

**8th Balkan Region Conference on Engineering and Business
Education (BRCEBE)**
&
**10th International Conference on Engineering and Business
Education (ICEBE)**

“Creating a mindset for growth and socio-economic development”

19 - 22 October 2017

Venue: Lucian Blaga University of Sibiu, România

CONFERENCE PROGRAMME



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Welcome to BRCEBE – ICEBE 2017

It gives us great pleasure to welcome you to 8th Balkan Region Conference on Engineering and Business Education (BRCEBE) and 10th International Conference on Engineering and Business Education (ICEBE).

This year BRCEBE & ICEBE is being held as a joint conference in beautiful Sibiu, Romania, from 19th –22nd October 2017 and brings together a wide range of engineering, technology and business education stakeholders from around the globe to explore the building of new capacities that are essential in creating environmentally and socially sustainable 21st century economies. This joint conference aims to identify and explore the latest trends and developments that will shape the future worlds of engineering and business education. Situated in the heart of Transylvania, at the foothills of the Carpathians, Sibiu is one of the most important cultural centres of Romania and one of the most beautiful medieval towns in Transylvania.

With a theme: *Creating a mindset for growth and socio-economic development*, the conference has a mission for sharing and disseminating the recent research outcomes in engineering and business education, innovative business applications, interdisciplinary and intercultural use experiences, as well as potential market analysis and development trends for conference attendants. This conference offers a unique opportunity for academics, business and also for students from around the globe to share their broad array of knowledge, perspectives and fresh research outcomes for innovation and business applications benefiting globally and locally.

The coverage of this special issue includes, but is not limited to, the following subjects:

- Innovative new methods for engineering and business education
- Cooperation between academia and business
- Knowledge management in engineering and business education
- Sustainability in engineering and business education
- New curricula development
- Quality management in engineering and business education
- Lifelong learning Multimedia in engineering and business education
- Social and philosophical aspects of engineering and business education
- Management of engineering and business institutions
- National culture innovation and education development

It is anticipated that the conference will enhance the links and the networks that have already been created during previous meetings, and will set the stage for more innovative and collaborative undertakings.

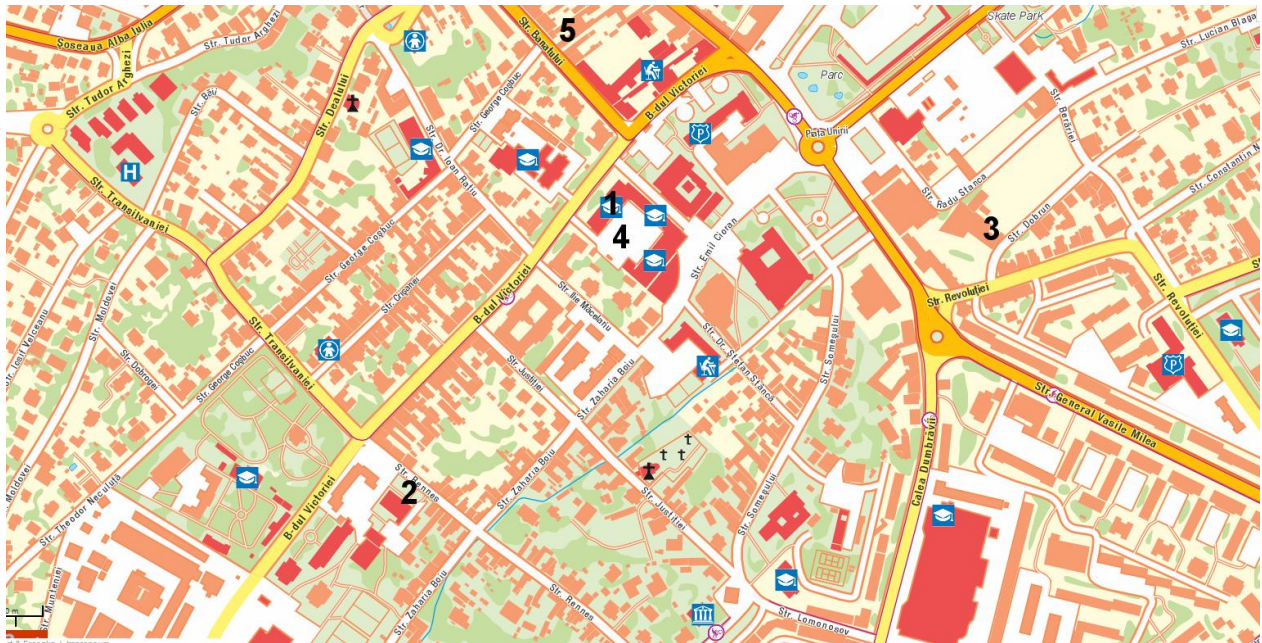
Claudiu Vasile Kifor and Norbert Gruenwald

General chairs of the conference

Conference and the venue

General information on Sibiu and relevant tourist information can be found in the conference brochure. Please see the below map and identify the main locations of the conference.

The Conference will be held at the Lucian Blaga University of Sibiu. Specific locations for different session and activities are indicated in the programme.



No	Location	Address
1.	Avram Iancu Auditorium and nearly – car parking Faculty of Engineering	5-7 Victoriei Blvd.
2.	University Restaurant	31 Victoriei Blvd.
3.	Conference banquet, Dobrun Restaurant	1 Dobrun Str.
4.	Excursion - Meeting place	Car parking – Faculty of Engineering
5.	Academic Reunion Centre (Sessions and workshops)	6, Banatului Str.

Information for Presenters

A standard time allocation for a single paper presentation is 13 minutes, comprising 10 minutes for presentation and 3 minutes for questions and discussion. Please remember that participants can be coming to your session from other break-out sessions of the conference or even from off campus. It is important not to start early or fill gaps made by “no-shows” with actual presentations. Fill the gaps with active discussion but don’t get out of the program sequence, please. **Papers not presented at the Conference will not be included in the conference proceedings and will not be indexed in the international databases.**

Information for Session Chairs

A chairperson has been allocated for all paper presentation and keynote sessions. Chairs are requested to maintain timelines. Please keep to the time allowed for each paper.

Conference Proceedings and Publication

All the accepted and presented papers will appear in the fully indexed proceedings published by the conference committee. The proceedings of the conference will be indexed in Thomson Reuters - Conference Proceedings Citation Index and other international databases:

<http://www.degruyter.com/view/j/cplbu?rskey=nPVFgH&result=1>.

Partners

The organising committee of BRCEBE - ICEBE wishes to thank our partners for their support of our efforts to facilitate engineering/technology and business education and research in Romania and the world.

- Lucian Blaga University of Sibiu, Romania
- Hochschule Wismar, University of Applied Sciences, Technology, Business and Design
- Ministry of National Education, Romania
- Ministry of Research and Innovation
- Hebei GEO University, Shijiazhuang, Hebei, China,
- La Consolacion University Philippines, City of Malolos, Philippines,
- Østfold University College, Fredrikstad, Norway,
- Cape Peninsula University of Technology, Cape Town, South Africa,
- Gujarat University of Technology, Ahmedabad, India,
- Alexander Technological Educational Institute of Thessaloniki, Greece.
- Fundația Academia Ardeleană

CONFERENCE SPEAKERS



Dr. Ronny Adhikarya

Dr. Ronny Adhikarya had a 40-year career in international development assistance, serving for the World Bank, United Nations, and other international organizations. He was also associated with educ. & research institutions such as Stanford Univ., the East-West Center, and had conducted training in many learning institutions worldwide. He retired from the World Bank in 2003, and was then reappointed as the Food & Agriculture Organization (FAO)/United Nations Representative & Country Director (w/Ambassador-level credentials) for Pakistan.

At the World Bank, he directed the Knowledge Utilization through Learning Technologies (KULT) Program, which included franchising, & marketing demand-driven educational/training services to ensure financial health & sustainability as part of institutional/staff capacity development programs. He promoted the improvement of training quality and effectiveness through excellence in customer service and appropriate uses of interactive & distance or mobile learning technologies, cyber-marketing, quality assurance, peer-based & participatory knowledge management, sharing and utilization.

Originally from Indonesia, Dr. Adhikarya since 1972 has undertaken professional assignments & official missions in 50 countries, and travelled to a total of 98 countries. He has written 8 books (two are also available in electronic/CD-ROM version) on communication, extension, training and education subjects published in Germany, Italy, England, USA, Singapore and Malaysia as well as numerous book-chapters, journal articles, and consulting reports.

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Dr. Adhikarya has served various international advisory boards/committees of several leading development organizations and/or educational or training institutions in Singapore, Thailand, England, Switzerland, etc. He obtained his Masters from Cornell Univ. and his Ph.D. from Stanford Univ. He now lives in the "Silicon Valley" of California and Honolulu, Hawaii, where he also serves as a member of the Board of Directors of the Hawaii-Indonesia Chamber of Commerce (HICHAM).

E-mail: Ronny@RAdhikarya.com

Web: <http://www.linkedin.com/in/ronnyadhikarya>

Books: Google: "Ronny Adhikarya", and see Books Section



Anca DRAGHICI, Ph.D., Professor

Politehnica University Timisoara

Anca DRAGHICI received the M.Sc. in Machine-Tools Design (1989, Transilvania University of Brasov, Romania) and B.Sc. in Business Management (2001, Babes-Bolyai University of Cluj-Napoca, Romania). In 2001, she achieves the Ph.D degree in the research field of machine-tools ergonomics, at Transilvania University of Brasov, Romania. Now she is full professor (and PhD supervisor) at Politehnica University Timisoara, Romania, Faculty of Management in Production and Transportation. Her teaching subjects are Ergonomics, Human Resources Management, Investments Engineering and Management and Knowledge Management. Her research fields of interest are linked with the impact of the knowledge based society on the social / human dynamics / evolution and the organizational behavior. She regularly publishes and participates on international scientific conferences. She is member of the European Manufacturing and Innovation Research Association a cluster leading excellence (EMIRAcLe, www.emiracle.eu) and Ambassador of the European Certification and Qualification Association (ECQA, www.ecqa.org) in Romania.

E-mail: anca.draghici@upt.ro



Prof. Dr. Norbert Gruenwald

Wismar University

Prof. Gruenwald studied Mathematics and was awarded a doctorate, discrete mathematics, in Rostock, Germany. Between 1984 and 1986 he was employed at Deutsche Seereederei Rostock. In 1986 he became a scientific assistant at the Hochschule für Seefahrt (Maritime University) in Warnemuende/Wustrow. In 1992 he was appointed as Professor of Mathematics and Operations Research at the Hochschule Wismar, University of Technology, Business and Design, Wismar, Germany. He was the Dean of the Department of Mechanical Engineering/Process and Environmental Engineering from 9/1998 till 8/2002. From 9/2002 to 1/2014 he was the Rector of Hochschule Wismar – University of Technology, Business and Design. Since 2011 he is the director of the Robert-Schmidt-Institute of Wismar University. Professor Dr Grünwald has published several works in mathematics and engineering education, has been involved with a number of national and international research and innovation projects and works as Associate Editor or as member of the Publication Committee of different international Journals. He is the chairperson of the conference series “International Conference on Engineering and Business Education (ICEBE)”. Widely involved in the Bologna Process of European universities, he was nominated to work for and in national and international accreditation agencies and is broadly engaged in industry and the community affairs.



Prof. Dr. Stelian Brad

Technical University of Cluj-Napoca

Stelian Brad is full professor of engineering and management of innovation, as well as intelligent robotics at the Technical University of Cluj-Napoca, Romania. In 1994 he got a BSc degree in engineering design and in 1996 a MSc in energy management, as well as several international post-graduate specializations in innovation management, economic competitiveness, robotics and ICT. He has a PhD in robotics (2000) and a PhD in economics (2011). His professional evolution is a mix of academic and private experience. From 2000 to 2009 he acted as CEO of several software development companies. Currently he is the president of one of the most important ICT cluster initiatives in Romania, Cluj IT cluster, constantly working to develop the innovation ecosystem between the private and academic sector, including both training and research programs. From 2009 he is PhD scientific coordinator in engineering and management (with more than 10 graduates till now), leads the robotics specialization in the university and coordinates or coordinated several national or international post-graduate programs in robot programming, innovation management, economic competitiveness and cluster management. From 1997 till 2013 he also experienced various top management positions in university. Prof. Brad was or is currently member of some regional or national public councils or committees in the field of innovation, competitiveness and smart specialization, member of some administration boards in the private sector, as well as member in some European expert groups on innovation. His current research interest is on three major fields, specifically innovation ecosystems, smart factories and interdisciplinary design of technical systems. Up to date he reports over 200 scientific papers, 25 books, 85 research projects, 10 innovation projects, 18 institutional development projects and several patents. In 2006 he got the prize of the Romanian Academy for a book in robotics, and during years he got several other honorary awards and distinctions at regional and national level. He acted as mentor in several entrepreneurial initiatives, consultant in almost 100 projects, trainer or speaker in tens of national and international events. His hobby is martial arts, holding a black belt in karate.



Nina Mapili

Nina Mapili is MD of Germany-based Mapili GmbH, and has been working with businesses and organisations in SADC since 1997, and in Madagascar since 2007. She has organised, initiated and facilitated excellence- and entrepreneurship-focused workshops, conferences and other events in 11 SADC countries, primarily in conjunction with SAFRI – the Southern Africa Initiative of German Business. Since 2015, her work with the Malagasy team in support of mindset change has been pro bono.

Ms Mapili developed the Journey to Excellence training and mentoring program, which includes the interventions mentioned in this article, and manages its overall implementation. In addition, she is a member of ISCAM's International Advisory Board.

WORKSHOPS

The BRCEBE – ICEBE provides excellent opportunities for the conference participants to participate in interactive conference workshops. The following interactive workshops are available to the Conference participants.

Workshop: *Seeking international partners for network establishing and future collaborating for R&D funding and innovation projects*

Facilitator1: Audun Amundsen, R&D coordinator

Facilitator2: Hong Wu, Associate Professor

Affiliation: Østfold University College, Norway

Duration: 2 hours

Workshop: *Creating Values – Impact & Exploitation in Horizon 2020 project proposals*

Facilitator: Jörg Scherer

Affiliation: Head of Training & Awareness Raising Activities European IPR Helpdesk / CEO Eurice GmbH, Germany

Duration: 75 minutes

Workshop: *Mindset – the way you think about yourself in the world influences your ability to achieve your potential. Understand yours, and learn to optimize it!*

Facilitator: Nina Mapili,

Affiliation: Mapili GmbH, USA/Germany

Duration: 2 hours

Workshop: *Workshop for PhD students: Disruptions in shared-economy & artificial intelligence era: opportunities & challenges*

Facilitator: Ronny Adhikarya, USA

Duration: 2.45 hours

PROGRAM OUTLINE

Day 1	Welcome Reception
Day 2	Inaugural, Opening & Keynote Addresses, Paper Sessions & Dinner
Day 3	Keynote Addresses, Paper Sessions, Workshops & Conference Gala Banquet
Day 4	Excursion

DETAILED PROGRAM

Day 1. Wednesday, October 18, 2017

16:00 – 18:45	<p align="center">Workshop for PhD students <i>Disruptions in shared-economy & artificial intelligence era: opportunities & challenges</i> Ronny Adhikarya, USA Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd. Please announce your participation at: dep.doctorate@ulbsibiu.ro</p>
18:00 – 19:00	<p align="center">Preliminary Registration Venue: University Restaurant, 31, Victoriei Blvd.</p>
19:00 – 21:00	<p align="center">Welcome Reception Venue: University Restaurant, 31, Victoriei Blvd.</p>

Day 2. Thursday, October 19, 2017

9:00 – 09:30	<p align="center">Registration Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</p>
09:30 – 10:00	<p align="center">Opening Ceremony (Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.) Welcome and Opening Addresses</p>
10:00 – 11:00	<p align="center">Keynote Address 1: Dr. Iring Wasser, ASIIN CEO (Accreditation Agency for Study Programmes of Engineering, Information Science, Natural Sciences and Mathematics, Germany), <i>New developments in European Higher Education Quality Assurance and their impact on the realization of the Europeans Higher Education Area</i> Chair: Prof. Claudiu Vasile Kifor, Lucian Blaga University of Sibiu Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</p>
11:00 – 11:30	<p align="center">Coffee break Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</p>
11:30 – 13:00	<p align="center">Keynote Address 2: Prof. Norbert Gruenwald, Wismar University, Germany <i>Interplay between Technology and Culture</i> Keynote Address 3: Ronny Adhikarya, USA, <i>Penta-Helix Edupreneurial Mindset for the Age of Social-Economic Disruptions, Hoax Communication and Augmented Intelligence</i> Chair: Nina Mapili, Mapili GMBH, USA/Germany Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</p>
13:00 – 14:30	<p align="center">Lunch Break University Restaurant, 31, Victoriei Blvd.</p>

14:30 – 16:00	<p>Plenary Session 1: Cooperation between academia and business</p> <p>Chair: Prof. Uwe Lämmel, Hochschule Wismar, Germany Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> Ronak Warasthe - The Role of Public-Private Partnerships in higher education. How tertiary institutions in emerging economies benefit from Public-Private Partnerships Panagiota Digkoglou, Athanasios Dragolis, Jason Papathanasiou, Vassilis Kostoglou - Using AHP and VIKOR to evaluate the hotel industry of eight European countries Magdalena Velciu - Job matching as a new challenge for work performance Delia Tănase - Teaching Professional and Technical Communication: The Case of Technical Documentation Călin Ciprian Oțel, Florin Lungu - Research on identifying opportunities to improve collaboration between companies and professors from technical higher education Călin Ciprian Oțel, Violeta Firescu - Research on the possibility of improving technical higher education through the parties involved in the Bologna Process Oana Dumitrașcu - Criterial suppliers' evaluation model aimed at SCM performance, production and engineering process's improvement. Lucian Lobonț, Radu Emanuil Petruse, Paul Mihai Obrodoviciu, Ioan Bondrea - When industry and academia meet: the development of a robotized semiautomatic motorcycle transmission 	<p>Plenary Session 2: Entrepreneurship education and research - 1</p> <p>Chair: Prof. Dr. Norbert Gruenwald, Wismar University, Germany Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> Marian Zajko - Challenges of scaling-up process for start-ups Gheorghe Militaru, Dana-Corina Deselnicu, Alexandra Ioanid - Investigating the moderating role of work experience on students' entrepreneurial intentions: evidence from Romania Alexandra Ioanid, Gheorghe Militaru, Dana Corina Deselnicu - Branding in the age of social media: how entrepreneurs use social networks to boost their service-based businesses Iulia C. Muresan, Gabriela O. Chiciudean, Felix H. Arion, Rezhon Harun, Andra Poruțiu – Students' Attitudes and Intentions towards Rural Tourism Entrepreneurship Huiting Xing, Yun Liu - The Priority of Entrepreneurship Education is to Inspire Students' Passion Ileana Hamburg, Gabriel Vladut, Emma O'Brien - Fostering skills for digital social innovations in entrepreneurship education Gabriela Vica Olariu, Stelian Brad - Efficiency Assessment of Universities with DEA Method Based on Public Data.
16:00 – 16:30	<p>Coffee break Academic Reunion Centre, 6 Banatului Str.</p>	
16:30 – 18:00	<p>Plenary Session 3: Entrepreneurship education and research - 2</p>	<p>Plenary Session 4: Innovative new methods for engineering and business education</p>

		<p>Chair: Prof. Gheorghe Militaru, University Politehnica of Bucharest, Bucharest, Romania Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> Danuta Miłaszewicz, Małgorzata Zakrzewska - Nature of case study as the accelerator for transmission of economic knowledge and entrepreneurship Haiqi Bai, Mengxiao Han, The analysis and improvement strategies on college students' employment and entrepreneurship measures taking universities in Hebei Province as an example Silviu Rei - Implementing a low cost data acquisition system for engineering education programs in universities. Levente Bakos, Dănuț Dumitrașcu - Holonic Handling the Unexpected in Project Management Dan Miricescu, Diana Tăbușcă - The need for internships and school practices as a method of bridging the gap between education and industry in Romania Manuel Dumitrașcu, Claudiu Vasile Kifor - Knowledge transfer in the field of Supply Chain Management Juliija Melnikova, Norbert Grünwald, Andreas Ahrens, Jeļena Zaščerinska - Integration of Entrepreneurship into Higher Education (Educational Sciences) in Lithuania and Latvia: students and university teachers' opinion 	<p>Chair: Prof. Vassilis Kostoglou, Alexander Technological Institution of Thessaloniki, Greece Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> Andreas Ahrens, Norbert Grünwald, Olaf Bassus, Jeļena Zaščerinska, Juliija Melnikova - Master programme "Information and electrical engineering" for international students at Hochschule Wismar: theoretical framework. Norbert Grünwald, Jeļena Zaščerinska, Anthony Staak, Josiah Munda, Edgar Nesamvuni, Paul Chisale, Kay Pfaffenberger, Hendrik Pienaar - Intercultural and Interdisciplinary Exchange between German and Southern Africa's Students within PEESA II. Yanfei Cao, Yue He - Study on construction of open network teaching in university Marius Bățăuș, Ionuț Stoica, Mircea Oprean - Cost effective teaching and research tools for automotive dynamic Racovitza Alexandru, Bogdan Radu - Design Tool for a Didactic Project Related to Internal Combustion Engines Cîrjă Alina-Cristiana, Duminiică Florina-Ancuța - Innovative new methods. From theory to practice Maria Mihaela Antofie, Luciana Țița, Camelia Sand Sava - Experiential learning with living ants. Ioana Gabriela MARCUT, Stefania Kifor, -How did I become a good teacher? Implications for teacher education
18.00 - 19.15		<p>Workshop: <i>Creating Values – Impact & Exploitation in Horizon 2020 project proposals</i> Facilitator: Jörg Scherer, Head of Training & Awareness Raising Activities European IPR Helpdesk / CEO Eurice GmbH Venue: Academic Reunion Centre, 6 Banatului Str</p>	
19:30 – 21:30		<p style="text-align: center;">Dinner Venue: University Restaurant, 31, Victoriei Blvd.</p>	

09:00 – 09:30	Registration: Avram Iancu Auditorium, 5-7 Victoriei Blv.	
09:30 – 11:00	<p>Keynote Address 4: Nina Mapili, Mapili GMBH, USA/Germany, <i>Lead an Enterprising Life</i></p> <p>Keynote Address 5: Prof. dr. Anca Draghici, Politehnica University Timisoara, Romania, <i>Performance measuring model of the university-industry collaboration to support open innovation processes</i></p> <p>Keynote Address 6: Prof. Dr. Stelian Brad, Technical University of Cluj-Napoca, Romania, <i>Conflict-Driven Innovation for Smart Transformation of Public Universities</i></p> <p>Chair: Prof. Dr. Norbert Gruenwald, Wismar University, Germany</p> <p>Venue: Avram Iancu Auditorium, 5-7 Victoriei Blv.</p>	
11:00 – 11:30	<p>Coffee break</p> <p>Venue: Academic Reunion Centre, 6 Banatului Str.</p>	
11:30 – 13:00	<p>5. Plenary Session 5: Knowledge management in engineering and business education - 1</p> <p>Chair: Prof. Stelian Brad, Technical University of Cluj-Napoca, Romania</p> <p>Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> 1. Uwe Lämmel - Ten years of "Object First". 2. Vassilis Kostoglou, Konstantinos Kafkas - Design and development of an interactive mobile-based decision support system for selecting higher education studies 3. Daniel Morariu, Lucian Vințan, Radu Crețulescu - An extension of the VSM Documents representation using Word Embedding 4. Simona Gheorghe, Mirona Popescu, Anca Alexandra Purcărea - A model of business intelligence and online marketing for commercial 5. Dorin Popescu, Sorin Popescu, Stefan Bodi - A conceptual framework concerning education as factor of elders' acceptance for smart assistive technologies 6. Andrei Rusan, Radu Vasii - IP impairment testing for Wireless mobile networks 7. Eduard Alexandru Stoica, Ioana Andreea Bogoslov - A comprehensive 	<p>6. Plenary Session 6: Knowledge management in engineering and business education - 2</p> <p>Chair: Prof. dr. Anca Draghici, Politehnica University Timisoara, Romania</p> <p>Venue: Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> 1. Carmen Elena Stoenoiu – Patterns in enterprise management software 2. Daniel Paschek, Anca Mocan, Corina-Monica Dufour, Anca Draghici - Organizational knowledge management with big data. The foundation of using artificial intelligence. 3. Silviu Ilie Săplăcan, Ramona Lile - Revenue management by changing calves feeding methods at The Development and Research Center for Cattle Breeding from Arad 4. Anca Șipoș, Mariana Liliana Păcală- Teaching process control in food engineering: dynamic simulation of a fermentation control process 5. Claudiu Pîrnău, Mironela Pîrnău, Stefan Titu, Mihail Aurel Țițu - Comparative educational study between online and offline interactions in the knowledge-based economy

		<p>analysis regarding DESI country progress for Romania relative to the European average trend</p>	<p>6. Sergiu Stefan Nicolaescu, Claudiu Vasile Kifor - Teaching methodology for Design for Six Sigma and Quality techniques - an approach that combines theory and practice.</p> <p>7. Roxana Săvescu, Ana Maria Stoe, Mihaela Rotaru - Working college students' profile. Case Study: Faculty of Engineering Sibiu, Romania.</p> <p>8. Stefania Kifor - Content development approaches in e-learning lessons.</p>
<p>13:00 – 14:30</p>		<p>Lunch Break Venue: University Restaurant, 31, Victoriei Blvd.</p>	
<p>14:30 – 16:00</p>		<p>Plenary Session 7: Social and philosophical aspects of engineering and business education</p> <p>Chair: Prof. Marian Zajko, Slovak University of Technology, Bratislava, Slovakia Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> 1. Constantin Bungău, Adrian Petru Pop, Adriana Borza - Dropout of first year undergraduate students: a case study of engineering students 2. Dorin Isoc - ECTS in Romania - a regulated counter example. 3. Dan Bălănescu, Cătălin Fetecau - Sense pedagogy through humanities recovered into real sciences 4. Dan Maniu Dușe, Carmen Sonia Dușe - Engineering creativity standard for future research and development 5. Wang Xuehui - An evaluation model of colleges pioneering education quality based on extension theory 6. Bogdan RUSU - Raising Bursary Value and Student Efforts to Increase Grades – Preliminary Finding 7. Roxana Săvescu, Ana Maria Stoe, Mihaela Rotaru - Stress among working college students. Case Study: Faculty of Engineering Sibiu, Romania 	<p>Plenary Session 8: Management and Sustainability in engineering and business education</p> <p>Chair: He Yue, Hebei GEO University, Shijiazhuang, Hebei, China Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> 1. Elena Fleacă - Study on social responsibility learning needs to capacitate the responsible education in Business Engineering 2. Hortensia Gorski, Mircea Fuciu, Luigi Dumitrescu - Sustainability and corporate social responsibility (CSR): Essential topics for business education 3. Hendro Basuki, Lily Hartanu - Social development & water management system in Indonesia's rural area 4. Gabriela Dobrotă, Dan Dobrotă, Valentin Petrescu - Circular economy - fundament of challenges for business environment. 5. Gabriel Dima - Towards building an European common reference framework for university social responsibility 6. Zhou Yahong, Wang Rui, Wei Aihua - Rationality evaluation of curriculum system of groundwater science and engineering 7. Fengming Wang - "A"-type talent cultivation through adhering to "Three-Three-Three" ideas by characteristic universities - With Hebei GEO University as an example

16:00 – 16:30		<p style="text-align: center;">Coffee break Venue: Academic Reunion Centre, 6 Banatului Str.</p>	
16:30 – 18:30		<p>Workshop: <i>Seeking international partners for network establishing and future collaborating for R&D funding and innovation projects</i> Facilitators: Audun Amundsen and Hong Wu, Østfold University College Venue: Academic Reunion Centre, 6 Banatului Str.</p>	<p>Workshop: <i>Mindset – the way you think about yourself in the world influences your ability to achieve your potential. Understand yours, and learn to optimize it!</i> Facilitator: Nina Mapili, Mapili GmbH, USA/Germany Venue: Academic Reunion Centre, 6 Banatului Str.</p>
18:30 – 18:45		<p style="text-align: center;">Closing Ceremony Venue: Academic Reunion Centre, 6 Banatului Str.</p>	
19:30 – 22:00		<p style="text-align: center;">Conference Gala Banquet Venue: Dobrun Restaurant, 1 Dobrun Str.</p>	

Excursion

Meeting hour: 10.00 Duration: aprox. 6 hours	Excursion	
		Meeting point: Car parking – Faculty of Engineering, 10 Victoriei Blv. (please see the map on page 4)

Alba Iulia, the spiritual capital of Romania

During the visit of the Old Town the tourists can stroll along the large streets of the citadel, to discover the interesting history, culture and architecture of Alba Iulia: the Roman Catholic Cathedral - the oldest architectural monument in Transylvania, the Orthodox Reunification Cathedral, the Babilon Building (National Museum of Unification), the Union Hall, the Apor Palace, the Princely Palace, and the University of Alba Iulia.

Last but not least, visit of The **Alba Carolina Citadel**, the symbol of the city, built between 1714 and 1738 ordered by Carol VI, Holy Roman Emperor. It is considered to be the most impressive and one of the largest Baroque Vauban-type citadel in SE Europe, especially due to its triumphal gates that allowed the access into the big fortress.

Included services:

- English speaking tour guide
- Transportation
- Lunch
- Entry fees



Alba Iulia, Guard Changing Ceremony



Alba Iulia, Citadel's 1st Gate



Alba Carolina fortress

Organising Committee

CONFERENCE PATRONS

- **Professor Ioan Bondrea**, Rector, Lucian Blaga University of Sibiu, Romania
- **Prof. PhD.Wang Fengming**, Hebei GEO University, China
- **Sister Imelda Mora**, OSA, Ph. D., La Consolacion University Philippines
- **Prof. Anthony Staak**, Cape Peninsula University of Technology, South Africa
- **Dr. Han Andreas Blom**, Østfold University College, Norway

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- **Norbert Gruenwald**, Wismar University, Faculty of Engineering, Robert-Schmidt-Institute

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