



**Transilvania
University
of Brasov**

NEWSLETTER

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TRANSILVANIA UNIVERSITY OF BRASOV CONTINUED THE PROGRAMME "PREPARATION FOR THE BACCALAUREATE – 2020 EXAM" DURING THE PANDEMIC BY ONLINE SOLUTIONS

The courses of preparation for the baccalaureate exam continued to take place online at Transilvania University of Brasov, between 9 May and 13 June 2020, in the midst of COVID-19 pandemic.

Our academic teaching staff supported the preparation for Mathematics (Prof. Dr. Radu Păltănea, Assoc. Prof. Dr. Florin Isaia, Assoc. Prof. Dr. Eugen Păltănea, Assoc. Prof. Dr. Olivia Florea, Assoc. Prof. Dr. Monica Purcaru, Assoc. Prof. Dr. Nicoleta Aldea), Computer Science (Lect. Dr. Vlad Monescu, Assoc. Prof. Dr. Laura Ciupală, Lect. Dr. Constantin Aldea) and Romanian Language and Literature (Lect. Dr. Alice Bodoc, Lect. Dr. Georgeta Moarcăs, Assoc. Prof. Dr. Stanca Măda, Lect. Dr. Dan Țăranu, Assoc. Prof. Dr. Ana Ene).

The mathematics courses included notions of algebra, mathematical analysis, trigonometry and geometry; and those of computer science – notions of algorithms, graphs, vectors and matrices, but also various types of problems.

In Romanian language and literature, the courses aimed to teach students how to stylistically analyse literary and non-literary texts and how to use the Romanian language correctly and appropriately in

different communication situations. Moreover, the preparation courses in Romanian language and literature were also focused on analysing the work of the great classics, canonical poets and interwar prose writers.

Pupils in their final study years were eligible to enrol in the preparation courses for the baccalaureate exam. They could choose the modules to attend, according to their preferences.

For the Romanian language and literature, the information was available on the website of the Faculty of Letters and on the new platform edu.unitbv.ro, respectively through audio-video sessions on Discord and Google Meet platforms; and for Mathematics and Computer Science, the information and on-line sessions were available on the edu.unitbv.ro platform, according to the schedule.

Synthesis made by Victor BRICIU,
Office of Marketing and Image

Source: www.unitbv.ro/stiri-si-evenimente

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ERASMUS+ EXPERIENCE IN TIMES OF PANDEMIC

Erasmus+ offers internships abroad for the students enrolled in higher education institutions. The participation in an internship is a perfect opportunity for student development, both professionally and personally.



I come from the Republic of Moldova, but I completed my post-secondary studies in Romania.

This spring, I had the opportunity to participate in an internship in my home country. I chose *Free International University of Moldova* as host institution, in order to know better the specificities of the educational system in Moldova. Initially, the practical activities should have taken place at the Dialysis Centre, where I was to provide psychological counselling to patients experiencing anxiety and depression associated with chronic diseases.

However, after a short time, the state of emergency due to the coronavirus pandemic was declared in the Republic of Moldova; therefore, the activities began to take place online.



Together with my tutor, Dr. Mohammadifard Gholamali, we adapted to the situation and found working alternatives.

I began to delve into the literature, to participate in online courses, to write academic papers, to study and debate case studies together with my internship tutor.

As to leisure time, I tried to spend it with my family.

Due to the Erasmus+ experience, I had the opportunity to learn in a familiar and warm environment, and to form a clearer picture of my future in the field of psychology.

Iulia GRABOVSKI, 1st year
*Clinical Psychology, Psychological Counselling and
Psychotherapy* Master's Degree Programme
Faculty of Psychology and Education Sciences

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TRANSILVANIA UNIVERSITY OF BRASOV DESIGNED A COVID-19 TEST LINE

A test line for coronavirus (COVID-19) consisting of a Real Time PCR device, an automatic nucleic acid extractor, a microbiological hood from Transilvania University of Brasov (the PCR device and the hood), respectively from Marin Drăcea National Research and Development Institute in Forestry (the extractor) was transferred and has been operating since late March 2020 in the laboratory of Brasov County Hospital.

The activity is coordinated by Lect. Med. Dr. Carmen Daniela Neculoiu and Lect. Med. Dr. Anca Ilea, who will be joined by 15 residents from the

Training Centre of Brasov, specializing in medical microbiology (4) and laboratory medicine (11).

Laboratory determinations are performed according to the nationally approved diagnostic algorithm. Initially, at the start of the project, 500 test kits had been purchased by the University of Brasov.

Synthesis made by Victor BRICIU,
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Source: www.unitbv.ro/stiri-si-evenimente

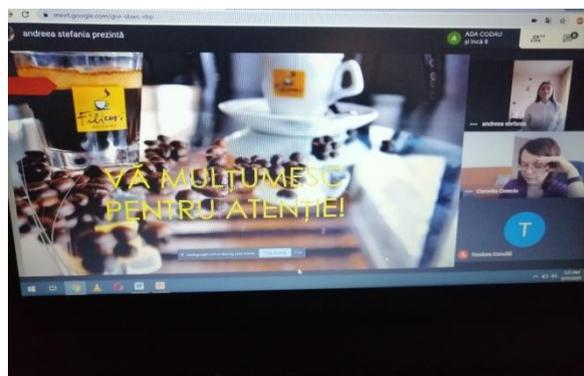
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STUDENT PARTICIPATION IN ONLINE SCIENTIFIC SESSIONS

Between 22 and 23 May 2020, several students at the Faculty of Sociology and Communication participated in the Student Scientific Session held online via Google Meet platform by the Faculty of Journalism and Communication, University of Bucharest.

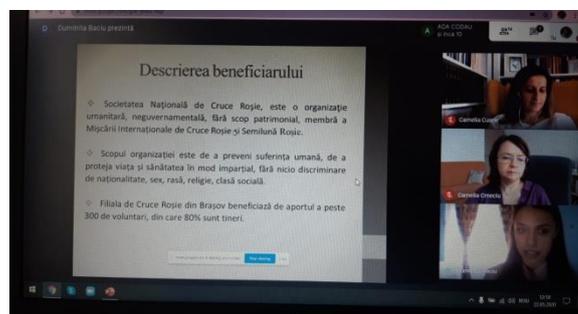
Thus, Dumitrița-Valentina Baciuc, Ștefania-Andreea Gheorghe and Iulia Andreea Olaru, students in Communication and Public Relations, presented three scientific papers themed on organizational communication and cultural studies: Romanian Red Cross in the perception of Brasov's inhabitants; Filicori Zecchini Cafe in the perception of Brasov's inhabitants; Perceptions on Prejmer Fortress - Brasov.



Through Google Meet platform, the students met with other colleagues from "Ovidius" University of Constanta and from the University of Bucharest, upon the following sections: Media, Organizational Communication, and Cultural Studies.

During this session, the following topics were touched upon: information and humour in the Late-Night Show formats from the USA and Romania; the evolution of communication from Gutenberg to Zuckerberg from a journalistic perspective;

misinformation or fake news through fake accounts in online communication; fake news economy and youth in Veles, Macedonia; misinformation in times of crisis; social media influence during COVID-19; how to capitalize on the user-generated content in online communication strategies; transparency of communication at the level of local public administration; influencers and PR specialists: radiography of a relationship; the Booktube phenomenon and the promotion of reading in the Romanian space; fashion as a means of defining identity and representing the icon in the media.



Following their participation in this session, each student obtained a certificate of participation.

This experience determines students to get involved in future research projects, giving them a boost of confidence in their own skills and opening a window to new opportunities for self-realization.

Dumitrița- Valentina BACIU
Ștefania-Andreea GHEORGHE
Iulia Andreea OLARU
Communication and Public Relations, 2nd year
Faculty of Sociology and Communication

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STUDENTS WE TAKE PRIDE IN - ANA-MARIA TOMOZEIU



Ana-Maria Tomozeiu, a fresh graduate of Transilvania University of Brasov, from the Communication and Public Relations study programme, has proven over time that she has the attributes necessary to make the best of the learning situations in order to build valuable experiences for the purpose of personal and professional development. During her study years, she evinced involvement, perseverance, ambition and the ability to make sustained efforts to achieve her goals. The quality of her hard work materialized in attaining the status of valedictorian at the time of graduation in 2019.

She expressed her desire to capitalize on all development opportunities during the study years; therefore, she got involved in educational projects and activities, including the development of a research project in collaboration with the Faculty of Lyon, France. Far from our homeland, the student took part in an external internship mobility programme in Greece, with the support of the university, in which she put into effect her skills and knowledge acquired over the years. Her participation in the above-mentioned activities

proved a keen desire for development and, above all, led to admirable results. Thus, the acquired gains were manifested on an experiential, social and personal level. Moreover, her passion and artistic inclination for writing have materialized in a chapter of the book "Media Illusions", and in 2021 will result in the contribution to a book dealing with an atypical branding topic.

Throughout her academic path, Ana-Maria participated in a practical activity based on promoting a winery within two editions of the events "Vin la Teatru, Vin la Brasov" [*Why not Wine to the Theatre, Why not Wine to Brasov*]. Her need for knowledge and her will did not confine themselves to that! Ana-Maria also turned her qualities to good account within AIESEC student organization in Brasov, where she carried out volunteer activities in collaboration with local companies, in order to support the development of youth leadership through international exchange of experience. Her evolution spanned a period of three years, during which time she invested in her own development and also gained the experience of a leading position in the human resources department of the organization, being firmly convinced that leadership is the key to a prosperous world.

Her story extends beyond the gates of the university, as she embarks on a journey full of surprises, which is life.

Prof. Dr. Claudiu COMAN, Dean
Faculty of Sociology and Communication

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SUCCESSFUL ALUMNI - ENG. RADU-FLORIN POLEXA



A 2004 graduate of the Faculty of Electrical Engineering and Computer Science, of the Automation specialism, within Transilvania University of Brasov, Eng. Radu-Florin Polexa has forged a successful path in his professional career.

Thus, debuting as a telecommunications engineer in Siemens Program and System Engineering company, following the specializations acquired both during the master's degree programme in *Information and Communication Systems and Technologies*, and the preparation of his doctorate (not yet completed), he creatively and efficiently complemented his specialization.

His experience and competence in the field of electrical and computer engineering, complemented by specialization activities abroad within the company (multiple long-term experience exchanges in Austria, Germany, Portugal) recommended him as an associate academic member in the Faculty of Electrical Engineering and Computer Science.

He currently holds the position of Operational Director within "Vodafone MS DEU" programme and of Manager of two departments, CCS (Critical Communication Solutions) and ADE (Aerospace Defence & Electronics), which totals approximately 100 employees, within Atos IT Solutions and Services company of Brasov. In the period 2013 – 2020, as a project manager, he succeeded, together with the project teams, in implementing over 50 projects in various fields: telecommunications (mobile and fixed telecommunications services and solutions for various internationally renowned clients), *space* (solutions for ground satellite testing in several missions (MetOp, Juice, Sentinel5, Euclid, etc. within the European Space Agency), *defence* (solutions and consulting services for NCIA NATO), IT (telecommunications and IT services for SouthStream programs, NordStream).

In one of the conferences held in front of the students, he said: "Deepening knowledge, study, passion, ethics are defining values in professional development and affirmation. I witnessed all these values in my professors during academic studies; I even managed to apply them, which is one of the reasons why I really appreciate the university where I studied."

Assoc. Prof. Dr. Laura FLOROIAN
ALUMNI Officer,
Faculty of Electrical Engineering
and Computer Science

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SUCCESSFUL ALUMNI - EMILIA JERCAN



Emilia Jercan graduated from the Faculty of Sociology and Communication, specifically from Communication and Public Relations study programme, within Transilvania University of Brasov in 2013, and she joined the marketing and communication industry immediately after graduation, with an internship in copywriting. She then continued her university studies with Branding Campaign Management master's degree study programme within the same faculty, in parallel with the job, combining faculty projects with office real projects.

She found out what a job in an agency means, by participating in the Communication School organized by the faculty and in the annual trips for the Night of Agencies in Bucharest. Two years later, she organized together with the team dedicated to this event, the first Night of Agencies in Brasov.

Emilia is now CEO and partner in High Contrast creation agency of Brasov, an agency with 18 years of experience in branding and digital projects. She works with a team of talented designers, copywriters, programmers and marketers in national and international projects, laying the foundations of

strategy and communication for start-ups, NGOs or corporations in the area of IT, ecology, fashion, industry or entertainment.

During her six years in the agency, she developed a passion for community projects. This is how Demisol appeared - a free *co-working* space offered by High Contrast for students and freelancers in Brasov. She recently launched, together with other marketing enthusiasts, a new active community throughout the country - *The marketing girl*. The initiative has the role of learning and networking between marketing people and is manifested through a monthly event, online or offline.

An important experience during faculty years was her participation in *Erasmus for young entrepreneurs* programme, useful both for personal development and for understanding a business. She continued to participate in Erasmus + programmes even during her job, considering them unique experiences that can make one understand the different perspectives of other cultures, which helps her in her job in the agency.

She recommends all students to try any extra activities during their studies, be they internships, European projects, work away, or anything that takes one out of the comfort zone.

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

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SUCCESSFUL ALUMNI – CRISTINA VIJOLI



Born in Brasov, Cristina Vijoli began her studies at General School no. 18, then continued with middle and high school at "Andrei Şaguna" National College. In 2013 she completed her bachelor's degree in International Affairs at the Faculty of Economic Sciences and Business Administration of Transilvania University of Brasov, and in the month of May, the same year, she received the Award for Creativity and Innovation at the National Olympiad of the Students in Economics for the paper: "Tools for promoting a higher education institutions", elaborated together with her colleague Lavinia Sfetcu, under the coordination of Dr. Anca Radbâţă Popescu.

For two years (2010-2012), within the student organization AIESEC, she developed her career as a sales team leader and as a project manager for various projects dedicated to students. In 2013 she started the master's degree in International Economic Relations, also within UNITBV. Since 2012, Cristina has been co-founder of "incubator107" together with other graduates of Transilvania University of Brasov, namely Anca Minciu (graduate of the master's degree study programme in Finance-Banking), Octavian Aftanasă (graduate of the bachelor's degree programme in Communication and Public Relations), Mariana Boboc (graduate of the master's degree programme in Branding Campaign Management). Incubator 107, initiated by Mrs. Anca Gânscă, is a project of Kulturoscop NGO, with the motto: "Anyone can teach anything to whoever willing". Cristina puts some elbow into the promotion and organization of events, having more than 16 to her name, with over 500 participants. She is also involved in the online promotion of various events in Brasov, holding the position of social media coordinator for "11even" (a project founded by Mrs. Oana Sava, a graduate of SEAA Faculty of UNITBV).

In May 2014, Cristina Vijoli won Dionisie Pop Martian Grand Prize at the National Olympiad of the Students in Economics for "City brand - identity, positioning and image. Case study: the city of Brasov", together with her colleagues Denisa Boboc, Andreea Marica and George Năstăsoiu (all graduates of the master's degree programme in International Economic Relations of UNITBV), under the coordination of Prof. Ana Ispas.

In the academic year 2014-2015, she won a two-semester Erasmus scholarship at the University of Applied Sciences, Finland, in the field of Business Administration, Management and Operations. There she obtained excellent results and unanimous appreciation from the professors and was co-opted in team coordinating the International Week of the University. Since 2015 she has been living in the beautiful capital of Finland, Helsinki, and acts as a digital marketing specialist at KONE, the sixth largest company in Finland by annual turnover (approx. 9 billion euros). Within the company, Cristina Vijoli got involved as a volunteer in organizing the 'Slush' event in 2017, and she organizes KONE Aamu (an event in which the company invites people from outside to talk about various topics so that the employees learn something new). In 2016-2017 she wrote two papers together with Assoc. Prof. Nicolae Marinescu. The former: „Analysing the online promotion of a tourist destination: the case of Saariselkä”, is published in *Bulletin of the Transilvania University of Brasov*, and the latter: „Investigating the Image of a Tourist Destination: The Case of Saariselkä”, in *Studia Universitatis Babeş-Bolyai Negotia*.

As a goal for the future, Cristina Vijoli wants to embark on a doctorate in digital marketing and to continue her development through studies, certifications and experience gained in digital marketing and technology.

Andreea-Elena AILINCĂI
SEAA Faculty practitioner
Assoc. Prof. Dr. Nicolae MARINESCU
ALUMNI Officer, Faculty of Economic Sciences and
Business Administration

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SUCCESSFUL ALUMNI – RAREȘ DUMITRESCU



Rareș Dumitrescu graduated from the Faculty of Physical Education, specifically Physical Education and Sports study programme, the class of 2006.

The main events of his successful career converged towards confirming a representative name for Romanian fencing. Thus, Rareș Dumitrescu obtained:

- Silver medal, with the team - 2012 Olympic Games;
- Silver medal, with the team – 2012 European Championship;

- Bronze medal, individual – 2010 World Championship in Paris;
- Gold medal, with the team – 2009 World Championship;
- Silver medal, individual – 2009 World Championship;
- Silver medal, with the team – 2009 European Championship;
- Gold medal, with the team – 2006 European Championship;
- Bronze medal, individual – 2005 European Championship;
- European Champions Cup with Dinamo Bucharest in 2005, 2006 and 2008;
- National Championship, individual - 2004, 2006, 2008, 2010, 2012;
- National Championship, with the team - in the period 2004 - 2012.

He is currently coaching at the Olympic Centre of Brasov and at the local branch of Dinamo club.

Lect. Dr. Ioana-Maria CURIȚIANU
Faculty of Physical Education and Mountain Sports

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SUCCESSFUL ALUMNI - IONUȚ AILINEI



Ionuț Ailinei is a graduate of the Faculty of Technological Engineering and Industrial Management, specifically Industrial Economic Engineering study programme, class of 2007. Watching the milestones of his professional evolution, we can highlight:

- March 2019 – to date, CAE Group Manager: Bosch Automotive Steering;
- June 2016 – to date, CAE/ Safety Restraint Systems Manager: Key Safety Systems, Arad;
- January 2015 – June 2016, CAE/Systems Team Leader: Key Safety Systems, Arad;
- February 2014- January 2015, CAE/System Performance Engineer: Key Safety Systems, Arad;
- February 2011- February 2014, Mechanical Analysis Engineer: Roxar, Cluj;
- September 2007 – January 2011, Mechanical Simulation Engineer: Continental;
- February 2006 - September 2007, FEA Junior Engineer: ISKO Engineers AG, Brasov.

“It has been relatively easy to find a relevant job since the fourth study year, taking into account the engineering knowledge (technical drawing, mechanical processing, materials science) accumulated in the first three years of study. I have been active in the field of computer-aided testing (CAE), starting from pre-processing technician up to computation engineer, responsible for the virtual

validation of various components and assemblies in the field of machine building. After 10 years of activity in this field, I had the unique opportunity to set up an entire Group of 15 FEA (Finite Element Analysis) Simulation Engineers, in a very challenging field, namely Passive Safety - occupant protection (airbags, seat belts, steering wheels). The fact that during my studies I had no less than seven Management courses, from Human Resources to Investments, helped me know where to look and what information to update in order to be successful in my new position, which involves interviews, integration, trainings, performance management”, says Ionuț.

As regards the influence or usefulness of the information acquired during study years over his subsequent activity, Ionuț Ailinei considers that: “The main reason why I attended this faculty was that after graduation, I could turn to either way, engineering or finance. I ended up working in the third direction, namely management in engineering, where there is never one without the other. Indeed, during my studies, I did not see the connection between the Iron-Carbon diagram and the Cash-Flow; however, after years of experience, I came to make connections between the points, and now I can identify situations where both notions were useful and shaped my way of thinking. The studies helped me draw up a coherent business plan, think in terms of Cost vs. Benefit, make a project planning so that it makes sense also from an engineering point of view, fit into a budget and comply with the quality standards.”

Lect. Dr. Eng. Ioana Mădălina PETRE
ALUMNI Officer,
Faculty of Technological Engineering and Industrial
Management

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SUCCESSFUL ALUMNI – ADRIAN BORDEIANU



Adrian Bordeianu, born on June 6th, 1997, attended high school during 2011-2015, graduating from Ferdinand I “National College” in Bacau, and then obtained the degree of Traffic and Transport Engineer, by completing his university studies at the Faculty of Mechanical Engineering of Transilvania University of Brasov (between 2015 and 2019).

This important stage in his professional career stimulated his curiosity and creativity through the acquired professional skills, related to: sizing and checking mechanical parts according to their destination; establishing the wantage in order to replace a part in a motor vehicle; making a technical report in road infrastructure; performing proper maintenance on motor vehicles; creation of small electrical networks, etc.

At present, he is a master’s student at the same faculty, in Road Safety, Transport and Interaction with the Environment study programme, where he discovers much relevant information on road safety,

road flow theory, intelligent transport systems, assessment and control of chemical pollution generated by vehicles and road traffic.

The path to the current position he holds, namely mechanical designer engineer, was also facilitated by the internships carried out during his student years, respectively within the company SCHAEFFLER Romania, in August 2017 and 2018, where he trained his skills in creating databases, determining a wantage based on data from the technical drawing, learning the process of packing the bearings, resistance analysis using Abaqus and making the 3D model in Creo.

In 2019, he participated in a four-month internship within Brasov Autonomous Transport Authority and since July 2019 to date he has been acting as a mechanical designer engineer at S.C. MBG BORDEIANU S.R.L., Bacău, dealing with the elaboration of the CAD (3D) model of the parts, the verification of the parts for the mechanical efforts and demands, the calculation of the functionality parameters and the execution of the mechanical parts.

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

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IMPLICATIONS OF THE TECHNOLOGY-GENERATED STRESS ON THE ONLINE TEACHING – LEARNING IN THE PERIOD OF THE PANDEMIC

The pandemic period faced us with major challenges, both personally and professionally. The threat of COVID-19 put universities in a position to make quick decisions for continuing didactic activities online. Although the online environment allows a high degree of flexibility and the elimination of physical boundaries, and learning is possible anywhere and at any time, the speed with which we have had to adapt to these changes can become a strong stressor for both teachers and students.

By the research *Implications of the technology-generated stress on the online teaching-learning in the period of the pandemic* we will analyse the concept of technostress in academic teaching staff and students in the context of using the online teaching - learning means. Thus, we intend to continue two previous researches, *A study on academic staff personality and technology acceptance: The case of communication and collaboration applications* (2020) and *Always connected @ work. Technostress and well-being with academics* (in process of publication), analysing this time the effects that the excessive use of technology in the context of the pandemic has on the well-being and involvement in work, but also on the satisfaction generated by the use of e-Learning applications. The participants included in this research are 1509 academics from several universities in Romania and 508 students from Transilvania University of Brasov, who filled out

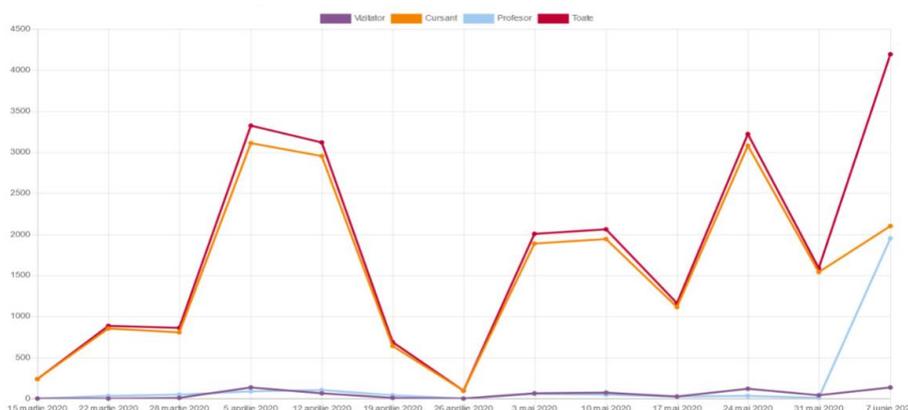
online a set of questionnaires containing questions about their academic activity during the pandemic: <http://chestionare.unitbv.ro/index.php?r=survey/index&sid=593562>

Through a cross-sectional design, we also aim to analyse the relationship between the didactic behaviour of the UNITBV sample of academic teaching staff and the students' satisfaction with the online learning activity, highlighting behaviour patterns resulting from the analysis of the e-Learning platform journals.

Is the teaching activity during the pandemic a real online teaching or is the concept of *emergency remote teaching* more appropriate? Some authors even view it as the largest online learning experiment ever conducted in education... The results of this research will help us understand the extent to which the threat of COVID-19, although a stressful situation, has led to the development of a new way of online teaching - learning that can be successfully integrated into our current activities, even after this threat disappears.

Assoc. Prof. Dr. Ana-Maria CAZAN,
Faculty of Psychology and Education Sciences
Assoc. Prof. Dr. Cătălin Ioan MAICAN,
Assoc. Prof. Dr. Radu LIXĂNDROIU,
Lect. Dr. Lavinia DOVLEAC,
Faculty of Economics and Business Administration
Lect. Dr. Anca MAICAN, Faculty of Letters

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RESULTS OF THE RESEARCH CONDUCTED BY THE FACULTY OF SOCIOLOGY AND COMMUNICATION IN THE PERIOD OF SOCIAL DISTANCING

The Faculty of Sociology and Communication conducted a study that aimed to identify the changes in the quality of the students' life during the period of social distancing. The transition to the online teaching system, the imposed physical distance, the changes in the living space during this period were the challenges that the students had to face.

The literature highlights that online learning has positive effects on the students' school performance, by encouraging active participation and interaction. Therefore, we thought that the transition to the online system would be very successful among students.

The study results have provided a different picture. We have found that many of them face various problems which generate frustration, stress and demotivation. There are many problems mentioned by students, but the most important are those related to technology, the significance of the domestic space (large number of family members in a small number of rooms, lack of adequate personal space for learning, bustle at home, etc.), the teaching-learning strategies (a more difficult understanding of the topic, a lower degree of attention, focus and motivation, lack of interaction with the teacher / colleagues, etc.) and last but not least the changes in lifestyle (lack of physical activity,

too many hours spent in front of the computer, states of fatigue and physical exhaustion, the temptation to carry out other domestic activities than the school-related ones).

All this resulted in a high level of stress, physiological problems due to inadequate positions and long time spent online (headaches, back pain, eye problems, fatigue, insomnia, anxiety). Positive aspects were also mentioned, but on the whole these conclusions make us question the exclusive use of long-term online courses.

The return to offline courses will probably be done through hybrid teaching, but it must be managed with great care so that we take into account not only the pragmatic aspects of this process, but also the long-term effects on the students' physical, emotional, mental or social health.

The study was conducted by Lect. Dr. Luiza Meseșan Schmitz, Assist. Prof. Dr. Cătălina Rezeanu. 370 students at the Faculty of Sociology and Communication participated in the study.

Lect. Dr. Luiza MESEȘAN SCHMITZ, Vice-Dean
Faculty of Sociology and Communication

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