Engineering (4th year), as well as Ionuț Mărcuț and Diana Avatavului, from the study programme Engineering and Business Management (4th year) entered this competition. For achieving their projects, the students were coordinated by Assoc. Prof. Dr. Eng. Cristina Găvrus.



The jury consisted of successful professors and entrepreneurs in Oradea, who interacted with the participants, offered them new visions of their business plans and then awarded the best projects.

Among the winners were two of the students enrolled in the ITMI Faculty, Ionuț Mărcuț and Diana Avatavului, who received the third prize.

Congratulations to the students who represented us in this competition for the award, for their creativity and for their entrepreneurial spirit!

Lect. Dr. Eng. Ioana PETRE
Faculty of Technological Engineering and Industrial
Management