



Transilvania  
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of Brasov

# NEWSLETTER

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- THE INTERNATIONAL CONFERENCE "YOUTH IN THE PERSPECTIVE OF THE OLYMPIC MOVEMENT" – A GLOBAL DIALOGUE ON THE FUTURE OF SPORTS AND OLYMPIC EDUCATION
- THE FOURTH EDITION OF THE UNITBV CONFERENCES: SCIENCE IN CONVERSATION
- THE THIRD TRANSNATIONAL MEETING WITHIN *INTHRACE* INTERNATIONAL COOPERATION PROJECT
- INTERCONNECTIONS: THE 2025 INTERNATIONAL CONFERENCE ON GERMAN STUDIES OF BRAȘOV
- 2025 WORLD SOCIAL WORK DAY. A WEEK OF SOLIDARITY AND PROFESSION IN ACTION
- *GAMES OF SCIENCE* 2025 AT ICDT BRAȘOV: THE YOUNG RESEARCHERS SHOWED THEIR SKILLS IN THE FOURTH EDITION OF THE SCIENTIFIC COMMUNICATION COMPETITION
- LAUNCH OF THE ERASMUS+ PROJECT "AI IN HIGHER EDU: AI-POWERED TEACHING GUIDANCE FOR EDUCATORS"
- THE SECOND GENERAL MEETING AND CONFERENCE OF THE *COST. EU-POTARCH* ACTION – *A NETWORK FOR FOREST BY-PRODUCTS CHARCOAL, RESIN, TAR, POTASH*
- INTERACTIVE P&G SESSION AT THE FACULTY OF ECONOMIC SCIENCES AND BUSINESS ADMINISTRATION
- THE STUDENTS OF TRANSILVANIA UNIVERSITY OF BRAȘOV CONQUER AGAIN THE INTERNATIONAL PODIUM IN BOBSLEIGH
- THE FIRST PLACE IN THE NATIONAL COMPETITION *E.ON ENERGY CHALLENGE 2025* FOR THE STUDENTS IN ELECTRICAL ENGINEERING AND COMPUTERS

- PERFORMANCE, PASSION AND TRADITION AT THE 27<sup>TH</sup> EDITION OF THE NATIONAL UNIVERSITY ATHLETICS CHAMPIONSHIP – BACĂU 2025
- THE STUDENTS' DARTS CHAMPIONSHIP – TRANSILVANIA UNIVERSITY OF BRAȘOV & KRONSTADT DARTS CLUB
- THE STUDENTS AT THE FACULTY OF ELECTRICAL ENGINEERING AND COMPUTER SCIENCE AND THE COMPANIES, IN ITS SEVENTH EDITION
- STUDENTS OF THE FACULTY OF CIVIL ENGINEERING FACED WITH THE CHALLENGES OF THE ECONOMIC ENVIRONMENT
- THE GRADUATES SHARE THEIR EXPERIENCES WITH THE LAW STUDENTS
- DIALOGUES ABOUT EDUCATION AND PSYCHOLOGY ON THE UNIVERSITY'S DAY
- A DAY DEDICATED TO INNOVATION AND EXCHANGE OF GOOD PRACTICES IN THE FIELD OF SPORTS AND PHYSICAL EDUCATION
- "DAY OF ADVERTISING - BRIEF ME UP": THE UNITBV STUDENTS, AT AN EXPERT MEETING IN BUCHAREST
- OPEN LESSON ON THE RISKS OF DRUGS, GIVEN BY STUDENTS, AT "DR. IOAN MEȘOTĂ" NATIONAL COLLEGE
- FIT SPRINTLAB – A COMPETITION WHERE THE IDEAS COME TO PASS
- SALES STRATEGIES AND TECHNIQUES WITH BOGDAN SEBENI
- CULTURAL HERITAGE MEETS INNOVATION AT "MUREȘENI'S HOUSE" MUSEUM
- ART EXHIBITION – "1<sup>ST</sup> OF MARCH FLOWERS"
- "PRODUCT DESIGN, A BRIDGE BETWEEN ART AND TECHNOLOGY" – ARTWORK EXHIBITION OF THE STUDENTS IN INDUSTRIAL DESIGN
- CINEMAUNIT AT A NEW EDITION
- DAY OF TRANSILVANIA UNIVERSITY OF BRAȘOV: PIANO RECITAL - GUSZTÁV KIRÁLYHALMI
- CHAMBER JAZZ AT THE MULTICULTURAL CENTRE
- MUSICAL TOKENS OF SPRING

## THE INTERNATIONAL CONFERENCE “YOUTH IN THE PERSPECTIVE OF THE OLYMPIC MOVEMENT” – A GLOBAL DIALOGUE ON THE FUTURE OF SPORTS AND OLYMPIC EDUCATION



Between 13 and 15 March 2025, Transilvania University of Braşov, through the Faculty of Physical Education and Mountain Sports, was the

host of a prestigious international conference: “Youth in the Perspective of the Olympic Movement”. The event brought together leading specialists in the fields of sports science, physical education, coaching and sports management, coming from both Romania and abroad.



The conference aimed at promoting the values of Olympism, exploring the potential of sports in young people’s development, and enhancing international collaboration in the field of physical education. During the three days, the participants attended presentations, workshops and debates that highlighted the importance of sports as a means of education, social cohesion and leadership.

One of the key moments of the conference was the opening speech given by Geoff Thompson, president of Youth Charter British organization and a leading figure in the global sports movement. He advocated the capitalization on sports as a strategic development tool within the Olympic movement, urging the future president of the International Olympic Committee to prioritize the initiatives dedicated to the youth. “Sports has the power to inspire, unite communities and create leaders. It is essential to invest in young people, to give them the chance to grow through the values of Olympism”, declared Geoff Thompson.

An important contribution also came from Răzvan Burleanu, the president of the Romanian Football Federation, invited as a keynote speaker at the event. He delivered a presentation entitled “Player First. A Transformational Pathway to Success”, in which he

expressed the vision of FRF on the young athletes’ development and the structuring of a performance path adapted to current needs. Burleanu emphasised that the player– child, teenager, young person in training – must be at the core of all initiatives, supported by a network of mentors and coaches with a vision.

Also, during the conference, Lucian Burchel, Director of the Federal Coaching School, moderated an applied workshop – “The Transfer from the Game Philosophy to the Training Philosophy – The Offensive Phase in Junior Footballers U14-U16”. The workshop enjoyed a high interest and brought to the fore modern training methods, adapted to the young athletes’ particularities of age and level of development.

The international guests included Gregory C. Bogdanis, professor at the National University of Athens, expert in sports physiology and athletic education, as well as other professors and practitioners actively involved in researching and implementing sports policies at European level.



The conference “Youth in the Perspective of the Olympic Movement” was an eloquent example of international openness and academic involvement in shaping the future of sports. Transilvania University of Braşov stood out as a centre of excellence in the field of physical education and sports, capable of facilitating relevant dialogues between leaders, research scientists and practitioners.

We thank all participants and organizers for their contribution to the success of this high-class event!

Lect. Dr. Ştefan ALECU  
Faculty of Physical Education and Mountain Sports

## THE FOURTH EDITION OF "UNITBV CONFERENCES: SCIENCE IN CONVERSATION"

The fourth edition of the series "UNITBV Conferences: Science in Conversation" took place on 6 March 2025. This conference series is a meeting place for researchers and community, fostering open dialogue about science and its impact on our lives.

Its March edition addressed an original topic, namely "A Map of Romanian Humour. From Jokes to Memes", having as a guest Răzvan Săftoiu, PhD, Professor at the Faculty of Letters, and was moderated by Anca Preda, PhD, Associate Professor at the Faculty of Music. The presentation offered a fascinating foray into the complexity of humour, analysing its origins, functions and transformations over time, from the jokes and satires of the communist age, to the contemporary digital humour, materialised in stand-up comedy and memes.



The speaker thus explored the cognitive and social mechanisms of humour, its role in society and the way it can boost communication, or, on the contrary, generate tensions. The discussion points included the cultural differences in the perception of humour and the peculiarities of the Romanian one, often characterised by "laughing at trouble", self-irony and situational humour. Special attention was paid to how generations perceive humour, that is, each in its own way – from traditional jokes, to conversational jokes and online meme culture.

The question and answer session was extremely dynamic, showing the high interest of the audience in the topic. The questions raised new related topics, such as the influence of humour on the national identity, the use of humour in education, but also the

impact of social media on the way we consume and share humorous content.



The event brought together a broad audience, consisting of students, professors, researchers, engineers, communication and marketing experts, as well as professionals in other fields, thus confirming the high interest in the proposed topic. The open dialogue and interactive atmosphere contributed to the success of the edition and to strengthening the main objective of this project: the active involvement of the community in the exploration of science.



The series "UNITBV Conferences: Science in Conversation" will continue in the coming months as well, bringing to the fore captivating new topics and dedicated specialists. Join us to discover how scientific research can influence and improve everyday life!

Assoc. Prof. Dr. Anca PREDA  
Faculty of Music

■ CONTENTS



## THE THIRD TRANSNATIONAL MEETING WITHIN *INTHRACE* INTERNATIONAL COOPERATION PROJECT



Between 3 and 5 March 2025, the University of the Azores (Ponta Delgada, Portugal) hosted the third transnational partner meeting for the project InThrace – *Civic engagement, integration and improved management of the national intangible heritage*, a strategic project financed through the Erasmus+ programme (2023-1-RO01-KA220-HED-000156121) and coordinated by Transilvania University of Braşov.



The meeting brought together representatives of all partner organizations in Romania, Portugal, Greece, Poland, Croatia and Bulgaria, and its main objective was to assess the progress of the project and to establish the next steps for strengthening the academic skills in the interpretation and integration of the intangible cultural heritage into the urban and suburban environment.

The main topics approached the completion of the handbook on the intangible heritage, the drafting of the best practice guide on the integration of the intangible heritage into the life of local communities, and the development of the model for the interpretation and sustainable management thereof.

A substantial section of the meeting was dedicated to the development of the InThrace digital platform and of the project-related electronic library, coordinated by the UNITBV team. These

tools will provide academic and methodological resources accessible to the academic teaching personnel, researchers, doctoral candidates and students involved in the study and valorization of the European intangible heritage. The discussions continued with a quality assessment of the conducted activities and progress indicators, followed by a result dissemination-centred session, where each partner presented the actions taken locally. The 5<sup>th</sup> of March included an applied session on the preparation of the interim report and a round table on the encountered challenges, identified solutions and plans for the following period.

The InThrace project aims, in the long term, at forming interdisciplinary practice networks, capable of contributing to the revitalization of communities through education, research and civic engagement, around the common European values. The meeting in Ponta Delgada emphasised, once again, the importance of the international collaboration and exchange of best practices in the field of protection and promotion of the intangible cultural heritage.



For more details about the project and its activities, we invite you to access: [www.inthrace.unitbv.ro](http://www.inthrace.unitbv.ro)

Assoc. Prof. Dr. Arabela BRICIU  
Project manager on behalf of UNITBV  
Faculty of Sociology and Communication

## INTERCONNECTIONS: THE 2025 INTERNATIONAL CONFERENCE ON GERMAN STUDIES OF BRAȘOV



Between 27 and 29 March 2025, the Department of German Studies under the Faculty of Letters within Transilvania University of Brașov organised, in collaboration with the Romanian Association of Germanists (Brașov subsidiary), its 28<sup>th</sup> International Conference themed on *Verwebungen: Wege, Spuren, Strukturen in der deutschen Literatur, Kunst und Sprache* (*Interconnections: Paths, Structures and Connections in German Literature, Art and Language*).

In the current political and socio-cultural context, the interconnections between literature, art and language open up new perspectives on how these fields intersect and complement each other. Through this conference, we aimed at providing a broader and deeper understanding of German cultural identity, starting from a relational perspective.

Germanists of both our country and abroad registered with lectures in the fields of literature, cultural studies and linguistics. The conference was officially opened on 28 March, in Studio 181 hall, Rectorate building, Transilvania University, through speeches and a musical moment offered by the students of the Faculty of Music. Next came book presentations, including: the tome *Kafka in Comics* by Ioana Diaconu, as well as Robert Elekes' writing

on Kafka's influence over the contemporary musical minimalism, but also recent research in the German studies of Brașov signed by Delia Cotârlea, Claudia Șerbu-Spiridon and Ioana Diaconu.



The scientific lectures began with contributions about Kafka, the metaphorical language, the cultural and literary metamorphisms, continuing with thematic sessions on topics such as literary translation (Paul Celan), the digitalization of textual analysis, the cultural identity of the Germans in Dobruja and the evolution of the German language. All presentations took place in Studio 181 hall, being public and open to everyone interested. The language of the event was German.

Updated information can be accessed on the [website of Germanism in Brașov](#). The sponsors for this edition of the conference were Michael Schmidt Foundation and Selgros Romania.

Assoc. Prof. Dr. Delia COTÂRLEA  
Faculty of Letters

### ■ CONTENTS

## 2025 WORLD SOCIAL WORK DAY. A WEEK OF SOLIDARITY AND PROFESSION IN ACTION

Between 17 and 21 March 2025, the Faculty of Sociology and Communication celebrated the World Social Work Day through a series of events dedicated to professionals, students and institutional partners.



On Monday, the week started with a professional orientation meeting, during which Daniela Bayer, president of Braşov territorial subsidiary within the National College of Social Workers (CNASR), together with the social workers Petruţa Anania, Elena Bularca and Adriana Dascălu spoke about the professional path in social work and the role that professional organizations play in supporting the young specialists' careers. The meeting was followed by an interactive workshop where the students had the opportunity to simulate a job interview in this field and to receive applied feedback.

On Tuesday, "Sergiu T. Chiriacescu" Conference Centre hosted a workshop dedicated to psychodrama, coordinated by Assoc. Prof. Dr. Gabriela Dima, experienced trainer in this method of intervention. The participants explored techniques for action, and discovered how these tools could be used in working with the vulnerable groups, in an empathetic and participatory framework.

Wednesday brought the topic of adoption to the forefront, through an open dialogue with the two guests from "A New Beginning" Association of Braşov (president David Lee and psychologist Mara Isac). The workshop focused on the challenges faced by adopted children and their adoptive parents, but also on the

social worker's essential role in this complex process, both emotional and bureaucratic.

On Thursday, the conference themed on "Unity, Solidarity and Professionalism in Social Work", a large-scale event organised by the National College of Social Workers, Braşov territorial subsidiary, brought together students, professors and practitioners. The dialogues occasioned by the conference highlighted the current challenges of the profession, but also the internal resources of the professional community that can develop and strengthen social work.

Friday was dedicated to practice and direct contact with the reality on the ground. Students and academic teaching personnel (Lect. Dr. Diana Bodi, Assoc. Prof. Dr. Mihaela Gotea and adjunct prof. Oana Ion) alike made study visits to two partner organizations of Braşov – "Joy of Giving" Foundation and "St. Charalambous" Association – where they watched, asked and reflected on how social services concretely respond to the community needs. The evening ended with the awards ceremony of "Framing Intergenerational Solidarity" photography contest, a visual competition that challenged the participants to capture the moments of solidarity between the generations through the camera lens. The winners of this edition were: Denisa Farcaş – 1<sup>st</sup> place, Adina Savin – 2<sup>nd</sup> place, Ştefania Popa – 3<sup>rd</sup> place, as well as Delia Feodor – popularity award, by voting on Instagram.

Throughout the week, the students were encouraged to get involved in an impactful civic initiative: blood donation. The campaign, held under the slogan "Donate Blood and Save Lives", mobilised young people from the faculty and beyond, in a simple gesture, but with a real impact in the lives of those in need of medical support.

The event united education, practice and social involvement, honouring social work and highlighting, for the students, the profound commitment of the profession.

Assoc. Prof. Dr. Marinela ŞIMON - event organizer  
Faculty of Sociology and Communication



## GAMES OF SCIENCE 2025 AT ICDT BRAȘOV: THE YOUNG RESEARCHERS SHOWED THEIR SKILLS IN THE FOURTH EDITION OF THE SCIENTIFIC COMMUNICATION COMPETITION

Between 27 and 28 March 2025, the Research and Development Institute within Transilvania University of Brașov (ICDT) hosted, in room L5, *Noesis Innovation Center*, the 4<sup>th</sup> local edition of the competition *Games of Science*.



The event, dedicated to young researchers, promotes science for everyone, and provides the participants with access to public communication training and a vibrant community of scholars and science supporters.

The 2025 edition of *Games of Science* is organised by SciPublic Forum Association, its mission being to prepare and train scientists for a better collaboration and communication with the general public. Ada Roseti, president of SciPublicForum Association, emphasises the importance of the initiative: "Today, it is more important than ever to communicate science in order to combat misinformation, inspire informed decisions, encourage innovation and connect academic research with society's real needs." The event was made possible with the support of the partners: Aqua Carpatica, InfoSys, Romanian InSpace Engineering, British Council, of everyone who contributed through the 230 form, and locally, through the partnership with UNITBV.

The first day of the event consisted of an intensive training held at ICDT. The participants explored methods for clearly and concisely explaining complex ideas and processes, practiced public speaking, and learned how to use their emotions in order to be more persuasive. The second day was dedicated to the actual competition, in its original format created by Ada Roseti. It involves elimination rounds with presentations of variable lengths of time (15, 30, 60, 120 and 180 seconds), designed to train the researchers on how to adapt their speech and

communicate effectively under time pressure. This local stage prepares the participants for the national final, which will take place in early June and will offer a total prize pool of 2,000 euros. The competition of Brașov was fierce, and the jury had a difficult mission. The winners of this edition were:

- First prize: Valeria Pîslari, student in the Digital Media programme, for the presentation of her research into the impact of social media on the future careers of children and youth.
- Second prize: Andrei Koman, student in Sociology, who presented his research on the role of social capital in the development of the community in his home village, Poiana Sărată.



The jury, consisting of Victor Briciu, Cătălina Chirtoacă, Ruxandra Mocanu, Claudia Senescu and Daniel Voinea, was impressed by the quality of the presentations and decided to award special prizes as well:

- Special Award for Persuasive Approach: Alexia Micle, for the compelling presentation of her research into the influence of social media on online purchase decisions.
- Special Award for Authenticity: Liviu Ardelean, who caught the attention with his study on the reinterpretation and integration of the traditions in the region of Făgăraș into contemporary fashion.
- Special Award for Originality: Denisa Mihai, for her original approach to the role of fashion in the universe of the computer games.

The organizers express their gratitude to all participants, volunteers, trainers and partners for the contribution to the success of this edition, which offered a fresh vision on the communication of science!

Assoc. Prof. Dr. Victor BRICIU  
Compartment of Marketing and Image  
Photo credit: *Games of Science*

■ CONTENTS



## LAUNCH OF THE ERASMUS+ PROJECT “AI IN HIGHER EDU: AI-POWERED TEACHING GUIDANCE FOR EDUCATORS”

In an age when Artificial Intelligence (AI) reshapes every facet of society, the higher education sector is at a crucial juncture. The newly launched project, *AI in Higher EDU*, financed by the Erasmus+ Programme, brings together six European partners to support higher education in capitalising on the potential of AI-based teaching.



The project aims at training the academic personnel and the students enrolled in the pedagogical module on the knowledge and skills needed to effectively integrate AI tools, methodologies and ethical considerations into modern teaching practices. Through collaborative innovation, professional development and cross-sectoral partnerships, the project will produce tangible resources to facilitate the adoption of AI in various higher-education contexts.

The project partners will jointly develop and test a variety of resources designed to guide the educators in responsibly and effectively using AI, such as: a training programme that includes practical workshops and elearning modules; a multimedia knowledge-sharing platform with educational videos, podcast series and webinars; an ethical framework for AI in education, which ensures fairness, transparency and confidentiality; a customizable online repository of AI-based teaching tools and materials; research on topical teaching methodologies and best strategies for the integration of AI.

The project is coordinated by Johannes Gutenberg Mainz University of Germany and brings together partners from Italy (PRISM Impresa Sociale S.R.L.), Greece (Technical University of Crete), Romania (Transilvania University of Braşov), Poland (FRAME Foundation) and Czech Republic (PELICAN Foreign Language School).

This collaboration draws on a wide range of educational systems, technological capabilities and cultural contexts, promoting a unique and interconnected European perspective on AI in higher education.

In this context, the first technical meeting of the project took place in Lodz, Poland, between 18 and 20 March 2025. UNITBV, a partner in this project, was represented by Lect. Dr. Cristina Dimulescu, as institutional coordinator, and by Assoc. Prof. Dr. Andreea Nechifor, as a research team member. The main purpose of the meeting was to establish in detail the action plan and work packages, with a view to clarifying the pursued objectives: to revolutionise pedagogy by integrating AI-based tools, methodologies and ethical practices into the teaching process; to provide the teaching personnel and students in pedagogy with innovative tools, thus supporting their professional development and preparing them for the future of education; to promote collaboration between universities and experts in AI, encouraging the exchange of knowledge and boosting innovation in higher education; to meet the need for a customised, adaptable and ethical integration of AI in education, making a lasting impact on the teaching and learning practices.

In conclusion, the project *AI in Higher EDU* is committed to developing resources, training programmes and ethical guidelines, in order to ensure that AI complements, and yet does not replace the essential human component in education. Moreover, the project aims at highlighting the important role that university administrators, policymakers and educational innovators play in defining how AI will transform teaching, learning and assessment practices in the teaching context of the digital era.

Lect. Dr. Cristina DIMULESCU

Institutional Coordinator

Assoc. Prof. Dr. Andreea NECHIFOR

Research team member

Faculty of Letters

Department of Theoretical and Applied Linguistics

■ CONTENTS

## THE SECOND GENERAL MEETING AND CONFERENCE OF THE *COST. EU-POTARCH* ACTION – A NETWORK FOR FOREST BY-PRODUCTS CHARCOAL, RESIN, TAR, POTASH

The second general meeting and conference of the *COST EU-PoTaRCh* Action, coordinated by the University of Life Sciences of Poznań (PULS), took place between 19 and 21 March 2025, in PULS, and at the Archaeological Museum of Biskupin, Poland. The event brought together 75 members of the Action from 24 European countries, including Romania: Transilvania University of Braşov, University of Craiova and National Museum of History.



The participants spent three days discussing cultural heritage, especially against the backdrop of obtaining wood tar, coal, resin and potash.

The conference was mainly themed on the exploration of the cultural and technological aspects related to non-timber forest products in the countries represented by the participants. During the conference sessions, 16 oral communications and 25 posters were presented. Romania participated with the poster "Charcoal in Romania – an ancient material for modern times (authors: Emanuela Beldean, Maria-Cristina Timar – Faculty of Furniture Design and Wood Engineering).

The speakers included prominent experts of the scientific community, as well as industry representatives. During the discussions within the working groups, key stages, essential for achieving the objectives of EU-PoTaRCh, were developed. They include:

- creation of a database with PoTaRCh products and technologies;
- development of protocols for the chemical analysis of these products;
- development of a best practice guide for the identification and excavation of the PoTaRCh sites;
- establishment of a PoTaRCh educational path in Europe;
- issuance of a "white paper" for the policy makers and international organizations as regards the relations between PoTaRCh, the bioeconomy strategy and the forest transformation.

Three days of meetings and vivid discussions brought the participants closer to achieving these ambitious goals, and provided the opportunity for the exchange of knowledge and experience between the representatives of various countries and sectors.



The next general meeting of the *COST EU-PoTaRCh* Action will take place in March 2026, in Braşov, Romania. We look forward to another successful meeting, which to raise even more the international visibility, in line with the university's strategic objective.

More information on the EU-PoTaRCh Action is available at [potarch.eu](http://potarch.eu).

Lect. Dr. Eng. Emanuela BELDEAN  
Faculty of Furniture Design and Wood Engineering

■ CONTENTS

## INTERACTIVE P&G SESSION AT THE FACULTY OF ECONOMIC SCIENCES AND BUSINESS ADMINISTRATION

On 26 March 2025, the students at the Faculty of Economic Sciences and Business Administration (SEAA) in various study programmes, bachelor's education cycle, 2<sup>nd</sup> and 3<sup>rd</sup> years of study, attended the presentation given by a team of representatives of Procter & Gamble company (P&G), consisting of Bianca Petrișor, Cornelia Sebastian, Andrei Vasilescu and Bogdan Cristea. It is worth noting that Bogdan Cristea graduated from the "International Business" bachelor's study programme and is currently a student in the master's programme "International Economic Relations" within FSEAA.



P&G is one of the largest and best-known multinational companies of consumer goods, owning over 65 brands sold in 180 countries. Established in the United States, in 1837, by two brothers-in-law, William Procter and James Gamble, the company specialises in manufacturing and marketing a wide range of personal care, hygiene and home products. With a turnover of about 80 billion dollars, this is the company holding the most awards for advertisements in *Cannes Lions* world competition.

During the interactive session, the company's representatives introduced themselves and the departments they belong to, including the negotiations, sales, human resources and finance departments. They explained in detail the activity of P&G and what the working environment looks like within this company.

At the same time, the students were proposed topics of general interest. Cornelia Sebastian, who deals with the company's HR structure, explained in detail to the

future graduates how a CV should look and how to handle a job interview. An interactive atmosphere prevailed all through the presentation, with the students being encouraged to express their opinions and curiosities about the topic.

The company proposed both an internship and a development programme for the fresh graduates; and the application process and offered benefits were explained step by step. Bogdan Cristea, a former beneficiary of such an internship and current P&G employee, shared his experience related to this opportunity, how it helped him develop, but also the difficulties he encountered in his professional journey.

To further stimulate student interest, the company's representatives presented the online platform developed by P&G, called VIA, which provides three-month access to specialised courses on essential skills, both soft and hard. These skills can be a significant strength in the resume. The platform is designed to guide the students in their transition to the job market, providing them with the required knowledge and capabilities to achieve their professional goals.

At the end, the representatives of P&G answered all questions asked by the students, and the session ended with a Kahoot test based on the given information. Participation was encouraged in large numbers, and the top rankers were rewarded with attractive prizes.

The future graduates left the room full of contentment, even the ones who did not win prizes, because they gained instead a better understanding of the working environment within a multinational company and a glimpse of the future after completing the bachelor's cycle; and the future looks promising.

Anca Ioana RUSU, student in internship

Assoc. Prof. Dr. Raluca TODOR

Coordinator of the International Business study  
programme

Prof. Dr. Nicolae MARINESCU, Alumni Coordinator  
Faculty of Economic Sciences and Business  
Administration

■ CONTENTS



## THE STUDENTS OF TRANSILVANIA UNIVERSITY OF BRAȘOV CONQUER AGAIN THE INTERNATIONAL PODIUM IN BOBSELEIGH

Transilvania University of Brașov takes pride in a new exceptional sporting feat: Georgeta Popescu and Antonia Sârbu, graduate students in the Sports Performance and Management programme within the Faculty of Physical Education and Mountain Sports once again took the podium in two of the most important international youth bobsleigh competitions.



The crew made up of Georgeta Popescu, as pilot, and Antonia Sârbu, as pusher, succeeded in obtaining the 2<sup>nd</sup> place at the World Junior Championship (U23), held in Germany, thus confirming their status as top athletes in international junior bobsleigh. Shortly after this success, the two students won the bronze medal at the European Junior Championship, also in bobsleigh - a double performance that consolidates Romania's position in this challenging winter sport.

The two graduate students' achievements are not only a personal success, but also a victory for the Romanian academic and sports environment. The study programme in which they are enrolled provides them with a complex training framework, where the theory of sports management harmoniously intertwines with the realities and demands of high-level competitions. This combination of academic training and sports career is one of the essential directions promoted by Transilvania University of Brașov, which encourages performance in all its forms.



Popescu-Sârbu crew's success is all the more valuable as it reflects the good collaboration between the elite athletes and the university structures supporting their professional path. The results obtained at global and European level confirm that UNITBV is a space where sporting excellence benefits from ongoing support and growth, with the university offering its students not only quality education, but also real opportunities to stand out internationally.

Transilvania University of Brașov expresses its sincere congratulations to the student Georgeta Popescu and to the student Antonia Sârbu for these outstanding results! We thank them for proudly representing our institution and for the example of perseverance and courage they have offered to the entire academic community.



We wish them success in their future, for the coming competitions, and assure them of the university's full support on their way to performance and excellence!

Lect. Dr. Ștefan ALECU  
Faculty of Physical Education and Mountain Sports

■ CONTENTS



## THE FIRST PLACE IN THE NATIONAL COMPETITION *E.ON ENERGY CHALLENGE 2025* FOR THE STUDENTS IN ELECTRICAL ENGINEERING AND COMPUTERS

The 11<sup>th</sup> edition of "E.ON Energy Challenge" student competition brought together 24 teams from various universities of our country, out of which only six remained in the competition, after the teams had gone through several selection stages. The jury was made up of experts from E.ON Romania, in the fields of HR, Natural Gas Network Strategy and Technology, Operation and Maintenance of Electric Power Networks, Business IT and Customer Solutions (<https://www.youtube.com/watch?v=pCDZG6tFE3c>).

The finalist teams that obtained the highest scores, after several rounds of consultations and evaluations of the submitted projects, were the following:

- *Smart Energy Solutions* team with the project "How can we optimise the consumption of our own energy production?" – "George Emil Palade" University of Medicine, Pharmacy, Sciences and Technology of Târgu Mureș;
- *Sorin and Maté* team with the project entitled "The way we can use digitalization and automation solutions to improve the safety and efficiency of the operations in gas or electricity distribution." – University of Oradea;
- *Thermo Vault* team with the project "Energy communities, production and storage from renewable sources in residential neighbourhoods or industrial parks for the optimization of electricity consumption" – Transilvania University of Brașov;
- *EffiPower* team with the project "Reactive power management for industrial prosumers" – "Gheorghe Asachi" Technical University of Iași;
- *Charge&Go* team with the project entitled "Electric transport vs. traditional transport" – University of Oradea and Technical University of Cluj-Napoca;
- *DHW Installations* team with the project "Efficiency of alternative heating solutions" – Technical University of Cluj-Napoca.

The finals of the competition took place between 12 and 13 March 2025 at Târgu Mureș. Our

students were accompanied by Lect. Dr. Eng. Dan Gheorghe Sorea, Department of Electrical Engineering and Applied Physics, who coordinated them in writing the presented paper.



*Thermo Vault* team, consisting of Adrian Lixandriou and Robert Ursu, our 4<sup>th</sup>-year students in the Electrical Engineering and Computers (taught in English) study programme, achieved a new national performance before the representatives of the economic environment, obtaining the first prize in the competition with prestigious universities of our country.



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

### ■ CONTENTS

## PERFORMANCE, PASSION AND TRADITION AT THE 27<sup>TH</sup> EDITION OF THE NATIONAL UNIVERSITY ATHLETICS CHAMPIONSHIP – BACĂU 2025

From 14 to 16 March 2025, "Doina Melinte" Athletics Hall of Bacău was host for a new milestone edition of the National University Athletics Championship, this year in its 27<sup>th</sup> edition. This competition, organised by the Ministry of Education and Research, through the School and University Sports Federation, in partnership with "Vasile Alecsandri" University of Bacău – through the Faculty of Movement, Sports and Health Sciences, brought together the most talented student-athletes of our country, turning again the town of Bacău into a true centre of academic sports excellence.



The event had a marked national character, bringing together 129 participants, of whom 104 student athletes and 25 coordinating academic teaching personnel, representing 22 Romanian universities. Year by year, this competition sets the tone for the academic sports season, being the first to designate its national champions; and Bacău, with a solid tradition in athletics, remains the epicentre of these achievements.

The presence and consistent involvement of the human resources within "Vasile Alecsandri" University of Bacău make a decisive contribution to the impeccable organization and prestige of this event. The tradition, quality of the organization, and competitive yet collegial atmosphere render this competition a milestone for all academic centres of our country.

This year's edition brought as well a beautiful performance for the home team. "Vasile Alecsandri" University of Bacău obtained 11 medals – 3 gold, 2 silver and 6 bronze, ranking third in both the gold medal-based and overall standings. This success confirms the student athletes' high level of training and the coordinating professors' dedication.



During the competition, a remarkable moment was the result obtained by Alkhazraj Nada Darwish, a student at Transilvania University of Braşov, who achieved an excellent 11.40 m in the triple jump event, and hence won the silver medal in the competition.

We congratulate all the students who represented our university with pride and enthusiasm, but also their coordinating professors, Lect. Dr. Adrian Onea and Lect. Dr. Ştefan Alecu, for their professionalism and dedication in training young sportsmen.

The National University Athletics Championship of Bacău remains a competition of excellence and passion for sports, a place where talent meets opportunity, and hard work is rewarded with results. With each edition, not only individual performances, but also team spirit, adherence to the academic values and the desire to carry on the tradition of quality sport are strengthened.



Congratulations to all participants and organizers alike for an unforgettable edition!

Lect. Dr. Ştefan ALECU  
Faculty of Physical Education and Mountain Sports

■ CONTENTS

## THE STUDENTS' DARTS CHAMPIONSHIP – TRANSILVANIA UNIVERSITY OF BRAȘOV & KRONSTADT DARTS CLUB

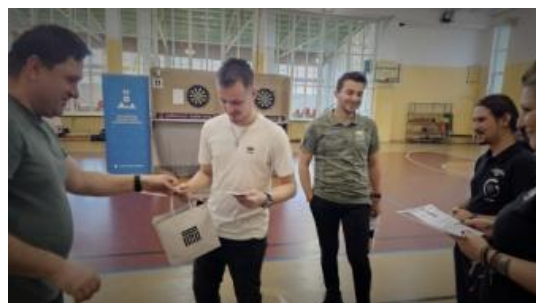
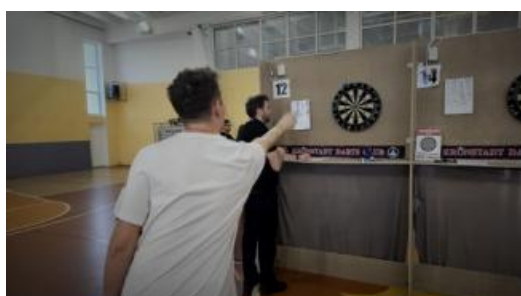
**UNITBV  
DARTS  
CUP**



On 6 March 2025, the sports hall on University Colina Campus hosted a special event for the darts enthusiasts: The Students' Darts Championship, organised by Transilvania University of Brașov, in partnership with Kronstadt Darts Club. This competition brought together students from all the University's faculties in a friendly setting, but full of competitive energy, thus marking a first in the local academic sports landscape.

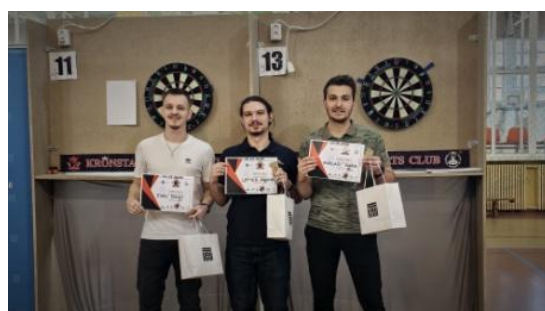


The purpose of the event was to promote an active and balanced lifestyle, but also to provide young people with the opportunity to discover or improve their skills in this sport of precision and concentration. Guided by experienced members of Kronstadt Darts Club, the participants were offered a professional introduction to the rules of the game, as well as demo sessions, followed by official matches in a play-off system.



The atmosphere was lively, with the audience consisting of colleagues, professors and onlookers enthusiastically supporting each throw. The competition was split into categories; and at the end, the most talented players were rewarded with diplomas, medals and prizes offered by the organizers. However, beyond the podium, all participants left with a smile on their face and with the desire to return for the next editions.

The event succeeded not only in bringing a less publicised sport to the fore, but also in strengthening the community spirit of the students at Transilvania University. It was a day when performance, fair play and socialization went hand in hand, in a relaxed setting, but organised to the highest standards.



We thank everyone involved in the organization, especially Kronstadt Darts Club, for their valuable partnership and openness to the academic environment. Given the success of the first edition, we express our desire to turn this championship into an annual tradition, which to eventually become a sports milestone for the student years in Brașov.

Lect. Dr. Ștefan ALECU  
Faculty of Physical Education and Mountain Sports

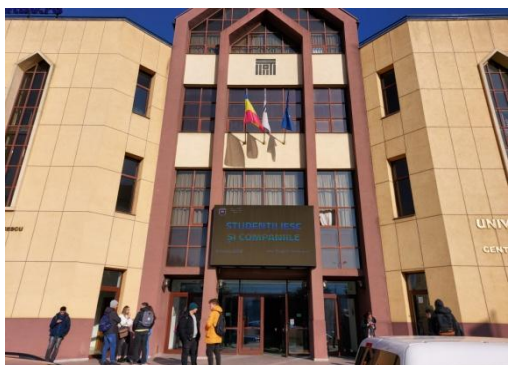


## THE STUDENTS AT THE FACULTY OF ELECTRICAL ENGINEERING AND COMPUTER SCIENCE AND THE COMPANIES, IN ITS SEVENTH EDITION

STUDENȚII IESC ȘI COMPANIILE  
5 martie 2025



On Wednesday, 5 March 2025, "Sergiu T. Chiriacescu" Conference Centre within Transilvania University of Brașov, hosted the 6<sup>th</sup> edition of the annual event "IESC Students and the Companies", organised by the Faculty of Electrical Engineering and Computer Science.



This is part of the series of events taking place on the occasion of Transilvania University's Day and has become a success for our faculty in terms of the relations with the partners in the economic environment.

The event has a technical character, through thematic presentations and practical workshops held by the companies, with the students' participation, and is withal an internship fair, acting as a framework where students and partner companies can establish a first contact in order to conduct the internships, but also to understand the field of activity and technologies used in the industry.

This edition was attended by 24 companies and two public institutions with projects and activities in the IESC students' fields of training. More details about the participants and the schedule of activities can be found at the following [address](#).

The event included student visits to the companies' presentation stands, video presentations and practical workshops organised by the latter. At the end, the traditional raffle with prizes offered by the companies to the participating students took place, this year with over 50 winners.



Also on this occasion, this year's second meeting between the Advisory Council and IESC Faculty's Economic Environment (CONSEC) took place. During this meeting, the discussions focused on the development opportunities in all the aspects related to the partnership with Transilvania University of Brașov.

We thank all the participants in this event!

Assoc. Prof. Dr. Eng. Titus Constantin BĂLAN,

Dean

Lect. Dr. Cristian BOLDIȘOR

Faculty of Electrical Engineering and Computer  
Science

■ CONTENTS



## STUDENTS OF THE FACULTY OF CIVIL ENGINEERING FACED WITH THE CHALLENGES OF THE ECONOMIC ENVIRONMENT

It has become a tradition for the Faculty of Civil Engineering to organise, on the Day of the University, thematic meetings in the fields of constructions and building services, in collaboration with representatives of the economic environment.

The topics of the meetings target a higher interest of the participants (students, professors and exponents of the economic environment) in content issues, as well as their active participation in the organised lectures and debates.

In the same vein, that is, the aforementioned pursuits, the scheduled activities have been conducted this year as well, reunited under the slogan "Students in front of the employers' demands", and involving five entities from the economic environment.



The scheduled activities were opened by Portic Association, with the support of Meesenburg and Rehau companies, under the name "Passive House", addressed to students, engineers, architects and energy auditors, and aiming to promote the concept of *Passive House* and *nZEB*, with practical examples on the correct installation of a window. At the end of the event, participation certificates were awarded.

Novelty elements on the technique of production process modelling in constructions were presented by BIMTech company, in the lecture "BIM in technological stages of work execution".



In an atmosphere filled with the students' admiration and high interest, another lecture, "Modern water-repellent protective solutions and materials for buildings", was given by Cemix Romania SRL company, with main specialization in

the supply of modern materials useful in the technique of water-repellent insulation of buildings.

The expertise and professionalism in the use and implementation of modern software for the 3D design of the buildings and their related services were successfully brought before the participants by Allbim Net company, with the lecture "How BIM defines the future of the engineering career in Romania". The interactive lecture, developed via applications on practical models, was highly appreciated by the students, who imaginatively built the projection of their future professional career.

The activities scheduled for the Day of the University - 1 March 2025 - were admirably concluded by SC VIAROM company, which has a solid expertise in thoroughfare, convincingly proven in the lecture "Innovative solutions for the road infrastructure".



The presence of over 170 participants (students, professors, engineers, architects) in the events was the extent to which the proposed objective was achieved in terms of the acquaintance with the advancements in the common fields of interest; as for the students, it reflected their interest in knowing the employers' expectations.

Prof. Dr. Eng. Ioan TUNS

Dean of the Faculty of Civil Engineering

Lect. Dr. Eng. Christiana CAZACU

Vice-Dean for Student Activities, Liaison with the  
Economic and Sociocultural Environment, and Public  
Relations

■ CONTENTS

## THE GRADUATES SHARE THEIR EXPERIENCES WITH THE LAW STUDENTS

"Yesterday's graduates, today's practitioners in front of the students", an event organised by the Faculty of Law, on 1 March 2025, the Day of Transilvania University of Braşov, brought together, in Emil Poenaru Auditorium, successful alumni of our faculty, who shared with the students information on the admission to the legal professions, respectively, on the specificity of the legal activities that each of them conducts.



We express our gratitude to the guests: Eduard Leahu, notary public in Braşov, Ioana-Irina Păcuraru, judge's assistant at Braşov Court of Appeal, and Viviana-Maria Ventilă, auditor of justice, 2<sup>nd</sup> year, National Institute of Magistracy, for providing

additional motivation to the students who aspire to achieve equally impressive professional results, and we also express our hope that the latter will be just as delighted and enthusiastic to (re)connect with our academic community.



At the same time, the event "Yesterday's graduates, today's practitioners in front of the students" was also a unique opportunity to celebrate excellence and build bridges between generations.

We are confident that the experiences shared by our guests will serve as a source of inspiration for the students, helping them shape their own paths in the legal career. We would like this valuable dialogue to continue and contribute to the training of competent and passionate professionals who will carry forward the reputation of the Faculty of Law in the city of Braşov.

Lect. Dr. Oana ŞARAMET  
Faculty of Law

■ CONTENTS

## DIALOGUES ABOUT EDUCATION AND PSYCHOLOGY ON THE UNIVERSITY'S DAY

The series of events dedicated to the anniversary of Transilvania University of Braşov was marked by the Faculty of Psychology and Education Sciences with two already traditional events: *Dialogues on Education* and *PSI Week*.



In March 2025, the 11<sup>th</sup> edition of the *Dialogues on Education* included two distinct activities with two guests: Georgeta Pânişoară, professor at the University of Bucharest, and Nicola Barbieri, professor at Reggio Emilia University of Italy. The first activity, entitled "Education through and for reading. Reading as a way of personal transformation" was hosted by St. O. Iosif Bookstore and emphasised the importance of sharing the ideas and emotions generated by various readings. The keynote speakers, Lect. Dr. Andreea Şiţoiu, Assist. Prof. Dr. Mălina Cioloca, Assoc. Prof. Dr. Mihaela Voinea, from the Faculty of Psychology and Education Sciences of Braşov, as well as Prof. Dr. Georgeta Pânişoară, from the Faculty of Psychology and Education Sciences of Bucharest, the audience (students, graduates, professors, kindergarten teachers) and the hosts of the event, represented by Iulian Bazarea, created a favourable atmosphere for real dialogue, focused on acceptance, tolerance and meaning.



The second activity was a valuable experience sharing by Nicola Barbieri, professor and disciple of Loris Malaguzzi, founder of Reggio Emilia educational alternative. The discussions, held at the Faculty of Psychology and Education Sciences, were filled with memories and emotions, giving the dialogue a strong touch of authenticity and professionalism.

The *Dialogues on Education* harmoniously continued the series of debates on psychology that took place within the event *PSI Week*, organised in partnership with TREI Publishing House and Cărtureşti Bookstore of Braşov, between 25 and 27 February 2025.



Readers of all ages, parents, students, practicing psychologists and teaching personnel, attended the presentation and debate on topical issues: "Freedom to be ourselves: What does it really mean to live authentically?" (moderator: Assoc. Prof. Dr. Daniela Popa), "Perfectionism between ambition and pathology" (moderator: Assoc. Prof. Dr. Laura Teodora David), "Secrets and honesty: about intimacy" (moderator: psych. Simona Nicolaescu). As always, in a relaxed atmosphere, the audience showed interest in the proposed topics, asking questions to the three experts and engaging in discussions on the day's topic.

These activities highlight that the Faculty of Psychology and Education Sciences is a dynamic, active and enthusiastic component of the academic community in the city of Braşov.

Assoc. Prof. Dr. Mihaela VOINEA

Assoc. Prof. Dr. Laura – Elena NĂSTASĂ

Faculty of Psychology and Educational Sciences



## A DAY DEDICATED TO INNOVATION AND EXCHANGE OF GOOD PRACTICES IN THE FIELD OF SPORTS AND PHYSICAL EDUCATION

On 19 March 2025, the Faculty of Physical Education and Mountain Sports (FEFSM) had the honour of hosting an exceptional event: an interactive workshop held by Luisa Fernanda Vélez, PhD, professor at the prestigious Universidad del Sagrado Corazón [Sacred Heart University] within the School of Health and Sciences.



The guest speaker brought to our undergraduate, graduate and doctoral students a current international vision of physical education, sports and of the emerging opportunities in these fields. The workshop stood out through a dynamic and collaborative atmosphere, in which innovative directions were outlined and valuable exchanges of good practices were made between the participants and the invited specialist.



Prof. Dr. Vélez put a great emphasis on the creative dimension of physical education, and highlighted successful international models in the field of applied sports, sports management and health promotion through movement. The importance of integrating technology and entrepreneurial thinking in the future professionals' training was also emphasised.

For our students, this event was a valuable opportunity to interact with an international specialist, to broaden their academic and professional horizons, as well as to discover new perspectives on the sports career. The discussions touched on topics such as sustainability in sports, entrepreneurial initiatives among youth, and creation of projects with social impact within the community.

The workshop was also a concrete example for the commitment of FEFSM to internationalization and the creation of a motivating academic environment, where innovative ideas, open dialogue and interdisciplinary collaboration are fostered and valued.

The event ended with an interactive question and answer session, in which the participants had the opportunity to delve deeper into the discussed topics and ask specific questions on the professional path in sports, international partnerships, and joint academic initiatives. The bases were laid for future collaborations between FEFSM and Universidad del Sagrado Corazón, opening up new opportunities for academic exchanges and joint projects.



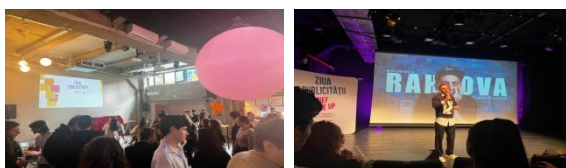
We express our gratitude to Prof. Dr. Luisa Fernanda Vélez for her presence and inspiration, as well as to all the participants who contributed to the success of this event!

Lect. Dr. Ștefan ALECU  
Faculty of Physical Education and Mountain Sports



## " DAY OF ADVERTISING - BRIEF ME UP": THE UNITBV STUDENTS, AT AN EXPERT MEETING IN BUCHAREST

For the students at the Faculty of Sociology and Communication (FSC), the Day of Advertising is a consequential day, as it gives everyone studying in this field the opportunity to meet new professionals who can guide them, or to register for various internships and then find a job. Therefore, on 10 March, a group of students coordinated by Assoc. Prof. Dr. Florin Nechita left for Bucharest, to participate in "Day of Advertising - Brief Me Up". Apollo 111, a popular meeting place, was the venue of the activity.



The FSC students in the Digital Media and Communications and Public Relations study programmes, as well as other participants found seats in the hall and were then greeted by thoroughly selected guest speakers from agencies, but also marketing and HR departments. The event began with the presentation of valuable lessons offered by:

- Daria Iordăchescu and Sofia Gavril, graduates of the IAA School, who spoke about the "First Steps in Advertising", offering us a realistic insight into the transition from studies to the career in an advertising agency.
- Florin Dumitru, Senior HR Business Partner at Hochland, who presented the concept of "Hochland as the Joy of an Agreeable Workplace", explaining how organizational culture can influence employee performance and satisfaction.
- Cristina Butunoi, Executive Director of Golin, who gave us tips about "The Hype after Hype", discussing motivation and adaptability in an ever-changing industry.
- Ioan Ungureanu and Vlad Giogu, representatives of Pastel agency, who challenged us to see creativity as a problem-solving process, by presenting "Creativity is Problem Solving".

- Mihai Fetcu, Creative Director at Cohn & Jansen, who discussed the balance between inspiration and strategy in a captivating speech: "Instinct vs. Science in Advertising".
- Anca Catarambol, Chief Talent Officer at Publicis Groupe, who presented the initiative "School of Big Ideas", a programme that helps young people build a solid career in advertising.
- Ion (Lutzu) Cojocaru, Content Director at McCann Worldgroup, was the speaker who captivated us the most with his authentic speech: "Your choosing to work in advertising is less important to me, what I want is for you to make that choice in full awareness. To let yourselves guided by what you feel, by your passion, even if it is not obvious at first. At some point, along this path, you will realize that *like* turns into *love*, and from that moment on, you must allow that passion to guide your career."

This idea deeply resonated with the participants, emphasising the importance of commitment and enthusiasm in the field of advertising.



Accordingly, "Day of Advertising - Brief Me Up" was an important event for the students' vision of the future, in which they could find the opportunities in the fields of PR and Marketing, but also listen to the ones who chose this field share their experiences.

Emilia Ștefania CEAUȘU and Andra Elena DAN  
2<sup>nd</sup>-year students in CRP  
Valeria PÎSLARI, 2<sup>nd</sup>-year student in MD

### ■ CONTENTS

## OPEN LESSON ON THE RISKS OF DRUGS, GIVEN BY STUDENTS, AT "DR. IOAN MEȘOTĂ" NATIONAL COLLEGE

The 2<sup>nd</sup> and 4<sup>th</sup>-year students in the full-time Law study programme presented to the pupils of "Dr. Ioan Meșotă" National College, Brașov, the mock trial organised within "Be Just", a project initiated and coordinated by Răzvan Florin Durbacă, 4<sup>th</sup>-year student in the full-time Law programme within the Faculty of Law.



The mock trial, involving 15 students of our faculty (Garofița Florea, Raluca Miron, Elena Simion, Raluca Vrâncianu, Andrei Lica, Ioana Stănculea, Ioana Voinescu, Andrei Pavel, Bogdan Mareș, Andreea Ciucioiu, Răzvan Durbacă, Narcisa Frânculescu, Edina Constantinescu, Bianca Vraciu, Ana-Maria Rudișteanu) and focused on the crime of drug trafficking, was intended to be an open lesson addressed to the pupils at this college of Brașov, on the risks of drug consumption and trafficking.



Subsequently to its conduct, the students answered the questions asked by the pupils.



The students were coordinated and supported in this project by Lect. Dr. Lorena Gabriela Nițoiu and Lect. Dr. Oana Șaramet.

Lect. Dr. Oana ȘARAMET  
Faculty of Law

■ CONTENTS

## FIT SPRINTLAB – A COMPETITION WHERE THE IDEAS COME TO PASS

On the initiative of IcebergPlus company and of the European Digital Innovation Hub in the Centre Region, in collaboration with the teaching personnel and students of two faculties within our university, the FIT SPRINTLAB competition took place at the Research and Development Institute of UNITBV. Here, the ideal space was created for the students to turn the local entrepreneurs' challenges into concrete solutions.



Thus, five student teams from the Faculties of Sociology and Communication, and Technological Engineering and Industrial Management had just one goal: to find concrete answers to real business problems.



With the support of mentors in fields such as marketing, manufacturing, urban mobility and technology, each team tested their creative limits and showed outstanding *problem-solving* skills.



"Our team, called *Transformers*, consisting of six students in Communication and a colleague in Engineering, collaborated to find an innovative solution to the issue of higher online visibility through SEO.

Despite our initially feeling uncertain, wondering whether we belonged in a competition dominated by teams of engineers, we proved that determination and creativity could overcome any challenge. And the result was all worth it: we ranked first" – declared Lidia Bădescu, 3<sup>rd</sup>-year student in Communications and Public Relations.



Conclusion of the event: there are solutions! All you need is to bring to the same table people with vision, expertise and the ability to pass on.

Assoc. Prof. Dr. Florin NECHITA

Faculty of Sociology and Communication

Assoc. Prof. Dr. Laurențiu MIHAIL

Faculty of Technological Engineering and Industrial Management

### ■ CONTENTS

## SALES STRATEGIES AND TECHNIQUES WITH BOGDAN SEBENI

On 11 March, the 2<sup>nd</sup>-year students in Communication and Public Relations had the opportunity to participate in an interactive course on sales and market strategies given by Bogdan Sebeni. With over 15 years of expertise in developing the performance of the employees and managers within Romanian multinational and entrepreneurial companies, he also authored the book *Be More Interesting than the Phone*.



Within the course *Means of Promotion*, Bogdan gave the students an applied perspective on the sales techniques used by companies, on the ways to raise their influence and on the strategies to achieve their professional goals.



An important moment of the meeting was the demonstration of the ways to apply the sales funnel, through which the students understood the process of attracting, persuading and increasing the customers' loyalty. Moreover, Bogdan explained the principles of sales communication, highlighting the importance of adapting the message and managing the interactions in order to influence decisions. In this context, he detailed the role of verbal, paraverbal and nonverbal communication for the success of a sale.

Through concrete examples and hands-on exercises, the course gave the students a deeper insight into the market dynamics and the manner of applying the marketing and sales concepts to their future careers.

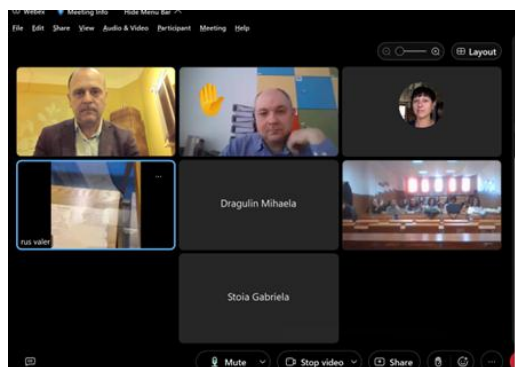
Assoc. Prof. Dr. Florin NECHITA  
Faculty of Sociology and Communication

■ CONTENTS



## CULTURAL HERITAGE MEETS INNOVATION AT “MUREȘENI’S HOUSE” MUSEUM

On 6 March 2025, “Mureșeni’s House” – the National Anthem Museum was the host of an engaging online presentation delivered by Valer Rus, the museum manager, in front of the professors and students involved in the project *Connect Wonders*.



This project, financed by *UNITA Starting Grants*, aims to explore the connections between literature, tourism and European cultural heritage, contributing to the integration of knowledge based on *The World Literature Knowledge Graph*, a semantic resource developed by the researchers within the University of Turin. With an impressive archive of over 25,000 documents, “Mureșeni’s House” Museum was the ideal partner for organising an event that would fit into the project topic. The museum is recognised for adopting innovative solutions that make history accessible to the general public.

During the virtual tour, the participants discovered three initiatives that increase the attractiveness of the museum especially for the younger generation. The first, launched in 2017, enables the virtual-reality exploration of the museum, offering the visitors an immersive experience of interaction with the archives. Since 2019, an interactive AI-based avatar has been providing customised information

about the exhibits, facilitating a dynamic experience. In 2022, a gamified virtual tour was introduced, which combines history with digital interactivity and invites the users to discover Mureșianu family’s secrets.



The museum manager’s captivating presentation sparked the participants’ curiosity and willingness to explore the museum. Thus, a future activity of *Connect Wonders* project, scheduled for October 2025, will take place in this very cultural space.

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

■ CONTENTS

## ART EXHIBITION – “1<sup>ST</sup> OF MARCH FLOWERS”



As part of the events related to the celebration of the Day of Transilvania University of Braşov, the Faculty of Psychology and Education Sciences organised the art exhibition “1<sup>st</sup> of March Flowers”. The event took place in the main hall of “Sergiu T. Chiriacescu” Conference Centre and

enjoyed a large audience who was pleasantly surprised by such an initiative.



The exhibition included large-sized works made in the *string art* techniques and acrylic paintings on canvas. They are part of a complex collection available for visit at the Research and Development Institute of Transilvania University, and are made by

the students of several faculties, such as Psychology and Education Sciences (PSE), Physical Education and Mountain Sports (EFSM), Electrical Engineering and Computer Science (IESC), or Medicine, under Assoc. Prof. Dr. Simona Indreica's coordination.

The compositions reflect not so much the creative side as the capability to learn any artistic technique from a procedural point of view; and the motor dexterity and speed of execution are the aspects in the foreground.



Through these exhibits, the importance of training for skill development is masterfully proven, and the students' high performance attained in just two months of practice is worth appreciating. Assoc. Prof. Dr. Simona Indreica's expertise, not only psycho-pedagogical, but also as an internationally acclaimed artist (art name – Indreica Magher) is a motivational promoter for her students in Occupational Therapy.

Assoc. Prof. Dr. Elena-Simona INDREICA  
Faculty of Psychology and Education Sciences

### ■ CONTENTS

## "PRODUCT DESIGN, A BRIDGE BETWEEN ART AND TECHNOLOGY" – ARTWORK EXHIBITION OF THE STUDENTS IN INDUSTRIAL DESIGN

As part of the events for the anniversary of the Day of Transilvania University of Braşov, the Faculty of Product Design and Environment (FDPM) organised, on 3 March 2025, the exhibition "Product Design, a Bridge between Art and Technology".



E building hall, University Colina Campus, 3.03.2025

Organised in the E building hall on University Colina campus within Transilvania University of Braşov, the action aimed at promoting the exceptional achievements of the students at FDPM, in the Industrial Design and Industrial Design (taught in English) study programmes.



Exhibition "Product Design, a Bridge between Art and Technology"

The exhibition of the students in Design is not a singular phenomenon and recurs after the event "Unframed 2019" and after the restoration of the murals on the walls of D and E buildings, with a view to abiding by an older commitment, that is, its becoming a permanent activity in order to beautify the university's circulation spaces, but also to promote the best students in this specialization.



Exhibition detail with mock-ups and tempera artworks

March 2025 brought to the audience no less than 40 artworks of drawing, graphics, painting in various techniques such as tempera and acrylic, but also a manifold of models made in various techniques and technologies specific to modelling or mock-up building.



Exhibition "Product Design, a Bridge between Art and Technology"

For three days, the exhibition had enjoyed a large audience, being admired by students and professors alike, as well as by external visitors, which determined the management boards of the faculty and university to make a gratifying decision, that is, to render it permanent. Thus, on a monthly basis, the exhibition will include new artworks, which will combine both the creative component of design and the students' endeavours to develop their skills in this field that bridges the beauty of art and the rigour of the technical fields.

Assoc. Prof. Dr. Eng. Mihai COMȘIȚ  
Faculty of Product Design and Environment

■ CONTENTS



## CINEMAUNIT AT A NEW EDITION



The fourth edition of CinemaUnit, the Romanian film festival organised by Cinemaraton TV in partnership with Transilvania University of Braşov, took place between 25 and 29 March 2025.

During five days, at Astra cinema theatre, 15 Romanian heritage films, but also recent films awarded at international festivals, documentary films, as well as classic or children's movies were available to watch. During the festival, this time at the Multicultural Centre, the students of Transilvania University also attended two masterclasses: *Fiction and Reality*, held by Prof. Dr. Dana Duma, movie critic, and Prof. Dr. Laurențiu Damian, film director/President of the Romanian Filmmakers Union (UCIN), and *Literary Adaptations in Romanian Cinematography*, held by the film director Bogdan Mureşanu.

Five movies released in 2024, three of which awarded at the most important international film

festivals (Berlin, Cannes, Venice), could be watched in the directors' presence at Astra cinema theatre: *The New Year That Never Came* (Bogdan Mureşan), *Three Kilometres to the End of the World* (Emanuel Pârvu), *The Holy Week* (Andrei Cohn), the last part of *Moromeții* trilogy (Stere Gulea) and *Enescu, Skinned Alive* (Toma Enache). Moreover, two classic movies of the Romanian cinematography were presented within an anniversary section: *Tănase Scatiu* (Dan Pița, 1975) and *Declaration of Love* (Nicolae Corjos, 1985), thus marking 50 and, respectively, 40 years since their premiere.

As in previous editions, the screenings were followed by debates attended by actors, directors, critics and film producers, important names in Romanian cinematography, such as Dan Burlac, Emanuel Pârvu, Manuela Cernat, Tamara Creţulescu, Ileana Popovici, Tora Vasilescu, Bogdan Mureşanu, Victor Rebengiuc, Andrei Cohn, Cristi Puiu and many more.

Created in 2022, CinemaUnit festival was thought of as a meeting place with Romanian cinematography both for the students of Transilvania University of Braşov, and for the general public. Through the movie selection, but also by organising discussions/debates after each screening, the audience had the opportunity to delve deeper into valuable autochthonous film productions, both classic and contemporary, as well as to participate, together with the artists, directors and film critics, in open discussions about the presented films, from the production process to their destiny on the big screens.

Anca PAPANA  
Multicultural Centre of Transilvania University

### ■ CONTENTS

## DAY OF TRANSILVANIA UNIVERSITY OF BRAȘOV: PIANO RECITAL - GUSZTÁV KIRÁLYHALMI

Among the events dedicated to the University's Day, the concert performed on 1 March by the pianist Gusztáv Királyhalmi stood out not only as a proof of artistic excellence, but also as a reaffirmation of the objectives that the Music Centre of Transilvania University had consistently pursued for ten seasons.



The Centre's constant presence in the foreground of the University's anniversary landscape, motivated by a steadfast vocation for cultivating and promoting authentic artistic values, intervened on the symbolic content of this year's event by attributing a dimension of continuity and prestige.

The recital proposed to the audience in the hall and online environment a genuine emotional and spiritual incursion, guided by the repertoire sounds developing in a logical and dramatic progression, proof of a considerable expressive and technical density. The programme began with the sensitivity of the transcription made by Liszt for Schubert's "Ave Maria" requiring the performer's skill of sound and timbre modelling in the light of cantability, as the main premise of expression. The music journey continued with George Enescu's Romanian Rhapsody no. 1, whose inclusion was a tribute to the national vein, in which folklore, sublimated through Enescu's compositional filter, was conveyed with a keen sense of timbral colour and narrative breath specific to this genre. The pianist succeeded in outlining the succession of sound paintings with refinement, maintaining the balance between spontaneity and control.

Chopin's variations on the theme "La cí darem la mano" marked the turn towards a more expansive piano score writing. This piece, despite its earliness in Chopin's creative chronology, requires a mature virtuosity through its technical demands. Gusztáv Királyhalmi proved not only a clear mastery of the piano

mechanisms, but also an organic understanding of Chopin's rhetoric, in which rich ornamentation doesn't remain a mere artifice, but becomes a structural element of the musical construction.

The following part of the programme was dominated by Liszt's well-known temperamental universe, first outlined in the interpretative delicacy and meditative lyricism nuances of the pianistic discourse proposed by Consolation no. 3. This piece was followed by the monumental Dante Sonata, an impressive sound fresco, always overwhelming through its dramatic force. The protagonist's performance stood out through the clarity of architecture and style, in which the alternations of character were decisively manifested in their full clarity, being articulated with rigour and depth.



The crowning of the musical journey was achieved through a moment of exquisite finesse and introspection, Chopin's Nocturne Op. 27 No. 2, which was offered as an encore at the request of the audience. A genuine sound gem and, moreover, a reference for Chopin's lyricism, the Nocturne was elegantly conveyed, each phrase unfolding, accordingly, with an almost vocal naturalness, in the colours of grace and melancholy, revealed through impeccable control and subtlety of expression.

This year's concert reconfirmed not only the Music Centre's commitment to promoting the artistic act at the highest level, but also its capability to discover and support young musicians of exceptional potential. Gusztáv Királyhalmi, albeit only in the first study year in Prof. Dr. Habil. Stela Drăgulin's class, stood out through a remarkable performing maturity, convincingly demonstrating the premises of a promising future artistic development. Thus, through the selection of a far-reaching repertoire and a performance intertwining subtlety and expressive force, the concert offered a genuine aesthetic experience, brilliantly joining the series of events that define the University's cultural identity.

Dr. Magdalena SUCIU

■ CONTENTS

## CHAMBER JAZZ AT THE MULTICULTURAL CENTRE

On 14 March, Răzvan Filip Cipcă (electric guitar), Cristian Galiți (electric bass) and Bodo Tabarca (drums) performed at the Multicultural Centre, within the series Chamber Jazz @ Transilvania University.



Among the most interesting young musicians in Romanian jazz, the trio proposed an original repertoire starting from Răzvan Filip Cipcă's compositions, which reunite various music genres – jazz, art rock, experimental and cinematic music.



The trio performed concerts at the Jazz Festival of Gărâna (2023), Jazz in the Park (2022), Tam-Tam Festival of Braşov (2022). Moreover, in 2023, they were selected out of 200 international bands to

participate in the international competition Jazz in The Park.

Răzvan Filip Cipcă (born in 1996) attended the courses of the National University of Music in Bucharest, majoring in jazz composition. His music is influenced by blues, rock, film scores, American folk, experimental music, and more.

Cristian Galiți (born in 1995) has studied the guitar since the age of 12, attended the courses of the High School of Arts in Galați, respectively the University of Music in Bucharest, majoring in jazz-bass.



Bogdan Tabarca (born in 2000) studied at the National University of Music in Bucharest, and he is currently pursuing a master's degree in jazz and pop music cultures at the same university. He also collaborated with the pianist Ștefan Stoianovici, the double bassist Vlady Săteanu, and is the drummer of Pyroblast emo-punk band.

Anca PAPANA  
Multicultural Centre of Transilvania University

■ CONTENTS



## MUSICAL TOKENS OF SPRING

The 1<sup>st</sup> of March Concert, hosted by Transilvania University of Braşov, brought to the fore a series of captivating instrumental moments, performed by students of deep artistic sensitivity and impeccable technique.



The evening was opened by Paul Cristian Ionescu (piano, 1<sup>st</sup>-year student in the Style and Interpretation in Instrumental and Vocal Performance – SPIV programme), a performer whose expressive sonorities and stylistic finesse successfully created a special atmosphere. Through a carefully chosen programme, the artist showed a surprising performing maturity, successfully conveying emotion and depth to each musical phrase.

Next, the audience was delighted by a chamber trio consisting of Narcis Simone Rusu (violin, 3<sup>rd</sup>-year student in Music Performance - IM), Paul Pădureţ (violin, 1<sup>st</sup>-year student in SPIV) and Sabina Pănturu (piano, 2<sup>nd</sup>-year student in IM), who brought a varied and spectacular repertoire to the stage. The programme included Suite for Two Violins and Piano in G Minor, Op. 71, by Moritz Moszkowski, a piece of a special complexity, which highlighted the performers' virtuosity. Next came Dmitri Şostakovič's composition, Five Pieces for Two Violins and Piano, in which the contrasts between lyricism and force were finely outlined. The audience was then carried into the Baroque era through Concerto for Two Violins in A Minor, RV 522, by Antonio Vivaldi, where the dialogue between violins was impeccably balanced. In the same atmosphere, the concert continued with Double Concerto for Violins, BWV 1043, by Johann Sebastian Bach, a reference piece, performed with precision and elegance.



The chamber moment was followed by a recital of the flautist ensemble consisting of Izabella Máthé (flute, 3<sup>rd</sup>

year, IM), Nectaria Negoescu (flute, 2<sup>nd</sup> year, IM) and Diana Ichim (piano, 2<sup>nd</sup>-year doctoral student), who brought a varied repertoire to the stage, from Baroque to modern music. The programme began with J.J. Quantz' Andante in C Major, a piece resounding with balance and refinement, followed by Saverio Mercadante's Duet No. 3 in D Major, where the dialogue between the two flutes played out with remarkable naturalness. The emotion was amplified by the performance of Béla Bartók's Romanian Dances, a vibrant piece, inspired by authentic folklore. In the same vein, the ensemble offered a special performance of George Enescu's composition, Cantabile et Presto, proving expressiveness and technical mastery. The programme continued with Prelude et Rigaudon by Vasile Jianu, and Three Pieces for Two Flutes by Eugène Bozza, which emphasised the timbral complexity of the instruments. The evening rounded off with Franz Doppler's Andante et Rondo, Op. 25, a piece of great virtuosity, Ian Clarke's Maya, a modern composition overflowing with subtleties of sound, and Herman Beertink's Fireflies, where the combination of piccolo, flute and piano brought an enchanting atmosphere.



The concert ended with a soloist moment by Sabin Bănescu (piano, 1<sup>st</sup> year, SPIV), who offered the audience a performance vibrant with emotion and expressiveness. Through his sensitive approach, the artist succeeded in turning each note into a true musical message, ending the evening on a note of reflection and inspiration.

This special evening once again proved the artistic excellence of the students at the Faculty of Music, successfully creating a genuine sound feast, in tune with the spirit of spring.

Mara-Mădălina OTVOS, 3<sup>rd</sup>-year student,  
Instrumental Music Performance (violin)  
Faculty of Music