



Transilvania
University
of Brasov

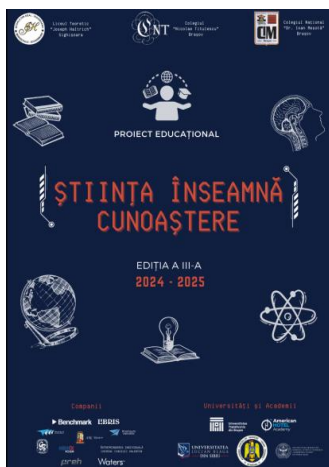
NEWSLETTER

No. 155 March 2025

- THE EDUCATIONAL PROJECT "SCIENCE IS KNOWLEDGE", IN ITS THIRD EDITION: AN IMPORTANT CAREER-ORIENTATION STEP FOR 245 PUPILS OF BRAȘOV AND SIGHIȘOARA
- THE FIRST ACTIVITIES CONDUCTED WITHIN THE PROJECT *SUSTAINABLE URBAN DEVELOPMENT GOALS IN TRANSPORT BACHELOR DEGREE*(ISDEGO)
- WORKING MEETING AT BRAȘOV WITHIN THE *GLOBAL TEACHERS FOR A SUSTAINABLE FUTURE*(GTSF) ERASMUS PROJECT
- AI4AGRI WORKSHOP – "NDVI MAPS FOR AGRICULTURAL CROP MONITORING"
- THE ACADEMY OF ONLINE IN ITS SEVENTH EDITION
- THE CITY OF BRAȘOV CELEBRATED THE WORLD NGO DAY THROUGH A LARGE-SCALE EVENT AT TRANSILVANIA UNIVERSITY OF BRAȘOV
- DAY OF THE UNIVERSITY FOR THE DEPARTMENT OF MECHANICAL ENGINEERING. WORKSHOP - ARTIFICIAL INTELLIGENCE IN MECHANICAL ENGINEERING. LIMITS AND CHALLENGES
- DAY OF THE UNIVERSITY FOR THE FACULTY OF TECHNOLOGICAL ENGINEERING AND INDUSTRIAL MANAGEMENT
- FURNITURE DESIGN, ENGINEERING AND RESTORATION – OUR STUDENTS' PROJECTS
- EVENTS DEDICATED TO THE DAY OF TRANSILVANIA UNIVERSITY OF BRAȘOV AT THE FACULTY OF FOOD AND TOURISM

- THE PRACTICE FAIR – FACULTY OF MATHEMATICS AND COMPUTER SCIENCE
- RESOUNDING SUCCESS FOR THE STUDENT CONTEST “ECONOMY ON TIK-TOK” ORGANISED ON THE DAY OF THE UNIVERSITY
- THE WORKSHOP “MEDIA EDUCATION IN THE DIGITAL AGE” – OPEN DIALOGUE WITH THE STUDENTS ABOUT ONLINE INFORMATION AND CONTROL
- MUSICAL EVENING *IN MEMORIAM IOSIF SAVA (II)* – DIANA ICHIM, HARPSICHORD
- MUSICAL EVENING *IN MEMORIAM IOSIF SAVA (III)*
- HARMONIES OF SPRING –VOCAL-INSTRUMENTAL RECITAL
- MUSICAL SPRING
- EXHIBITION OF CONTEMPORARY ART AT THE MULTICULTURAL CENTRE

THE EDUCATIONAL PROJECT "SCIENCE IS KNOWLEDGE", IN ITS THIRD EDITION: AN IMPORTANT CAREER-ORIENTATION STEP FOR 245 PUPILS OF BRAȘOV AND SIGHIȘOARA



Transilvania University of Brașov hosted, on 13 February, a major event for 245 pupils, more precisely 10th, 11th and 12th graders of Brașov and Sighișoara: the third edition of the regional project "Science is Knowledge". Organised by "Nicolae Titulescu" National College, this project aims at providing the pupils with the essential guidance and resources in the choice of their educational and professional future.

The event started at 1:00 p.m., in "Sergiu T. Chiriacescu" Conference Centre, Transilvania University of Brașov, with the speech given by the representatives of the three high schools, members in this project, followed by UNITBV's inaugural address, delivered by Prof. Dr. MD Liliana Rogozea, Vice-Rector for Public Relations, and completed with the presentations of the faculties within Transilvania University of Brașov.



The pupils had the opportunity to find more details about the various fields of study directly from the deans, promotion officers and guest professors from the following faculties: Electrical Engineering and Computer Science, Materials Science and Engineering, Technological Engineering and Industrial Management, Food and Tourism, Economic Sciences and Business Administration, Medicine, Law, Mathematics and

Computer Science, Letters, Sociology and Communication, Psychology and Education Sciences.

In the schedule of events, next came the presentation of other guest universities and academies, respectively "George Emil Palade" University of Medicine, Pharmacy, Science and Technology of Târgu Mureș, "Lucian Blaga" University of Sibiu, "Henri Coandă" Air Force Academy, and American Hotel Academy. They were followed by the presentation of partner companies and institutions such as Benchmark, ARC Brașov, Preh, "Dr. Fogolyan Kristof Korhaz" County Emergency Hospital, Premium Aerotec, Brașov Ghimbav International Airport, Libris, "George Barițiu" County Library of Brașov, Waters and Valentin Chiriac - First Aid.



The project objectives highlighted during this meeting are to support the pupils in choosing their educational and professional future; to provide guidance and resources for talent discovery and informed decision making; to encourage the pupils towards exploring and overcoming the fear of the unknown; to understand the importance of studying science (physics, mathematics, chemistry, biology); to provide access into the laboratories of the faculties and companies included in this project.

The project coordinator, Anca Cașăș, teacher at "Nicolae Titulescu" National College of Brașov, emphasised the importance of the project for the pupils' orientation: "We encourage the pupils to believe in themselves, explore, and not let fear of the unknown limit their options". The project "Science is Knowledge" will unfold until the month of May, giving youth valuable opportunities to shape their future.

Assoc. Prof. Dr. Victor BRICIU
Compartment of Marketing and Image

THE FIRST ACTIVITIES CONDUCTED WITHIN THE PROJECT *SUSTAINABLE URBAN DEVELOPMENT GOALS IN TRANSPORT BACHELOR DEGREE* (ISDEGO)

The project *Sustainable Urban Development Goals in Transport Bachelor Degree* (ISDEGO) is implemented within the programme Erasmus+ KA2 - Cooperation for Innovation and Exchange of Good Practices: Capacity Building in Higher Education.



The consortium consists of ten universities and three specialised institutions. The participants in the ISDEGO project are four European universities (Politechnika Morska W Szczecinie, Poland – coordinator; Hochschule Wismar, Germany; Università degli Studi di Roma Tor Vergata, Italy; Transilvania University of Braşov, Romania), four universities of Ukraine (National Transport University – local coordinator; O.M. Bekeťov National University of Urban Economy of Harkov; National University of Water and Environmental Engineering; Politehnica National University of Zaporozhie) and two universities in the Republic of Moldova (Technical University of Moldova – local coordinator; Alecu Russo State University of Bălţi). In addition to these universities, the consortium has associated partners, relevant institutions in the field of mobility: Infrastructure and Facility Department of the Local Council of Rivne, Ukraine; Pro Mobility LLC, Ukraine; I.S. State Road Administration, Republic of Moldova.

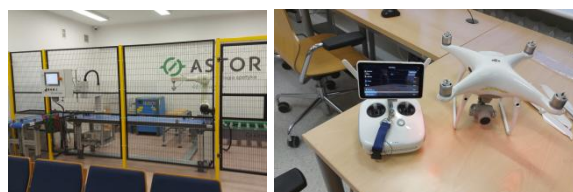
The main purpose of ISDEGO is to integrate the principles of “making cities and rural areas inclusive, safe, resilient and sustainable” into all key bachelor’s disciplines in the field of transport engineering within the universities of Ukraine and the Republic of Moldova. This will change the educational paths, train leaders with new mindsets, and enable the graduates to

become more competitive on the labour market. The project-related information, throughout its duration, is accessible on <https://www.facebook.com/ISDEGO/>.

At Transilvania University of Braşov, the project will be implemented by a multidisciplinary team of teaching personnel and researchers, coordinated by Prof. Dr. Eng. Stelian Țârulescu, Faculty of Mechanical Engineering.



The project started in January 2025 with the first event, organised at Politechnika Morska W Szczecinie University, Poland, and was attended, as project officer for UNITBV, by Prof. Dr. Eng. Stelian Țârulescu. During the first meeting, the work packages, objectives and activities to be conducted over the three years of implementation were presented in detail. Information was exchanged, the next events were prepared, and the working methodology within the consortium was established. On this occasion, the laboratories of the Faculty of Transport within the host university were visited: the goods handling facilities lab, the road traffic lab, the industrial robots lab, the virtual engineering lab and the infrastructure materials lab.



The information acquired during the event will be used to prepare the project activities, but also to raise the quality of the teaching and research activities within the Transport and Traffic Engineering study programme.

Prof. Dr. Eng. Stelian ȚÂRULESCU
Department of Motor Vehicles and Transport,
Faculty of Mechanical Engineering

■ CONTENTS

WORKING MEETING AT BRAȘOV WITHIN THE *GLOBAL TEACHERS FOR A SUSTAINABLE FUTURE* (GTSF) ERASMUS PROJECT

The academic personnel of the Faculty of Psychology and Education Sciences, together with partners from eight other institutions, organised the second meeting within the *Global Teachers for a Sustainable Future* (GTSF) project (Erasmus - ID KA220-HED-D577F109) in "Sergiu T. Chiriacescu" Conference Centre of Transilvania University of Brașov, between 19 and 21 February



The purpose of GTSF is to design a training programme for the development of the students' global skills in the field of education. GTSF aims at developing innovative teaching methods to support the internationalization of education. This process involves the integration of global perspectives, experiences and opportunities in teaching, learning, research and academic management. Internationalization fosters a diverse and inclusive educational environment that promotes intercultural understanding and prepares students for success in a globalised world. The specific initiatives include study abroad programmes, international student exchanges, research collaborations with institutions of other countries and integration of the global dimensions into the curriculum.

Thus, as a follow-up of the transnational meeting, several workshop preparation sessions for the teaching and administrative personnel (training of trainers) were organised, in order to provide them with the necessary knowledge for the successful implementation of the GTSF programme. This training will focus on the main objectives of the programme, as well as on the way of using the Moodle platform.

During the session in the city of Brașov, through the conducted activities, such a teacher training workshop was planned, in order to provide the educators with a transformative, high-impact learning experience which will develop their culture- and global citizenship-related skills. The workshop will include an online course consisting of:

- four micro-learning videos (content, recording and editing included) with a maximum 20-minute total recording time; they will be incorporated as a self-learning module for educators on the above-mentioned topics;
- four live virtual sessions (four hours each) that address the essential skills for successfully designing and facilitating learning in virtual and global environments;
- a toolkit for the faculty personnel, which contains the materials for the *training of trainers* course.



The project partners are: CEU Cardinal Herrera University (CEU UCH); Taras Shevchenko National University of Kyiv (TSNUK); Global Case Study Challenge (GCSC); Technische Universität Braunschweig (TUBS); Transilvania University of Brașov (UNITBV); Ibn Haldun University; Spanish Network for Sustainable Development (REDS-SDSN Spain); Jönköping University; Universiti Pendidikan Sultan Idris (UPSI).

Lect. Dr. Adrian Alexandru MOȘOI
Faculty of Psychology and Education Sciences

■ CONTENTS

AI4AGRI WORKSHOP – “NDVI MAPS FOR AGRICULTURAL CROP MONITORING”



Funded by
the European Union

On 6 February 2025, the workshop “NDVI Maps for Agricultural Crop Monitoring” was held within the European AI4AGRI project *Romanian Excellence Centre on Artificial Intelligence for Earth Observation Data Analysis in Agriculture*. AI4AGRI is a Twinning-type project (HORIZON-WIDERA-2021-ACCESS-03), coordinated by Transilvania University of Braşov, in partnership with Paul Sabatier University and Jean Jaurès University of Toulouse, France, as well as Tor Vergata University of Rome, Italy. The main project objectives are (i) to train the graduate and doctoral students, as well as the young researchers of this centre for an international research activity in the field of Artificial Intelligence for Agriculture, by capitalising on the Earth Observation data, (ii) to conduct research activities in collaboration with and at the level of the Western European partners and (iii) to make the most of the project research results.



The workshop on 6 February 2025 was organised by the *Romanian Excellence Centre on Artificial Intelligence for Earth Observation Data Analysis in Agriculture* established within the AI4AGRI project under the Research and Development Institute

within Transilvania University of Braşov, together with the National Institute of Research and Development for Potato and Sugar Beet (INCDCSZ) of Braşov, associated project partner, and the Romanian Space Agency (ROSA), Bucharest. The workshop, hosted by INCDCSZ Braşov, brought together 39 participants, both researchers within the project and representatives of Braşov County Directorate for Agriculture, of S.C. Zoom Data Field S.R.L. Bucharest – a company that uses satellite data and delivers NDVI maps to its clients, of Bod Sugar Beet Growers Association, as well as a few farmers from Bod, Codlea, Feldioara and Hălchiu. The workshop aimed at familiarising the farmers with the satellite data and with the possibility of NDVI map-based agricultural crop monitoring (note: NDVI is a vegetation index, calculated on the basis of multispectral satellite data, which provides information on the vegetation phase/health condition of the plants).

The workshop was also an ideal opportunity to initiate discussions among the participants, with a view to identifying opportunities of collaboration and capitalization on the satellite data in applications for agriculture, thus meeting the farmers’ needs. On this occasion, the *Romanian Excellence Centre on Artificial Intelligence for Earth Observation Data Analysis in Agriculture* delivered for free its first NDVI maps, as well as the related reading instructions, to two commercial companies of a few farmers in the region of Braşov.

Prof. Dr. Eng. Mihai IVANOVICI

AI4AGRI project manager

Faculty of Electrical Engineering and Computer
Science

■ CONTENTS

THE ACADEMY OF ONLINE IN ITS EVENTH EDITION

The Academy of Online has reached its seventh edition. The first of the eight meetings having as guests the partners in two local online marketing agencies, namely *Romanian Copywriter* and *The Pharmacy*, was held on 28 February. The first session had as a guest Cătălin Ionașcu, the founder of *Romanian Copywriter*, and was themed on SEO (*Search Engine Optimization*). The novelty of this edition is the students' distribution in eight teams, who will simulate the activity of an online marketing agency and work on the briefs of eight real clients.



The first meetings coordinated by Cătălin Ionașcu, will be followed by interesting topics prepared by Zoe-Larisa Ionașcu (*Romanian Copywriter*), Ovidiu Bălcăcian and Laurențiu Mihai (*The Pharmacy*). Based on real case studies and the experience acquired in the projects of the two agencies, the four trainers will guide the participants through

examples and practical exercises to develop essential skills in online marketing.



Apart from the interactive presentations, the participants will receive weekly assignments in all addressed thematic fields (SEO, Content Marketing, Copywriting, Google Ads, Facebook Ads and Instagram Ads), which will be analysed during each meeting for an efficient application of the newly acquired knowledge. This edition as well offers a hands-on learning experience, giving students the opportunity to develop their skills and acquaint themselves with the real-world demands of digital communication.

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

■ CONTENTS

THE CITY OF BRAȘOV CELEBRATED THE WORLD NGO DAY THROUGH A LARGE-SCALE EVENT AT TRANSILVANIA UNIVERSITY OF BRAȘOV

On 27 February, the World NGO Day, Brașov was the host of an event dedicated to Non-Governmental Organizations (NGOs).



This event was organised at the initiative of Brașov County Pupil Council and *Bastion of Youth* Association, the latter being established within the NextGen Youth programme of the National Youth Foundation. The main objective was to create a platform for dialogue and interaction between NGOs, pupils and the community of Brașov.



Hosted in "Sergiu T. Chiriacescu" Conference Centre of Transilvania University of Brașov, the event, organised together with UNITBV, included various activities aimed at informing and involving the local community, especially the young people, pupils and students.



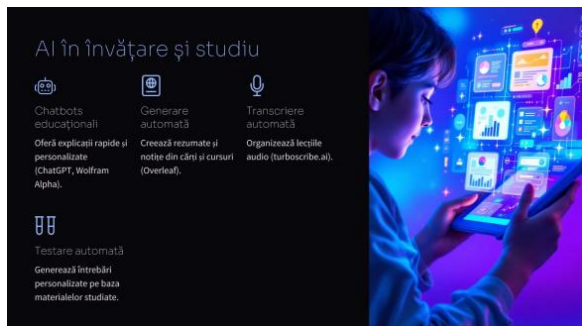
The programme included: an NGO fair, where the organizations presented their activities, mission and projects; interactive workshops, for instance on first aid and sexual education; a panel discussion themed on "Civic Engagement and Education: Key to a Better Future", with Prof. Dr. Ioana Chițu's participation, as Coordinator of the Compartment for the Liaison with the Pre-university Environment, and speaker within the panel on behalf of UNITBV; an artistic moment, to celebrate all participants' civic involvement.

Andra Gheorghe, interim president of Brașov County Pupil Council, together with Anamaria Ivan and Teodor Pirpiliu, representatives of the *Bastion of Youth*, emphasised the crucial importance of the NGOs in society and encouraged civic engagement, especially among young people.

Andra Elena DAN, 2nd-year student
Emilia CEAUȘU, 2nd-year student
Communication and Public Relations
Assoc. Prof. Dr. Victor BRICIU
Compartment of Marketing and Image

DAY OF THE UNIVERSITY FOR THE DEPARTMENT OF MECHANICAL ENGINEERING. WORKSHOP - ARTIFICIAL INTELLIGENCE IN MECHANICAL ENGINEERING. LIMITS AND CHALLENGES

Artificial intelligence (AI) plays an ever-important role in engineering, especially mechanical engineering, providing tools and methodologies that boost efficiency, creativity and safety. The implementation of AI in this field faces more and more limits and challenges that must be overcome in order to fully exploit its potential.



The students of the programmes within the Department of Mechanical Engineering had the opportunity to explore the impact of AI in mechanical engineering and to find why it is essential for them, as future engineers, to embrace this technology.

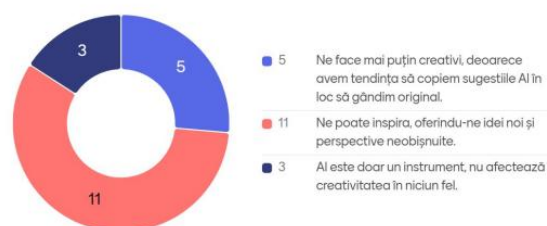
The event, held at ICDT, in room L9, on 28 February 2025, gave the students an insight into the AI applications and the way in which these revolutionary technologies can be integrated into their future careers. Thus, in order to make the most of this technological wave, the students need to understand the AI concepts and tools, and learn how to apply them in various professional settings.

During the opening ceremony of the scientific event, the floor was taken by Prof. Dr. Eng. Maria Luminița Scutaru, Director of Mechanical Engineering Department, and Assoc. Prof. Dr. Eng. Mircea Mihălcică, who delivered an engaging presentation on the challenges and prospects of using AI in the field of mechanical engineering.



Before an impressive number of students, professor Mihălcică highlighted the importance of understanding the AI applications, but also the complexity of its integration into modern mechanical processes. The main challenges under discussion included the complexity of the algorithms, the need for quality data, but also the adaptability of AI to various mechanical engineering systems. He emphasised both the importance of using AI in technological research and development, and the need to observe academic ethics and standards, especially in terms of plagiarism. The students were encouraged to explore and apply AI solutions to improve processes and innovate in the field of mechanical engineering, but with strict observance of the research integrity.

Ce impact are AI asupra creativității umane?



The event featured interactive sessions and panel discussions, providing the participants with a clear view of the challenges and opportunities that AI brings to the mechanical field of engineering.

Assoc. Prof. Dr. Eng. Mircea MIHĂLCICĂ
Prof. Dr. Eng. Maria Luminița SCUTARU
Director of Mechanical Engineering Department

■ CONTENTS

DAY OF THE UNIVERSITY FOR THE FACULTY OF TECHNOLOGICAL ENGINEERING AND INDUSTRIAL MANAGEMENT

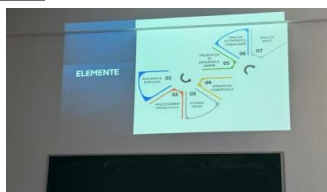
On the Day of the University, the Faculty of Technological Engineering and Industrial Management organised a series of events aimed at bringing innovation, education and professional development to the fore. Students, professors, and guests had the opportunity to participate in interactive activities and debates on current topics in the fields of technology and economics.

The events took place during the days of 28 February and 3 March 2025, in this way:

1. Courses in digital design - 28 February;
2. From idea to success, the essential role of the business plan - 28 February;
3. Romania in the euro area: when, how and why? - 28 February;
4. From idea (CAD) to product (CAM) in 100 minutes - 3 March;
5. From idea (CAD) to product (3D printing) in 100 minutes - 3 March;
6. SCARA. Contest for creative pupils - 3 March.

During the *Courses in digital design*, the participants explored new techniques and technologies used in digital design, discovering their practical applications for industry.

The event *From idea to success, the essential role of the business plan* gave the participants a broad outlook on the importance of a well-structured business plan. By concrete examples and detailed analyses, a sound plan was proven successful in turning an innovating idea into a feasible and rewarding project.



In the economic field as well, the workshop *Romania in the euro area: when, how and why?* took place, focused on analysing the opportunities and challenges



of Romania's accession to the euro area, and giving the participants a clear understanding of this complex process.

The workshop *From idea (CAD) to product (CAM) in 100 minutes* was an opportunity to get acquainted with the process of transformation from digital concept to final product. During this intensive session, the participants explored advanced CAD and CAM technologies, learning how they are used in modern design and manufacturing.

The workshop *From idea (CAD) to product (3D printing) in 100 minutes* offered the participants a hands-on demonstration of the process of transformation from digital project to physical product by 3D printing. During the session, the strengths of this



technology were highlighted, such as accuracy, efficiency and diversity of its applications in various fields.

The SCARA contest gave the pupils fond of technology and innovation the opportunity to demonstrate their creativity in a dynamic challenge.

Under the guidance of ITMI's professionals, the participants tackled technical challenges and developed innovative solutions, highlighting the potential of the new generation in the field of digital design and engineering.

These events brought together students, professors, and experts in various fields, providing opportunities for learning, collaboration and exchange of ideas.

Assoc. Prof. Dr. Eng. Ioana Mădălina PETRE
Faculty of Technological Engineering and Industrial
Management

FURNITURE DESIGN, ENGINEERING AND RESTORATION – OUR STUDENTS' PROJECTS

The Faculty of Furniture Design and Wood Engineering is an active presence at the University's festive events. Therefore, this year we celebrated the Day of the University with the exhibition *Furniture Design, Engineering and Restoration – Our Students' Projects*. The event took place on 28 February 2025, in L and H buildings of our faculty, and brought to the public's attention furniture design projects, harmoniously complemented by restoration projects.



Posters were also exhibited, which attested to the capacity of the students and their coordinators as heralds of wood engineering and Romanian traditions in Central America (Cuba) and Asia (Dubai). The collaboration with prestigious European universities was not omitted either. The poster exhibition has become a permanent, living presence that personalises the halls of our faculty.

In the same vein, the exhibition hall, dedicated to furniture restoration, was decorated with objects restored during the Summer School "Furniture Conservation and Restoration – a collaboration between Romania and China", held in July 2024, together with the University of Nanjing. In the foreground, four Art Deco style chairs were exhibited, as well as small, peasant objects.

The public was invited to explore, admire the students' creative ideas, and learn about the manufacturing techniques or furniture styles, through this varied and comprehensive selection. Representatives of the economic environment were also present as guests, who appreciated both the exhibited works and the permanent concern for innovation in design and for the preservation of the wooden heritage.



We can only be proud of our students and their projects, and rejoice every time we work as a team.



At the end, this beautiful event was condensedly captured through a photo in the Instagram corner – *InstaCorner*.

Lect. Dr. Eng. Emanuela BELDEAN
Assoc. Prof. Dr. Eng. Alin OLĂRESCU, Dean
Faculty of Furniture Design and Wood Engineering

■ CONTENTS

EVENTS DEDICATED TO THE DAY OF TRANSILVANIA UNIVERSITY OF BRAȘOV AT THE FACULTY OF FOOD AND TOURISM



The Day of Transilvania University of Brașov was celebrated at the Faculty of Food and Tourism through a meeting with the graduates, themed on "Innovation in Nutrition, Tourism and Gastronomy", and through the culinary competition GASTRO AT Cup, in its 2025 edition, "Food in Delicacies"; both events took place on 28 February.



The culinary competition brought together nine teams made up of UNITBV students, graduates, professors and employees, who proved their mastery in the kitchen within a true duel of the generations. The atmosphere was full of enthusiasm, creativity and passion for the culinary art, and the dishes surprised by technique, taste and presentation.

The jury of the competition consisted of prestigious chefs, collaborators in the economic environment and professors at the Faculty of Food and Tourism, whom we thank for their involvement and dedication: Lady Chef Cornelia Ghișoi, chair of the jury, Pastry Chef George Tufă, Gabriela Dan, editor-in-chief of *The White Art* journal, Dorian Lungu, co-creator of Luado Chocolate brand and

Assoc. Prof. Dr. Laura Cismaru, Vice-Dean of our Faculty.

They had a difficult task in designating the winners, as each team brought a unique combination of tradition and innovation to the proposed plate. Eventually, the students came in first, proving that the modern vision of gastronomy can compete with the experience acquired over the years.



The event was not only a competition, but also an opportunity for learning, collaboration and exchange of ideas between the generations. The participants had the opportunity to experiment, get inspiration and discover new perspectives on the culinary art. We thank everyone involved – competitors, jury, organizers and spectators – for bringing this show of taste and creativity to pass.

Happy anniversary, Transilvania University of Brașov!

Alexandra - Ioana FLOREA, student
Bianca-Maria STAN, student
Alexandru-Mihai STOICESCU, student
Lect. Dr. Eng. Alina MAIER
Faculty of Food and Tourism

■ CONTENTS

THE PRACTICE FAIR – FACULTY OF MATHEMATICS AND COMPUTER SCIENCE

On 26 February 2025, for the Day of Transilvania University of Braşov, the Faculty of Mathematics and Computer Science organised the *Practice Fair*.



The event was hosted in "Sergiu T. Chiriacescu" Conference Centre within Transilvania University of Braşov. During this meeting, about two hundred second-year students in the *Computer Science*, *Applied Computer Science*, *Applied Computer Science* (taught in German) and *Mathematics-Computer Science* study programmes had the opportunity to learn about the collaboration

opportunities offered by the local IT companies, especially in terms of internships and work placements.

The following companies participated in these activities: Canam Group, Waters Romania, Siemens Industry Software and Siemens R&D.

Having an extensive expertise in cutting-edge IT technologies, the companies of Braşov delighted the students with their presentations. The students were informed about the possibility of doing the internship, but also about the prospects of employment in the IT field, after completing their university studies.

We thank the companies that participated in this event and we look forward to taking this fruitful collaboration further in the future!

Lect. Dr. Nicoleta ENACHE-DAVID, Vice-Dean
Faculty of Mathematics and Computer Science

■ CONTENTS

RESOUNDING SUCCESS FOR THE STUDENT CONTEST "ECONOMY ON TIK-TOK" ORGANISED ON THE DAY OF THE UNIVERSITY



CONCURS ZIUA UNIVERSITĂȚII

„Economia pe Tik-Tok”.

Un concurs care îmbină științele economice cu spiritul dinamic al TikToc-ului

The Faculty of Economic Sciences and Business Administration within Transilvania University of Braşov successfully marked the Day of the University through an original event: "Economy on Tik-Tok". This competition gave students the opportunity to prove their creativity and knowledge in economics through original, humorous and inspiring videos.

The competition raised a great interest, bringing together 36 teams and 49 undergraduate students. The participants succeeded in combining the economic concepts and current social media trends, creating an immersive and educational content on the TikTok platform.

The jury, consisting of professors and graduate students, appreciated both the economic relevance

of the videos and the innovative way in which the students transposed the ideas into digital format. The event highlighted not only the participants' theoretical skills, but also their ability to communicate effectively online, and thus proved how important it is to adapt the economic education to the new digital technologies and platforms.

The following students were awarded: Ana Maria Neacşu and Ana Negru (first prize), Alexandra Nacu, Maia-Nicole Stan and Oana-Gabriela Totîlcă (second prize), Diana Irimia, Emilia Munteanu and Carla Nicula (third prize), Tudor Matei Vicol (first mention) and Gabriel Bajureanu (second mention).

Congratulations to all participants for their creativity, involvement and positive energy which boosted the success of this contest!

The Faculty of Economic Sciences and Business Administration looks forward to organising other such interactive events, aimed at stimulating critical thinking and innovation among students.

Event organizers:

Prof. Dr. Gheorghița DINCĂ, Vice-Dean FSEAA

Assist. Prof. Dr. Eliza CIOBANU

■ CONTENTS



THE WORKSHOP "MEDIA EDUCATION IN THE DIGITAL AGE" – OPEN DIALOGUE WITH THE STUDENTS ABOUT ONLINE INFORMATION AND CONTROL

On 28 February 2025, for the Day of the University, the Faculty of Sociology and Communication organised the interactive workshop "Media Education in the Digital Age", dedicated to the students interested in understanding the mechanisms by which media influence our opinions, emotions and behaviours.

The event was designed as an open debate, in which the students had the opportunity to reflect critically on the way they interact with the news and digital content, in a context marked by instant access to information, but also by significant risks of misinformation.



Starting from essential questions such as "What is fake news?", "How do online algorithms affect our thinking?" or "Why do emotions amplify the impact of mass media?" the workshop approached topical

issues related to the echo chambers, emotional manipulation, the economic impact on media consumption, and the erosion of trust in the traditional sources of information.

The event was moderated by Arabela Briciu and Bogdan Zamfir (*Southern Connecticut State University*), a Fulbright scholar at Transilvania University of Braşov, and had as guests Mihaela Parghel and Liviu Ardelean, journalists and graduate students in *Branding Campaign Management*.

The participants were encouraged to get actively involved and discuss the importance of critical thinking in relation to the digital content we consume or share. Moreover, concrete strategies for responsible online browsing were highlighted: source verification, diversification of perspectives, avoidance of automatic emotional reactions and fostering of a reflection- and discernment-based media awareness.

The workshop was an example of collaborative learning and interdisciplinary dialogue, reflecting the commitment of the Faculty of Sociology and Communication to forming informed, responsible and resilient citizens in front of the information challenges brought along by the digital age.

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

■ CONTENTS

MUSICAL EVENING *IN MEMORIAM IOSIF SAVA (II)* – DIANA ICHIM, HARPSICHORD

The concert series *In Memoriam Iosif Sava*, organised by the Music Centre of Transilvania University of Braşov celebrated the unique mark of the personality who turned the discourse about music into a genuine act of culture, this time in Studio 181 Hall of the Rectorate building.



The second concert of the series, performed in the evening of 11 February, placed in the spotlight Diana Ichim, an artist whose multifaceted pursuits highlighted the complementarity of the piano and the harpsichord, characteristic of an expansive musical vision.

Doctoral student at Transilvania University of Braşov, under Prof. Emerit Dr. Stela Drăgulin's supervision, Diana Ichim has enjoyed an artistic path marked by rigorous pianistic training, while her interest in the art of the harpsichord, which complemented the exploratory approach to the connections between the two sound worlds, was thoroughly coordinated by the distinguished organist of the Black Church, Adjunct Professor Dr. Steffen Schlandt. The recital proposed a foray into the universe defined by Johann Sebastian Bach's architectural rigour and complex expressiveness, a universe translated into a programme which successfully served this dual identity, highlighting

both the structural aspects and the deep emotional valences of the composer's creations.

From the solemn gravity of Toccata in G Minor BWV 915, to the polyphonic subtleties of Chacona BWV 1004, Diana Ichim proved a high comprehension of Bach's compositional style, elegantly balancing the architectural clarity and the freedom of musical rhetoric. Her performance evinced not only an impeccable technique and stylistic rigour, but also the ability to give each phrase a discursive naturalness which brings this music closer to the improvisational spirit of the times, involving as well a refined affective approach.



Through this second concert, the Music Centre of Transilvania University of Braşov reaffirms its commitment to bringing exceptional performances to the attention of the audience, thus providing the most valuable artists with a platform for the discovery of new insights into the great repertoires. In a musical world always in search for authenticity, such initiatives remain essential benchmarks of a vibrant and ever-present cultural firmament.

Dr. Magdalena SUCIU

■ CONTENTS

MUSICAL EVENING *IN MEMORIAM IOSIF SAVA (III)*

The initiative of the series of concerts in tribute to Iosif Sava, the great personality of culture and music, materialised in an event of a special symbolic force, conceptualised in the key to the reconstruction of the artistic vein that added to the articulation of the Romanian musicologist's comprehensive perspective.



The concert, performed in "Sergiu T. Chiriacescu" Conference Centre of Transilvania University on 18 February, was, rather than a mere succession of pieces for the organ repertoire, a foray into J.S. Bach's incipient formative universe, exploring some of the earliest stylistic influences and benchmarks that shaped his compositional language.

The Music Centre of Transilvania University reaffirmed, through the series of concerts *In Memoriam Iosif Sava*, the dedication with which he adopted the mission of shedding light on the artistic legacy from the most notable spirits of the past in a vivid and fresh chromatic spectrum, while providing a valuable platform for the new generations of performers. During the three weeks, the audience was invited to discover not only the masterpieces of the repertoire dedicated to the instruments that established the timeless image of Bach's compositional mastery, but also a genuine retrogressive musical-narrative journey into the composer's intrinsic and extrinsic universe.

The concert-lecture proposed, for the performative foreground, passionate pupils and students, whose succession on the stage of "Sergiu T. Chiriacescu" Conference Centre, gradually imagined a bridge to the core of the evening's repertoire. Thus, Felix Schlandt, Lukas Hellmann, Renate Ferencz and Geanina Sălăgean offered moments of refinement and expressiveness, outlining, through each performed

music piece, a paradigm of sound and timbre that complemented, before the spectators' eyes, a surprisingly rich perspective on the protagonist instrument – the organ. The repertoire was thought as a journey along the evolution of the musical language from the virtuosos of the German Baroque – Johann Pachelbel, Georg Muffat, Matthias Weckmann, Dieterich Buxtehude – to the expressive amplitude and architectural force of Bach's creations.

At the core of this sound event, the organist and professor Steffen Schlandt's interpretative mastery and expertise added to the organic consistency, as his performance illustrated both the technical complexity of the instrument and the deeply human dimension of this musical genre.



The digital organ of the University accordingly become a genuine mediator between past and present, tradition and future.

Therefore, the final concert of the series *In Memoriam Iosif Sava* successfully completed the proposed image of the eponymous personality's musical legacy, and reaffirmed the vocation of the Music Centre to act as one of the main actors of the local cultural stage. In a setting where artistic excellence and pedagogical professionalism have reached a full degree of homogenization, the materialization of this initiative reinforced the tradition of the academic space as a point of confluence between the sound memory of the past and the directions of the contemporary art of performance.

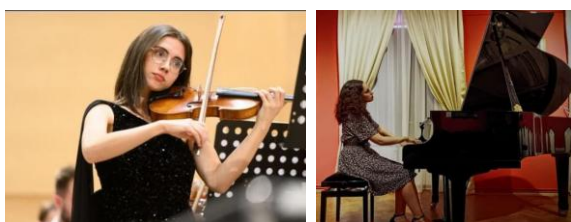
Dr. Magdalena SUCIU

■ CONTENTS

HARMONIES OF SPRING –VOCAL-INSTRUMENTAL RECITAL

Between 27 and 28 February, and on 3 March 2025, the Faculty of Music was the host of a series of recitals dedicated to the Day of Transilvania University, celebrated on 1 March. The event gave the students the opportunity to evince their artistic maturity through a varied repertoire combining the refinement of chamber music with the performers' expressive depth.

The 27-February recital started with a special moment offered by the violinist Gloria Chicidean (2nd-year, Music Performance) and the pianist Andreea Suciu (2nd-year, Music Performance).



The selected programme included Ballad in E Major and Nocturne by George Enescu, Serenade by M. Chiriac, Gramophone by E. Doga and Peasant Dance by C. Dimitrescu.

The musical relation between the two performers was defined by a sensitive communication, each phrase being modelled with refinement and expressiveness. The violin led the sound discourse with lyricism and depth, while the piano accompaniment supported the atmosphere full of colour and dynamism.

Next, the tenor Andrei Nicolae Bucă (1st-year, Vocal Music Performance), accompanied by the pianist Gusztáv Királyhalmi (1st-year, Instrumental Music Performance), brought to the fore a selection of emblematic pieces in the opera and lied repertoire: Avant de quitter ces lieux, of Charles Gounod's Faust, Madamina, il catalogo è questo, of W. A. Mozart's Don Giovanni, An die Musik by Franz Schubert, and Plaisir d'amour by Jean-Paul-Égide Martini.

The performance was characterised by the clarity of the phrasing and expressive toning of each passage. The genuine connection between soloist and pianist was essential for conveying the deep emotion of these pieces.



The last moment of the evening placed in the spotlight Silvia Roxana Ferencz (2nd-year, Music Performance, violin) and Renate Andrea Ferencz (1st-year, Style and Performance in Instrumental and Vocal Interpretation, piano), who offered a sound foray into the world of romantic and impressionist music.

The programme included Arioso in G by J. S. Bach, Standchen and Ave Maria by Franz Schubert, Meditation by Jules Massenet, as well as creations of Gabriel Fauré, Sergei Rachmaninov and Astor Piazzolla.

The harmony between the two sisters was enhanced by a natural phrasing and a rich timbre palette, which gave each piece a distinctive character. The recital stood out for the diversity of its repertoire and the high artistic level of the performances, highlighting not only the students' technical mastery, but also the depth of their music sense.



These events are an essential stage in the young musicians' training, giving them the opportunity to express themselves in front of an audience and to experience the emotion of the stage. Through these recitals, the Faculty of Music in the city of Braşov reaffirms its mission to cultivate artistic excellence and encourage the dialogue between tradition and innovation in musical performance.

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

■ CONTENTS

MUSICAL SPRING

As part of the series of events dedicated to the musical spring, the 28 February concert brought together on the stage of the Faculty of Music within Transilvania University of Braşov talented students, who offered the audience a display of artistic refinement and virtuosity.



The event started with a recital offered by Gustav Kiralyhalmi (piano, 1st-year, Instrumental Music Performance - IM), who performed a few music pieces by Franz Liszt,

evincing a deep artistic sense and an exceptional piano technique. His programme included Consolation, Sonata Dante and Concerto No. 2, with each piece revealing new dimensions of his performative sensitivity and expressiveness.

Next, the flute quartet consisting of Nectaria Negoescu (2nd-year - IM), Izabella Măthe (3rd-year - IM), Andra-Maria Cîrstea (3rd-year - IM) and Miruna-Daniela Chiriță (3rd-year - IM) brought a varied repertoire to the stage, from the classical to the contemporary. The audience could revel in Grand Flute Quartet, Op. 103, by Friedrich Kuhlau, a piece of great magnitude, followed by Flute Quartet in F Major, Op. 88, by A.B. Furstenau.

The elegance and musical refinement were enhanced by the performance of Gabriel Fauré's Pavane, Op. 50, in Fernando Raudales' arrangement. The programme continued with Quartet for Four Flutes, Op. 60, by Alexander Tcherepnin, and Waltz No. 2 by Dmitri Şostakovici, a piece of a special expressiveness, in Macfarlane's arrangement.



The end of this chamber moment was marked by Marc Berthomieu's Arcadie, a piece highlighting the homogeneity of the whole and the finesse of the performance.

The last part of the concert was dedicated to a chamber ensemble consisting of Rhea Kurko (piano, 1st-year - IM), Vlad Nauncef (viola, 1st-year - IM), Sebastian Negreanu (violin, 1st-year - IM) and Alexandru Nauncef (violin, 2nd-year - IM), who offered a varied and captivating programme.

The recital started with Adagio of J.S. Bach's Sonata for Solo Viola, which emphasised the beauty of the instrument timbre. Next, the audience was delighted with 4 Kadenzen for Two Violins and Piano by B. Randhartinger, and Konzertino, Op. 133, by H. Sitt, a piece of great sensitivity. The programme continued with 3 Fantasiestücke, Op. 57, by R. Fuchs, a subtle combination of lyricism and virtuosity, followed by D. Şostakovici's Five Pieces, where the stylistic contrasts were highlighted by an energetic interpretation. The concert closed with Jose White's La Bella Cubana, a piece full of colour and rhythm, which brought a spectacular end to the evening.



This musical evening demonstrated both the students' individual excellence and the harmony of the ensembles, succeeding in creating a special artistic moment.

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

■ CONTENTS

EXHIBITION OF CONTEMPORARY ART AT THE MULTICULTURAL CENTRE

Between 7 February and 28 March, the Multicultural Centre hosted the exhibition *Beyond the Horizon*, signed by Róbert Pal Köteles and curated by Adrian Bojenoiu.



Róbert Pal Köteles (born in 1975) lives and works in Salonta. He studied painting at the University of Arts in Timișoara, under artist and professor Constantin Flondor's coordination. In the senior year, he laid the conceptual bases of his working technique, developing an artistic practice anchored in the exploration of interconnectivity.

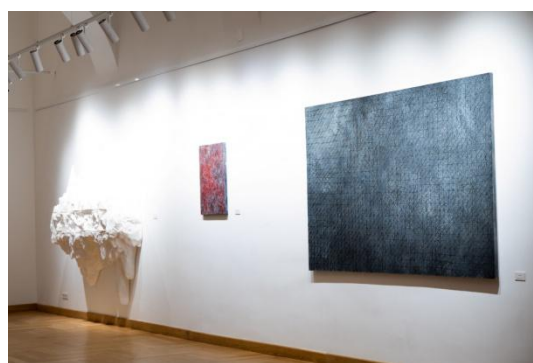


Through a philosophical and spiritual vision of reality, Köteles builds his opus around a concept that he calls "Flash", understood not just as a simple formal element, but as the very condition of possibility of the visual reality.

"Flash" is both an artistic methodology and an essential principle, through which Köteles examines the idea of a fluid, continuous energy, capable of regenerating itself.



This approach reflects his preoccupation for the nature of reality and human perception, suggesting that each moment is a node in an interconnected network of significance.



Through the "Flash", Köteles invites us to reconsider the way we experience and understand reality, encouraging an openness to introspection and an awareness of the subtle connections that define our existence. Thus, his artworks transcend the aesthetic dimension, becoming a profound meditation on the interdependence of time, space and perception (Adrian Bojenoiu).

On 28 March, the last day on which the exhibition was open to visit, the Multicultural Centre hosted, starting at 6.00 p.m., an artist talk-type meeting which enjoyed the participation of Róbert Pal Köteles and Adrian Bojenoiu.

Anca PAPANA
Multicultural Centre of Transilvania University

■ CONTENTS