

**3rd International Engineering and
Technology Education Conference
(IETEC'15)
&
7th Balkan Region Conference on
Engineering and Business Education
(BRCEBE'15)**

“The role of engineering/technology and business education in an uncertain future”

1 - 4 November 2015

Venue: Lucian Blaga University of Sibiu, Sibiu, România

CONFERENCE PROGRAM



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WELCOME

It gives us great pleasure to welcome you to 3rd International Engineering and Technology Education Conference (IETEC'15) and 7th Balkan Region Conference on Engineering and Business Education (BRCEBE).

This year IETEC and BRCEBE is being held as a joint conference in beautiful Sibiu, Romania, from 1st – 4th November 2015. IETEC'15 and BRCEBE 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, technology 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.

The key feature of this conference is continuous cooperation and collaboration between consortium of universities composing of the host university, “Lucian Blaga” University of Sibiu, Romania, Deakin University Australia and Universiti Teknologi Malaysia. This conference also showcased unique collaboration between engineering, technology and business education through joining two reputed and highly popular conferences (IETEC and BRCEBE)!

The conference set-up included not only research and practice paper sessions but, keynote addresses, interactive workshops and panel discussions. In addition, facilities were provided for group meetings and one-on-one interaction of the participants to discuss issues of engineering, technology and business education and to network with conference participants and organisations.

The conference theme *the role of engineering/technology and business education in an uncertain future*, is highly valuable due to emerging inter-disciplinary trends in higher education and world economies. The papers and sessions at the conference also deliberated on the impact of the highly interdisciplinary nature of new technologies, trends in business education as well as research and development.

Several participants from countries covering the Asia Pacific, Europe, the Indian sub-continent and the Middle East regions had the opportunity to interact and discuss concepts, ideas and practices at the conference. The conference stimulated highly productive discussion and reflection. All papers contained in the Proceedings were presented at the conference and were refereed (double blind) by independent peer referees.

We would like to express our sincere gratitude to all contributors for submitting significant and quality papers. Special thanks to our reviewers, sponsors, supporters, conference speakers and special guests who have made this event a great success! We look forward to meeting again in 2017!

Arun Patil and Claudiu Vasile Kifor
General Chairs

CONFERENCE INFORMATION

This year IETEC-BRCEBE is being held as a joint conference in beautiful Sibiu, Romania, between 1 and 4 November 2015. IETEC'15 and BRCEBE 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, technology and business education. IETEC 15 is the third conference in the series while BRCEBE is being held the seventh time. Situated in the heart of Transylvania, at the foothills of the Carpathians, Sibiu is one of the most important cultural centres of Romania and the most beautiful medieval towns in Transylvania. Due to its cultural richness along with its history, traditional values, architectural and geographical beauty, Sibiu was designated *the European Capital of Culture* for the year 2007 and, according to Forbes, it is one of Europe's "most idyllic places to live".

Venue

The IETEC-BRCEBE venue is Lucian Blaga University of Sibiu, Romania (<http://www.ulbsibiu.ro/en/>). The University offers a wide range of courses ranging from advance diploma to PhD programs. Today, "Lucian Blaga" University of Sibiu is proud to offer over 15,000 students a wide range of subjects, going from foreign languages to engineering sciences, and from economics to medical sciences. The main goal is to link and interconnect this impressive range of assets to create added value in the fields we promote. We are privileged to encourage the wish of knowledge improvement of the new generations and to assist and guide them through this qualitative process.

In a highly interconnected and interactive world, LBUS could keep in the mainstream of academic events only by promoting international cooperation. LBUS has established academic links and partnership agreements with eighty-five universities in thirty-five countries. A special place is held by the partnerships drawn with American, German, French and English universities, which materialized in student exchange programmes, fact-finding data trips for academics as well as a precious cooperation which has kept the University tuned in to what happens in the world. Worth mentioning are also the new ties with Chinese, Russian, Italian, Greek and Polish Universities.

All Conference sessions will be staged at the University premises. The details will be provided in the conference program in due course.

Conference Registration

The Conference Registration desk is located at Academic Reunion Centre, 6 Banatului Str. as well as at Avram Iancu Auditorium, 5-7 Victoriei Blv. The Conference Registration desk opening hours and locations are:

Sunday, 1 November - 18.00-19.00 - **Academic Reunion Centre, 6 Banatului Str.**

Monday, 2 November - 09.00-09.30 - **Avram Iancu Auditorium, 5-7 Victoriei Blv.**

Tuesday, 3 November - 09.00-09.30 - **Avram Iancu Auditorium, 5-7 Victoriei Blv.**

Information for Presenters

A standard time allocation for a single paper presentation is 18 minutes, comprising 15 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>. The full papers submitted and presented at the conference have been considered by the awards committee for the best paper and presentation awards.

Awards

All papers presented at the conference will be considered by the award committee for the Best Paper and Best Presentation Awards. These awards will be meritorious and will be selected on the basis of blind review reports and the majority of votes from conference audience/participants.

- The awards will be presented during the Conference Gala Banquet on Day 3 (Tuesday, 3 November)
- The judges' decision is final and no correspondence will be entered into.
- The judges reserve the right not to award Best Paper or Best Presentation awards

The following **Assessment Criteria** is applied for all award categories:

Best paper Award	Best Presentation Award
<ul style="list-style-type: none">• Presents original and accurate scholarly work or practice.• Is comprehensively detailed and stand-alone.• Is presented in a manner consistent with best academic standards.• Would set the standard for future IETEC & BRCEBE papers.	<ul style="list-style-type: none">• Stimulates delegates' interest, and encourages and achieves delegate participation.• Uses visual aids that are technically excellent in design and execution, that present information in a relevant and innovative manner.• Would set the standard for future IETEC & BRCEBE presentations.

The awarded papers and the other selected papers will be invited to publish in special issues of the **International Journal of Quality Assurance in Engineering and Technology Education (IJQAETE)**. The selected papers may also be invited to publish in forthcoming edited books by Springer and/or IGI Global.

SPONSORS AND SUPPORTERS

The organising committee of IETEC-BRCEB wishes to thank our sponsors and exhibitors 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
- Ministry of Education and Scientific Research, Romania
- School of Engineering, Deakin University Australia
- UTM Razak School of Engineering and Advanced Technology, Universiti Teknologi Malaysia (UTM)
- Continental Automotive Systems, Sibiu
- Marquardt Schaltsysteme SCS Sibiu

CONFERENCE SPEAKERS



Prof. Jens J. Dahlgaard Ph.D.
Linköping University, Sweden

Dr. Dahlgaard got his post-doctoral degree (dr. merc.) at the Aarhus School of Business, Aarhus University, Denmark (1981), and became professor in financial auditing at the same university (1986-1991). He was appointed as chair of a new established department of quality management in 1991 where he developed and was responsible for the first and only MSc program in quality management in Denmark from 1992 to 2000. In 2000, he became Professor and Chair of the Division of Quality Technology and Management at Linköping University, Sweden. He has acted as an educator and advisor for several Scandinavian companies which have received the national and/ or European Excellence Award.

Dr. Dahlgaard is an academician of the International Academy for Quality (IAQ) since 1996 and has published 15 books and over 200 research articles. He is honorary professor at Zhengzhou Institute of Aeronautical Industrial Management, Zhengzhou, China (1997 -), and Distinguished Visiting Professor at several international universities. He has received many awards which include; Jorck-Prize (the most prestigious Danish prize for research in business administration (1984)), the Chinese Aviation Friendship Award (1998) for his contribution to education and research in China, and the Lancaster Award by American Society for Quality (2005) for his dedicated leadership and outstanding contribution to the international fraternity of Quality Professionals as proven.

He is an excellent benchmark for the international quality professional wanting to bridge the gaps between cultures and nations on the global scene.

Dr. Dahlgaard was nominated as “an Outstanding Intellectual of the 21st Century”, and is included in the world’s who’s who list of 500 most outstanding intellectuals in the world by International who's who Biographical Centre, Cambridge, England (2002). He serves on the editorial boards of several international journals and was the chief editor 2010 - 2014 of the SSCI journal Total Quality Management and Business Excellence. Dr. Dahlgaard is one of the founders (1997) and co-chairman of the yearly QMOD conferences (Quality Management and Organizational Development) which is one of the world’s largest research conferences on Quality and Service Sciences (see: <http://ism.lu.se/en/qmod>)



Prof. Su Mi Dahlgaard-Park Ph.D.
Lunds University, Sweden

Dr. Su Mi Dahlgaard-Park is currently professor at Institute of Service Management, Lund University where she has been head of research previously. She has been distinguished visiting professor at large numbers of universities, among others, Tsukuba, Shandong, Shanghai, Yuan Ze, Verona, Gdansk, Yonsei Universities.

Her research areas have been Strategic Quality & Service Management, Business/Organization Excellence, OT, Learning and Knowledge Management, and Organizational Change. Within these areas she has published approximately 150 research papers and more than 30 books and edited volumes. As a management scholar and educator, Dr. Park gives courses and executive seminars on a range of management topics.

She has worked as advisor in many private and governmental organizations in all continents and is often corporate speaker and has delivered keynote speeches in large number of international conferences and symposium. She is elected as academician of IAQ (International Academy for Quality) and co-chair of the International QMOD (Quality Management and Organizational Development) Conference during the past 18 years. Beside on her chief-editorship for the International Journal of Quality and Service Sciences, she has been a general editor for Sage Encyclopedia of Quality and the Service Economy and associate editor for the journal TQM & Business Excellence.

She is on the editorial advisory boards on 10 renowned international journals within various fields of management. As member of the international expert panel, she has carried out many international evaluation projects, among others, evaluating the University Program in Management for Lithuanian Ministry of Education, Center for Quality Assessment of Higher Education. She is listed in all major Who's Who biographies in the World and has received much recognition, such as outstanding paper award from Emerald publication. Prof. Su Mi Dahlgaard-Park Home page: <http://www.ism.lu.se/su-mi-dahlgaard-park>

WORKSHOPS

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

Workshop 1: *Preparing engineers for the 21st century: How to teach engineering students process skills.*

Facilitator: Professor Nikos J. Mourtos, San Jose State University, USA.

Venue: Academic Reunion Centre, 6 Banatului Str.

Workshop 2: *Improving Student Teaching & Learning: The Place of the Student Voice in Institutional Settings*

Facilitators: Professor Sid Nair, University of Western Australia, Australia

Assoc. Professor Marlia Puteh, Universiti Teknologi Malaysia

Venue: Academic Reunion Centre, 6 Banatului Str.

PROGRAM OUTLINE

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

DETAILED PROGRAM

Day 1. SUNDAY, November 1, 2015

17:00 – 18:00	IETEC-BRCEBE Organising Committee Meeting (By invitation only) Venue: Academic Reunion Centre, 6 Banatului Str.
18:00 – 19:00	Preliminary Registration Venue: Academic Reunion Centre, 6 Banatului Str.
19:00 – 21:00	Welcome Reception Venue: Academic Reunion Centre, 6 Banatului Str.

Day 2. MONDAY, November 2, 2015

9 : 0 0 - 0 9 : 3 0	<p style="text-align: center;">Registration Avram Iancu Auditorium, 5-7 Victoriei Blv.</p>	
0 9 : 3 0 - 1 0 : 0 0	<p style="text-align: center;">Opening Ceremony (Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.) Welcome and Opening Addresses: Associate Prof. Arun Patil, Deakin University, Australia Prof. Claudiu Vasile Kifor, Lucian Blaga University of Sibiu. Romania Prof. Constantin Oprean, Lucian Blaga University of Sibiu, Romania Prof. Liviu Roșca, Lucian Blaga University of Sibiu, Romania</p>	
1 0 : 0 0 - 1 1 : 0 0	<p style="text-align: center;">Keynote Address 1: Prof. Jens J. Dahlgaard, Linköping University, Sweden <i>TQM and Excellence - does it pay? Post Denmark Experiences and Learning Points</i> Chair: Prof. Claudiu Vasile Kifor, Lucian Blaga University of Sibiu, Romania Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</p>	
1 1 : 0 0 - 1 1 : 3 0	<p style="text-align: center;">Morning Tea Academic Reunion Centre, 6 Banatului Str.</p>	
1 1 : 3 0 - 1 3 : 0 0	<p>Plenary Session 1: <i>Pedagogy and Curriculum Development</i></p> <p>Chair: Professor Nikos J. Mourtos, San Jose State University, USA Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> 1. Lacramioara Diana Robescu and Elena Elisabeta Manea - Improving Teamwork Skills of the Students by Extra Curricular Activities 2. Carola Fortelius, Arto Yli-Pentti, Mikko Halsas, Hannu Turunen, Timo Seuranen, Marja-Leena Akerman - A Cooperative Project Based Learning Course for Engineer Students in Biotechnology and Chemical Engineering 3. Carmen Sonia Duse and Dan Maniu Duse - Teaching and training values in Vocational Education. Retrospective view 4. Lisa Soon, Galina V. Kashkan, Olga Marukhina and Sergey V. Aksenov - A Case Study: Technology Education Internationalisation 5. Chung-Neng Huang, Chen-Min Cheng, and Jenn-Kun Kuo - Enhancing Engineering Education via Physical Experiments: The Case of Learning Energy Storage with a Flywheel System 	<p>Plenary Session 2: <i>Academic Administration and Management</i></p> <p>Chair: Professor Sid Nair, University of Western Australia, Australia Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> 1. Aman Than OO, Arun Patil - Engineering Education Quality Assurance within the School of Engineering: A Holistic Approach 2. Lal Mohan Baral, Lucian Lobonț, Bogdan Chiliban, Dorin Vlad - Preparing Smart Students Through Performing Problem Based Learning (PBL) Activities Within University-Industry Collaborative Knowledge Sharing Platform 3. Stelian Brad and Emilia Brad - Lean Innovation of Course Unit Contents 4. Bogdan Rusu - Internship and Private Fellowship: Why is it Difficult for Companies to Find Suitable Candidates? 5. Andrei OGREZEANU, Cezar Scarlat and Andreea OGREZEANU - Talking the Talk and Walking the Walk: Designing an Online Admissions Process in an Elearning Training Project

13:00 – 14:30		Lunch Break Academic Reunion Centre, 6 Banatului Str.	
14:30 – 16:00		<p>Plenary Session 3: <i>Special Topics in Engineering/Technology and Business Education</i></p> <p>Chair: Assoc. Professor Dr. Marlia Puteh Language Academy, Universiti Teknologi Malaysia, Malaysia Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> 1. Gheorghe Militaru, Massimo Pollifroni, and Cristian Niculescu - The role of technology entrepreneurship education in encouraging to launch new ventures 2. Roman Streltov and Mihai Bogdan - “Internet of Things” contribution to Electrical Energy Efficiency and society eco-education 3. Liana Marcu, Diana Elena Ranf and Danut Dumitru Dumitrascu - Marketing Management: Realities and Requirements in the Context of Business Globalization and Internationalization of Companies 4. Alexandra Tuca, Valerian Croitorescu, Mircea Oprean and Thomas Brandmeier - Driving Simulators for Human Vehicle Design 5. Maria-Mihaela Antofie and Camelia Sand Sava – New Skills in Education for Biodiversity Conservation in Romania 	<p>Plenary Session 4: <i>Trends and Influences</i></p> <p>Chair: Marja-Leena AKERMAN, Helsinki Metropolia University of Applied Sciences, Finland Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> 1. Zobia Rehman and Ștefania Kifor - Teaching Natural Language Processing (NLP) Using Ontology Based Education Design 2. Daniela Gifu and Marius Cioca - Innovative Methods for Business Education using Isotope Linking on Anonymous Readers’ Comments 3. Mihail Aurel Titu, Constantin Oprean, Ștefan Titu, Andreea Simina Raulea and Sebastian Stan - The place and the role of the intellectual property assets in the knowledge based organization context 4. Andreea Brujban, Cezar Scarlat and Alexandra Ioanid - Can Women Be Successful Managers in Technology Business? Four Romanian Examples 5. Cătălina Costache and Danut Dumitrascu - Worldwide good practices in managing the orientation of technical education towards sustainable development
16:00 – 16:30		Afternoon Tea Academic Reunion Centre, 6 Banatului Str.	
16:30 – 18:00		<p>Workshop 1: <i>Preparing engineers for the 21st century: How to teach engineering students process skills.</i></p> <p>Facilitator: Dr. Nikos J. Mourtos, San Jose State University, USA. Venue: Academic Reunion Centre, 6 Banatului Str.</p>	
19:00 – 21:00		Dinner Venue: Academic Reunion Centre, 6 Banatului Str.	

Day 3. TUESDAY, November 3, 2015

09:00 – 9:30	Registration: Avram Iancu Auditorium, 5-7 Victoriei Blv.	
9:30 – 11:00	<p>Keynote Address 1: Prof. Su Mi Dahlgard-Park, Lunds University, Sweden <i>Ambidextrous Learning Approach - knowledge exploitation and exploration in the 'Experience Economy'</i></p> <p>Chair: A/Prof. Amanullah Maung Than Oo, Deakin University, Australia Venue: Avram Iancu Auditorium, 5-7 Victoriei Blv.</p>	
11:00 – 11:30	<p>Morning Tea Venue: Academic Reunion Centre, 6 Banatului Str.</p>	
11:30 – 13:00	<p>Plenary Session 5: <i>Pedagogy and Curriculum Development</i></p> <p>Chair: Dr. Galina Kashkan, Tomsk Polytechnic University, Russia Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> 1. Iuliana Antonie, Mirela Stanciu Cărătuș, Maria Tănase, Petronela Pavel, Monica Găureanu - Study upon the invertebrates with economic importance for the vegetables cultures in the Gușterița ecological garden (Sibiu County) 2. Lacramioara Diana Robescu and Elena Elisabeta Manea - Using CFD technics in teaching rectangular settling tank hydrodynamics 3. Mihai Dragomir, Diana Dragomir, Sorin Popescu and Ștefan Bodi - Case study regarding teaching design for quality at graduate level 4. Alexander Chuchalin and Yuliya Gasheva - Learning strategy for a prospective professional engineer 	<p>Plenary Session 6: <i>Special Topics in Engineering/Technology and Business Education</i></p> <p>Chair: Dr Lisa Soon, CQUniversity, Australia Venue: Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> 1. Emma Popa and Florian Ghionea - The hierarchy of urban transport networks 2. Valentin Petrescu, Rodica Ciudin, Claudiu Isarie, Lucian Ionel Cioca and Victor Nederita and - Traffic noise pollution in a historical city center – case study project within environmental engineering field of study 3. Mihai Pascadi - A Model for Nonlinear Dynamic Systems with Application Potential in Management 4. Goran Tasevski and Elena Papazoska - Model for Improvement of Fluxing Process on Selective Soldering Machines 5. Neamtu Calin, Camelia Achelăriței, Ion Anghel and Ștefan Bodi - Designing a hardware platform for training operators of critical infrastructures
13:00 – 14:30	<p>Lunch Break Venue: Academic Reunion Centre, 6 Banatului Str.</p>	

14:30 – 16:00		<p>Plenary Session 7: Trends, Influences and Academic Administration / Management</p> <p>Chair: Prof. Chung-Neng Huang, National University of Tainan, Taiwan Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> Ioan G. Pop, Mihai–Florin Talpos and Igor Prisac - A Transdisciplinary Approach on the Advanced Sustainable Knowledge Integration Olga Pop, Sorin Popescu and Mihai Dragomir - Empirical Study of the Factors which Have an Impact on University Performance in EU Countries, Reflected by the Shanghai Ranking Lisa Soon - Redesign Subject to Support Group Work in Distance Education Thanh-Dat Nguyen and Claudiu V. Kifor - The Sustainability In A Quality Improvement Model Sorina Corman, Raluca Sassu, Mihaela Bucuță, Silviu Morar and Alina Ungureanu - Discrimination of various vulnerable groups - perception among the students of the Faculty of Engineering ("Lucian Blaga" University of Sibiu) 	<p>Plenary Session 8: Academic Administration and Management</p> <p>Chair: Carola Fortelius, Helsinki Metropolia University of Applied Sciences, Finland Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers:</p> <ol style="list-style-type: none"> Eva-Nicoleta Burdusel, Liviu Bălan and Anca Oprean - Quality Management Principles in the University-Industry Partnership Horatiu Constantin Palade, Sergiu Ștefan Nicolaescu, Claudiu Vasile Kifor, Ioan Bondrea and Liviu Bălan - Managing knowledge in public - private partnerships for R&D centers Nadejda I. Guzarova, Galina V. Kashkan, Lisa Soon and Nina B. Shakhova - An important factor of research university development: the role of a pre-Masters program for international students Alina-Mihaela Făgăteanu, Sergiu Ștefan Nicolaescu, Claudiu V. Kifor and Silvia Mărginean - Student Career Management Awareness – Private and Public Sector Involvement Mihail Titu, Constantin Oprean, Andreea Simina Raulea and Stefan Titu - Instrument for the visualization and evaluation of the intellectual property assets in the knowledge based economy
16:00 – 16:30		<p style="text-align: center;">Afternoon Tea Venue: Academic Reunion Centre, 6 Banatului Str.</p>	
16:30 – 18:00		<p>Workshop 2: <i>Improving Student Teaching & Learning: The Place of the Student Voice in Institutional Settings</i></p> <p>Facilitators: Professor Sid Nair, University of Western Australia, Australia A/Professor Marlia Puteh, Universiti Teknologi Malaysia, Malaysia Venue: Academic Reunion Centre, 6 Banatului Str.</p>	
18:00 – 18:30		<p style="text-align: center;">Closing Ceremony Venue: Academic Reunion Centre, 6 Banatului Str.</p>	
19:00 – 22:00		<p style="text-align: center;">Conference Gala Banquet Venue: Imparatul Romanilor Hotel, 4, Nicolae Balcescu Str.</p>	

Day 4. WEDNESDAY, November 4, 2015

10:00 – 14:00	Short Excursion	
		(Venue and Details: TBA)

Organising Committee

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- **Daniela Pușcă**, University of Windsor, Windsor/Canada Assoc.
- **Marian Zajko**, Slovak University of Technology, Bratislava/Slovakia
- **Valentin Petrescu**, Lucian Blaga University of Sibiu, Romania
- **Marius Cioca**, Lucian Blaga University of Sibiu, Romania
- **Silvia Mărginean**, Lucian Blaga University of Sibiu, Romania
- **Livia Beju**, Lucian Blaga University of Sibiu, Romania
- **Abdulkareem Sh. Mahdi Al-Obaidi**, Taylor's University, Malaysia
- **Abdul Talib Bon**, Universiti Tun Hussein Onn, Malaysia
- **Anikó Kálmán**, Budapest University of Technology and Economics, Hungary
- **Evgeniya Kulyukina**, Tomsk Polytechnic University, Russia
- **Hoang An Quoc**, HCMC University of Technology and Education, Vietnam
- **Mai The Hung**, Hanoi University of Science and Technology, Vietnam
- **Roselainy Abdul Rahman**, Universiti Teknologi Malaysia, Malaysia
- **Henk Eijkman**, Leading Edge Learning International, Australia
- **Nguyen Thi Huong Giang**, Hanoi University of Science and Technology
- **Nguyen Vu Lan**, HCMC University of Technology and Education, Vietnam
- **Nor Mawati Shariff**, Razak Universiti Teknologi Malaysia, Malaysia
- **Habibah Haron**, Universiti Teknologi Malaysia, Malaysia
- **Kamilah Radin Salim**, Universiti Teknologi Malaysia, Malaysia
- **Morina Abdullah**, Universiti Teknologi Malaysia, Malaysia
- **Noor Hamizah Hussain**, Universiti Teknologi Malaysia, Malaysia

