



**Lucian Blaga University  
of Sibiu, Romania**



**Wismar University,  
Germany**



**La Consolacion College  
Manila, Philippines**



**Shijiazhuang University  
of Economics, Hebei,  
China**

# **International Conference on Engineering & Business Education, Innovation and Entrepreneurship**

## **Conference programme**



*October 18-21, 2012  
Lucian Blaga University of Sibiu, Romania*



# CONFERENCE PROGRAMME

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|---|-----------|
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## ORGANISERS & SUPPORTERS

Lucian Blaga University of Sibiu, Romania  
Ministry of Education, Research, Youth and Sport, Romania  
Wismar University, Germany  
La Consolacion College Manila, Philippines  
Shijiazhuang University of Economics, Hebei, China  
General Association of Romanian Professors and Educators, Romania  
The Research Centre in Quality Management and Engineering, Romania  
European Centre for Engineering and Business Education, Germany  
Academic Society for Management in Romania

## CONFERENCE COMMITTEE

### Conference General Chair

|                         |   |
|-------------------------|---|
| Prof. Constantin Oprean | President of University Senate, Lucian Blaga University of Sibiu, Romania |
| Prof. Norbert Grünwald  | Rector, Wismar University, Germany  |

### Scientific Committee

|                            |   |
|----------------------------|---|
| Prof. Giuliano Augusti     | Past-President, European Network for Accreditation of Engineering Education |
| Lal Mohan Baral            | Ahsanullah University of Science and Technology, Bangladesh                 |
| Prof. Gabriele Beibst      | University of Applied Sciences Jena, Germany                                |
| Prof. Dan Paul Brîndașu    | Lucian Blaga University of Sibiu, Romania                                   |
| Prof. Ioan Bondrea         | Lucian Blaga University of Sibiu, Romania                                   |
| Prof. Dan Dumitrașcu       | Lucian Blaga University of Sibiu, Romania                                   |
| Prof. Norbert Grünwald     | Wismar University, Germany  |
| Prof. Dongheng Hao         | Shijiazhuang University of Economics, Hebei/China                           |
| Prof. David Holifield      | University of Wales Institute, Cardiff, UK                                  |
| Prof. Claudiu Vasile Kifor | Lucian Blaga University of Sibiu, Romania                                   |
| Sister Imelda A. Mora      | La Consolacion College, Manila, Philippines                                 |
| Ramzan Muhammad            | University of Agriculture Faisalabad, Pakistan.                             |
| Prof. Ovidiu Nicolescu     | Academic Society for Management in Romania                                  |
| Prof. Constantin Oprean    | Lucian Blaga University of Sibiu, Romania                                   |
| A / Prof. Dr Arun Patil    | CQUniversity, Mackay, Australia   |
| Prof. Valentin Petrescu    | Lucian Blaga University of Sibiu, Romania                                   |
| Dr. Daniela Pușcă          | University of Windsor, Canada   |
| Rath Sethik                | Royal University of Phnom Penh, Cambodia.                                   |
| Prof. Harold Sijursen      | Polytechnic University, Brooklyn, New York, USA                             |
| Prof. Anthony P. Staack    | Academic Cape Peninsula University of Technology, Cape Town/South Africa    |
| Prof. Dan Paul Ștefănescu  | Lucian Blaga University of Sibiu, Romania                                   |
| Prof. Marian Zajko         | Slovak University of Technology in Bratislava                               |

## **Organising committee**

|                      |  |
|----------------------|--|
| Claudiu Vasile Kifor | Professor, Lucian Blaga University of Sibiu, Romania           |
| Mrs. Regina Krause   | Wismar University, Germany                                     |
| Marius Cioca         | Associate Professor, Lucian Blaga University of Sibiu, Romania |
| Lucian Lobont        | Lecturer PhD, Lucian Blaga University of Sibiu, Romania        |
| Ms. Alina Lungu      | Lucian Blaga University of Sibiu, Romania                      |
| Lal Mohan Baral      | PhD student, Lucian Blaga University of Sibiu, Romania         |
| Ramzan Muhammad      | PhD student, Lucian Blaga University of Sibiu, Romania         |
| Ilie Banu            | PhD, Lucian Blaga University of Sibiu, Romania                 |
| Mihai Zerbis         | PhD, Lucian Blaga University of Sibiu, Romania                 |
| Liliana Popescu      | PhD, Lucian Blaga University of Sibiu, Romania                 |
| Radu Pascu           | PhD student, Lucian Blaga University of Sibiu, Romania         |

# THE CONFERENCE AND THE VENUES

## The Conference

Lucian Blaga University of Sibiu (LBUS) started to organize the Balkan Region Conference on Engineering Education (BRCEE) in 2003, benefiting of an important support from UNESCO International Centre for Engineering Education.

There were 2 very successful editions in 2003 and 2005 when participants from all over the world published scientific papers that were further included in internationally recognized proceedings indexed by the prestigious Thomson ISI.

In 2007, the year when Sibiu was a European Capital of Culture, a joint conference was organized together with another international conference organized by LBUS – MSE (Manufacturing Science and Engineering).

In 2009 we decided to broaden the international dimension of the conference and we agreed, together with Hochschule Wismar, University of Applied Sciences Technology, Business and Design, Germany, to organize the conference in conjunction with the International Conference on Engineering and Business Education. This was the second edition of the Conference, the first one being organized in 2008 in Wismar, Germany.

This year, we connected the 6<sup>th</sup> *Balkan Region Conference on Engineering and Business Education* with the 5<sup>th</sup> *International Conference on Engineering and Business Education* and the 4<sup>th</sup> *International Conference on Innovation and Entrepreneurship* into a global event called **International Conference on Engineering & Business Education, Innovation and Entrepreneurship**.

With a theme: ***Progress by Exchange. Cultural Innovation and Educational Development***, this scientific event brings business and academia together as well as academic researchers and scholars, from more than 25 countries in view of fostering reliable ideas, applications and tested implementations for engineering and business education that represent important requirements of the global world.

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

- Entrepreneurship education and research
- Innovative new methods for engineering and business education
- Collaboration in engineering and business education
- Cooperation between academia and business
- Knowledge management in engineering and business education
- New curricula development
- Quality management in engineering and business education
- Multimedia in engineering and business education
- Social and philosophical aspects of engineering and business education
- Management of engineering and business institutions
- HCI (Human Computer Interaction) applications for educational purposes
- The heritage and the development of national culture under economic globalization
- National culture innovation and education development
- Lifelong learning

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.

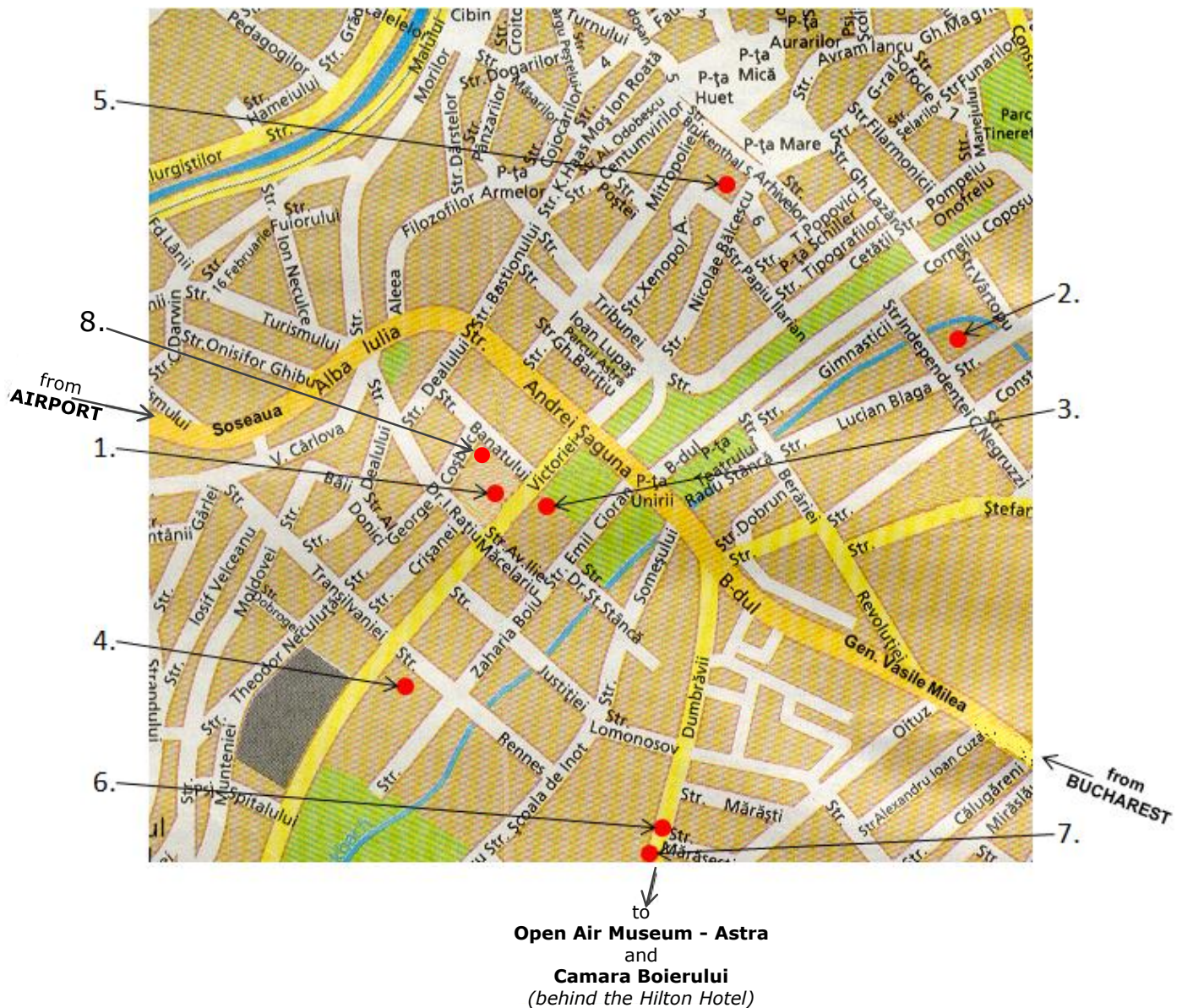
**General Chair of the Conference**



## The venues

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  | Senate Hall  | 10 Victoriei Blvd.         |
| 2  | University Library, Aula Magna                     | 4 Lucian Blaga Str.        |
| 3  | Avram Iancu Auditorium<br>and nearly – car parking | 5-7 Victoriei Blvd.        |
| 4  | University Canteen                                 | 31 Victoriei Blvd.         |
| 5  | Conference banquet, Imparatul Romanilor Hotel      | 4, Nicolae Balcescu Str.   |
| 6  | Barbeque party – Camara Boierului, Hilton Hotel    | 1, Padurea Dumbrava Street |
| 7  | Excursion  | To be advised              |
| 8  | Academic Reunion Centre                            | 6, Banatului Str.          |



# OUTLINE CONFERENCE PROGRAMME

## Wednesday, October the 17<sup>th</sup>

|                    |                          |   |
|--------------------|--------------------------|---|
| <b>16:00-19:00</b> | <b>Registration</b>      | Location: University Library, Aula Magna, 4 Lucian Blaga Str. |
| <b>19:00</b>       | <b>Welcome reception</b> | Location: University Library, Aula Magna, 4 Lucian Blaga Str. |

## Thursday, October the 18<sup>th</sup>

|                    |                         |  |
|--------------------|-------------------------|--|
| <b>08:00-09:00</b> | <b>Registration</b>     | <b>University Library. Aula Magna, 4, Lucian Blaga Str.</b>                                      |
| <b>09:00-10:00</b> | <b>Opening ceremony</b> | <b>Chair:</b> Prof. Claudiu Vasile KIFOR, vice-rector, Lucian Blaga University of Sibiu, Romania |

Prof. Constantin Oprean, President of the Senate, Lucian Blaga University of Sibiu, Romania  
 Prof. Ioan Bondrea, Rector, Lucian Blaga University of Sibiu, Romania  
 Prof. Ecaterina Andronescu, Ministry of Education, Research, Youth and Sport  
 Mr. Ovidiu Sitterli, Prefect's Institution, Sibiu  
 Prof. Mihai Aristotel Ungureanu, Romanian Agency for Quality Assurance in Higher Education  
 Mr. Ioan Cindrea, President of Sibiu county  
 Prof. Norbert Grünwald, Rector, Wismar University, Germany  
 Prof. Ronald M. Pastrana, Executive Vice President, La Consolacion College, Manila, Philippines  
 Prof. Dongheng Hao, President of Shijiazhuang University of Economics, Hebei/China  
 Mr. Oswald Kolb, General Manager at Continental Automotive Systems SRL Sibiu

|                    |                     |  |
|--------------------|---------------------|--|
| <b>10:00-10:30</b> | Dr. Ronny Adhikarya | <i>Strategies for success: Ensuring Survival &amp; Facilitating Reform of Learning Organizations: Imperatives in a Global Competitive Education Market Place</i> |
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|                    |              |   |
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| <b>10:30-11:00</b> | <b>Break</b> | <b>University Library. Aula Magna 4 Lucian Blaga Str.</b> |
|--------------------|--------------|---|

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|--------------------|-------------------------|--------------------------------|
| <b>11:00-12:15</b> | <b>Keynote speeches</b> | <b>Chair: Norbert Grünwald</b> |
|--------------------|-------------------------|--------------------------------|

|                    |   |  |
|--------------------|---|--|
| <b>11:00-11:25</b> | Prof. Giuliano Augusti, Past-President, European Network for Accreditation of Engineering Education | <i>Subject-specific Quality Assurance and Accreditation of Engineering Education in Europe</i> |
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|                    |   |   |
|--------------------|---|---|
| <b>11:25-11:50</b> | Françoise Côme, Secretary General, European Society for Engineering Education | <i>European and International Cooperation in Higher Engineering Education: The Associations as main stakeholders?</i> |
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|--------------------|---|--|
| <b>11:50-12:15</b> | o.Univ. Prof. Dr. Prof. h.c. Dimitris Karagiannis, Head of the Knowledge Engineering Research Group, University of Vienna | <i>Business Process Management: Technology and Education</i> |
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| <b>12:15-12:30</b> | <b>Group photo</b> | <b>University Library. Aula Magna, 4, Lucian Blaga Str.</b> |
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| <b>12:30-14:00</b> | <b>Lunch</b> | <b>University Canteen. 31, Victoriei Blvd. Shuttle Bus in front of the library</b> |
|--------------------|--------------|--|

| RESEARCHERS    |  | STUDENTS       |  |  | ECDEAST |
|----------------|--|----------------|--|--|---------|
| Paper Sessions |  | Paper Sessions |  |  |         |

|                    |   |   |   |                                      |   |
|--------------------|---|---|---|--------------------------------------|---|
| <b>14:00-15:30</b> | Session 1.1.                                      | Session 1.2s.                                   | Session 1.3s.                                   | Session 1.4s.                        | Tempus project meeting  |
|                    | Room: Avram Iancu Auditorium, 5-7 Victoriei Blvd. | Room: Academic Reunion Centre, 6 Banatului Str. | Room: Academic Reunion Centre, 6 Banatului Str. | Room: Senate Hall, 10 Victoriei Blv. | Room: International Students Convention Centre 10, Victoriei Blv. |

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| <b>15:30-16:00</b> | <b>Break: Academic Reunion Centre, 6 Banatului Str.</b> |
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# International Conference on Engineering & Business Education, Innovation and Entrepreneurship

18-21 October 2012 / Lucian Blaga University of Sibiu, Romania

|   |   |   |   |                                      |
|---|---|---|---|--------------------------------------|
| 16:00-17:30   | IdeaShop. Surviving & Prospering in a „GloCalization” Era               |   | Workshop. Best practice in student start up   |                                      |
|   | Room: Academic Reunion Centre, 6, Banatului Str.                        |   | Room: Academic Reunion Centre, 6 Banatului Str.   |                                      |
|   | Facilitator: <b>Ronny Adhikarya</b>                                     |   | Facilitator: <b>Matthias Otronzek</b>   |                                      |
| 17:30-17:45   | Break: Academic Reunion Centre, 6 Banatului Str.                        |   |   |                                      |
| 17:45-19:30   | Business meets academia: companies introduce their cooperation concepts | Location: Academic Reunion Centre, 6 Banatului Str.   | Facilitators: <b>Antony Staak</b> , Academic Cape Peninsula University of Technology, Cape Town/South Africa, <b>Liviu Bălan</b> , Continental Automotive Systems, Sibiu, Romania and <b>Matthias Otronzek</b> , Wismar University, Germany |                                      |
| 20:00   | Conference banquet. Imparatul Romanilor Hotel, 4, Nicolae Balcescu Str. |   |   |                                      |
| Friday, October the 19 <sup>th</sup> Researchers and industry |   |   |   |                                      |
| 9:00-10:40  | Plenary:  |   | Location: Avram Iancu Auditorium, 5-7 Victoriei Blvd.   |                                      |
|   |   |   |   |                                      |
| 10:40-11:00   | Break: Avram Iancu Auditorium, 5-7, Victoriei Blvd.                     |   |   |                                      |
| Paper Sessions  |   |   |   |                                      |
| 11:00-12:30   | Session 2.1.  | Session 2.2   | Session 2.3   | Session 2.4                          |
|   | Room: Avram Iancu Auditorium, 5-7 Victoriei Blvd.                       | Room: Academic Reunion Centre, 6 Banatului Str.   | Room: Academic Reunion Centre, 6 Banatului Str.   | Room: Senate Hall, 10 Victoriei Blv. |
| 12:30-14:00   | Lunch   |   | University Canteen. 31, Victoriei Blvd.   |                                      |
| Paper sessions  |   |   |   |                                      |
| 14:00-16:00   | Session 3.1.  | Session 3.2   | Session 3.3   |                                      |
|   | Room: Avram Iancu Auditorium, 5-7 Victoriei Blvd.                       | Room: Academic Reunion Centre, 6 Banatului Str.   | Room: Academic Reunion Centre, 6 Banatului Str.   |                                      |
| 16:00-16:30   | Break: Avram Iancu Auditorium, 5-7, Victoriei Blvd.                     |   |   |                                      |
| 16:30-18:30   |   |   | Workshops for PhD students from LBUS  |                                      |
|   |   |   | Democratization of Knowledge Generation & Sharing   |                                      |
|   |   |   | Room: Avram Iancu Auditorium, 5-7 Victoriei Blv.  |                                      |
| 19:00   | Barbeque party  | Location: Hilton Hotel, 1st, Padurea Dumbrava Street. Shuttle bus in the car parking, 5-7 Victoriei Blvd. (no 3 on the map) |   |                                      |
| Friday, October the 19 <sup>th</sup> Students                 |   |   |   |                                      |
| 09:30   | Excursion (only for students)   |   | Shuttle Bus in front of Continental Forum Hotel   |                                      |
| 19:00   | Barbeque party  |   | Location: Hilton Hotel, 1st, Padurea Dumbrava Street. Shuttle Bus in the car parking, 5-7 Victoriei Blvd. (no. 3 on the map)  |                                      |

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| <b>Saturday, October the 20<sup>th</sup></b> | <b>Researchers, students and industry</b> |
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|                    |                         |   |
|--------------------|-------------------------|---|
| <b>09:00-10:40</b> | <b>Plenary speeches</b> | Location: Avram Iancu Auditorium, 5-7 Victoriei Blvd. |
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| <b>10:40-11:00</b> | <b>Break:</b> Avram Iancu Auditorium, 5-7 Victoriei Blvd. |
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| <b>11:00-12:00</b> | Concluding remarks and closing of the conference |
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|  | Announcing the next conference |
|--|--------------------------------|

|  |  |
|--|--|
|  | Concluding remarks and closing of the conference |
|--|--|

|                      |              |  |
|----------------------|--------------|--|
| <b>12:00 – 13:00</b> | <b>Lunch</b> | <b>University Canteen. 31, Victoriei Blvd.</b> |
|----------------------|--------------|--|

|              |  |
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| <b>14:00</b> | <b>Excursion. Sightseeing Tour Sibiu</b><br><b>Starting point: Continental Forum Hotel</b> |
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| <b>Sunday, October the 21<sup>st</sup></b> |
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**Tour of the Fortified Churches**

*Or*

**Brasov & Bran from Sibiu**

**(more information at page 18)**

Please register at the Conference Registration Desk on Wednesday and Thursday morning.

**EXIMTUR Sibiu**

**Anca SERBAN**

Tel: (0269) 245.508

E-mail: [Anca.Serban@eximtur.ro](mailto:Anca.Serban@eximtur.ro)

# CONFERENCE PROGRAMME

## WEDNESDAY, October 17<sup>th</sup>

### 16.00 Registration

**Venue: University Library, Aula Magna, 4, Lucian Blaga Str.**

### 19.00 Welcome reception

**Venue: University Library, Aula Magna, 4, Lucian Blaga Str.**

## THURSDAY, October 18<sup>th</sup>

### 08.00 Registration

**Venue: University Library, Aula Magna, 4, Lucian Blaga Str.**

### 09.00 Opening Ceremony

**Chair: Prof. Claudiu Vasile KIFOR**, vice-rector, Lucian Blaga University of Sibiu, Romania

**Venue:** University Library, Aula Magna, 4, Lucian Blaga Str.

#### Introduction and opening welcomes:

**Prof. Constantin Oprean**, President of the Senate, Lucian Blaga University of Sibiu, Romania

**Prof. Ioan Bondrea**, Rector, Lucian Blaga University of Sibiu, Romania

**Prof. Ecaterina Andronescu**, Ministry of Education, Research, Youth and Sport

**Prof. Mihai Aristotel Ungureanu**, Romanian Agency for Quality Assurance in Higher Education

**Ioan Cindrea**, President of Sibiu County, Romania

**Prof. Norbert Grünwald**, Rector, Wismar University, Germany

**Prof. Ronald M. Pastrana**, Executive Vice President, La Consolacion College, Manila, Philippines

**Prof. Dongheng Hao**, President, Shijiazhuang University of Economics, Hebei/China

**Mr. Oswald Kolb**, General Manager at Continental Automotive Systems SRL Sibiu, Romania

**Keynote speech: Dr. Ronny Adhikarya.** *Strategies for success: Ensuring Survival & Facilitating Reform of Learning Organizations: Imperatives in a Global Competitive Education Market Place.*

### 10.30 Coffee break

**Venue: University Library, Aula Magna, 4, Lucian Blaga Str.**

### 11:00 Keynote speeches

**Chair: Prof. Norbert Grünwald**, Rector, Wismar University, Germany

**Prof. Giuliano Augusti**, Past-President, European Network for Accreditation of Engineering Education. *Subject-Specific Quality Assurance and Accreditation of Engineering Education in Europe.*

**Françoise Côme**, Secretary General, European Society for Engineering Education. *European and International Cooperation in Higher Engineering Education: The Associations as main stakeholders?*

**o. Univ. Prof. Dr. Prof. h.c. Dimitris Karagiannis**, Head of the Knowledge Engineering Research Group, University of Vienna. *Business Process Management: Technology and Education.*

### 12.15 Group photo

**Venue: University Library, 4, Lucian Blaga Str.**

### 12.30 Departure to canteen

**Venue: University Canteen, 31, Victoriei Blvd.**  
Shuttle Bus in front of the university library

#### 14.00 Session 1.1. Collaboration in engineering and business education

**Venue:** Avram Iancu Auditorium, 5-7, Victoriei Blvd.

**Chair:** Hartmut Domröse, Wismar University

1. **Andrei-Mugur Georgescu<sup>1</sup>, Anton Anton<sup>1</sup>, Romeo Susan-Resiga<sup>2</sup>**, Technical University of Civil Engineering Bucharest, Romania<sup>1</sup>, Politehnica University of Timisoara, Romania<sup>2</sup>. *PIIF – Romanian Fluid Engineering Informatics Platform.*
2. **Wensheng Wu, Xiaolei Liu**, Shijiazhuang University of Economics, China. *A Case Study of Integration and Penetration of Engineering and Business Education in Shijiazhuang University of Economics.*
3. **Livia Ilie<sup>1</sup>, Alexandra Horobet<sup>2</sup>, Ioan Bondrea<sup>1</sup>**, Lucian Blaga University of Sibiu, Romania<sup>1</sup>, Bucharest University of Economic Studies, Romania<sup>2</sup>. *Building Partnerships between Businesses and Romanian Universities: a New Strategic Approach.*
4. **Cornel Nicolae Jucan, Mihaela Sabina Dolf Baier**, Lucian Blaga University of Sibiu, Romania. *Corporate Education, as a Social Responsibility of Universities.*
5. **Eva-Nicoleta Burdusel<sup>1</sup>, Liviu Balan<sup>2</sup>, Anca Plohod<sup>2</sup>**, Lucian Blaga University of Sibiu<sup>1</sup>, Continental Automotive Systems SRL Sibiu, Romania<sup>2</sup>. *Public-Private Partnership: Synergy between Higher Education Institutions and Business or Industrial Organizations.*
6. **Dan-Maniu Dușe<sup>1</sup>, Gabriel-Octavian Negrea<sup>2</sup>**, Lucian Blaga University of Sibiu, Romania<sup>1</sup>, Gheorghe Lazăr National College Sibiu, Romania<sup>2</sup>. *The Business Community to Support the Training of Prospective Students/Employees.*
7. **Neli Darie, Iuliana Bratu, Mihai Ognean, Claudia Felicia Ognean**, Lucian Blaga University of Sibiu, Romania. *Development of Food Engineering Graduates' Professional Insertion on the Labour Market.*
8. **Mihai Victor Zerbes, Radu Vasile Pascu, Liliana Georgeta Popescu**, Lucian Blaga University of Sibiu, Romania. *Developing a Model for Advanced Planning and Design of the Processes in Automotive Industry.*
9. **Harold P. Sjursen**, New York – Polytechnic Brooklyn, USA. *The Integration of Engineering and Business Education in a Global-Network University.*

#### 14.00 Session 1.2s. Entrepreneurship & innovation

**Venue:** Academic Reunion Centre, 6, Banatului Str.

**Chair:** Ramzan Muhammad, Lucian Blaga University of Sibiu, Romania

1. **Chaoqi Chen, Yongle Liu, Jun Yang, Shuxian Jia**, Shijiazhuang University of Economics, China. *A Study on College Undergraduates' Entrepreneurial Qualities in China – The Case of Shijiazhuang University of Economics.*
2. **Liang Bo, Zhang Ke, Li Baihua**, Shijiazhuang University of Economics, China. *Research on the Construction and Operation Mode of College Student Entrepreneurship Alliance—Taking Hebei Province as an Example.*
3. **Lifang Yang, Zhiwei Wang, Baihua Li, Wenhao Li**, Shijiazhuang University of Economics, China. *The Exploration and Practice of Innovative Talents Training with "Six Characteristics"—Case Study of Student Science and Technology Association of Shijiazhuang University of Economics.*
4. **Simona-Mihaela Nămolosu, Iuliana Cetină**, Academy of Economic Studies Bucharest, Romania. *Identifying the Optimal Product Strategy by Applying Portfolio Segmentation Methods - Case of SMES in Banking Sector.*
5. **M. Rizwan, Nisa Fakharun, Adeel Muhammad, Ramzan Muhammad, Lal Mohan Baral**, Arid Agriculture University, Rawalpindi / University of Management & Technology Lahore / Lucian Blaga University of Sibiu / Lucian Blaga University of Sibiu. *Impact of Instructional Technology Inclusions in Course delivery for Engineering and Business Education.*
6. **Elena Gălățeanu, Cosmin-Mihai Nacu, Silvia Avasilcăi**, Gheorghe Asachi Technical University of Iași. *Technological Entrepreneurship: A Balanced Scorecard Perspective.*



7. **Liviu Agnola, Ileana Ioana Cofaru**, Carnegie Mellon University, USA and Politehnica University of Timișoara<sup>1</sup>, Lucian Blaga University of Sibiu<sup>2</sup>. *Electronic Infrastructure Aimed at Improving Communication and Education for Business and Academia.*
8. **Radu Adrian Ciora, Eduard Stoica**, Lucian Blaga University of Sibiu, Romania. *A Modern 2.0 E-Learning Platform Implemented at Lucian Blaga University of Sibiu.*
9. **Lal Mohan Baral<sup>1</sup>, Ramzan Muhammad<sup>2</sup>, Claudiu Vasile Kifor<sup>2</sup>, Ioan Bondrea<sup>2</sup>**, Lucian Blaga University of Sibiu, Romania and Ahsanullah University of Science and Technology, Bangladesh<sup>1</sup>, Lucian Blaga University of Sibiu, Romania<sup>3</sup>. *Evaluating the Effectiveness of Problem-Based Learning (PBL) Implemented in the Textile Engineering Course – A Case Study on Ahsanullah University of Science and Technology, Bangladesh.*
10. **Carmen Dobrin, Ioan Bondrea**, Lucian Blaga University of Sibiu, Romania. *Collaborative Engineering in the Management of Implementing Business Initiatives.*
11. **Carmen Dobrin, Marius Cioca**, Lucian Blaga University of Sibiu, Romania. *Management of Agility Process for Surviving in the Competitive Business Environment.*

#### 14.00 Session 1.3s. Innovative new methods for engineering and business education

**Venue: Academic Reunion Centre, 6, Banatului Str.**

**Chair: Arnel C. Fajardo, La Consolacion College Manila Philippines**

1. **Adrian-Ionuț Scutariu, Dalina Zevedei, Mariana Jurian**, University of Pitești. *Teacher - Student Graphical User Interface for Testing and Comparing the Performance of Adaptive Algorithms Used in Smart Antenna Networks.*
2. **Mohsin Khalil Ahmed, Georgiana Dobrotă, Paul Susu, Dan Paul Brîndașu<sup>3</sup>**, Intelligent Manufacturing Systems and Technologies, Faculty of Engineering, Lucian Blaga University of Sibiu, Romania<sup>1</sup>, Lucian Blaga University of Sibiu, Romania<sup>3</sup>. *Designing Futuristic Eyeglasses with Innovative Marketing Strategy Using Product Life Cycle Management.*
3. **Saeed, Malik. S. Raza, Mohsin Khalil Ahmed**, College of Aerospace Engineering, Nanjing University of Aeronautics and Astronautics, Nanjing, P. R. China / University of Engineering and Technology, Department of Mechanical Engineering, Taxila, Pakistan / Faculty of Engineering, Intelligent Manufacturing Systems and Technologies, Lucian Blaga University of Sibiu Romania *Making Air Travelling More Economical, an Innovative Drag Reduction Approach for a Supercritical Wing Section Using Shock Control Bumps.*
4. **Alexandra-Mihaela Pop, Ioan Pop, Dănuț D. Dumitrașcu**, Lucian Blaga University of Sibiu, Romania. *Communication Process Modelling in Research Projects.*
5. **Ana Tușa, Claudiu Sorin Voinia, Dănuț D. Dumitrașcu**. Lucian Blaga University of Sibiu, Romania. *Comparative Analysis for the Implementation of the Concept: Lifelong Learning in Places Like France, Germany, Finland, Romania.*
6. **Radu Stoika<sup>1</sup>, Madlena Nen<sup>2</sup>**, Academy of Economic Studies, Bucharest<sup>1</sup>, Technical Military Academy, Bucharest<sup>2</sup>. *Future Strategies in Human Resources Study Case: Romania*
7. **Bogdan Chiliban, Căuneac Damaris, Marius Chiliban**, Lucian Blaga University of Sibiu, Romania. *Facilitating Learning Using Modern E-Learning Tools in Technical Drawing and Infographics Teaching.*
8. **Nelu Gora, Vistrian Mătieș**, Technical University of Cluj Napoca, Romania. *Studies Regarding Evolution and Development of Documents Printing Technologies.*
9. **Alina Gligor, Valentin Oleksik, Valentin Petrescu, Cristian Deac, Alecu Sorin Huidan**, Lucian Blaga University of Sibiu, Romania. *Using the Finite Element Method in Teaching Students about the Phenomena Occurring at the Flow of Methane Gas through Pipes and Faucets.*
10. **Iunia-Cristina Borza**, Lucian Blaga University of Sibiu, Romania. *New Methods for Learning in Computer Science Education.*
11. **Ioan Bondrea, Lucian Eugen Roșca**, Lucian Blaga University of Sibiu, Romania. *Statistically Analysis for In-Depth Understanding of the Vehicle Lifetime Load Cycle.*

- 12. Damaris Căuneac, Bogdan Chiliban, Marius Chiliban,** Lucian Blaga University of Sibiu, Romania. *Modern Educational Instruments and Blended-Learning Technologies in Descriptive Geometry Teaching.*

**14.00 Session 1.4s. Cooperation between academia & business; Sustainability in engineering education**

**Venue:** Senate Hall, 10, Victoriei Blv.

**Chair:** Aharon Gero, Technion – Israel Institute of Technology, Israel

- 1. Valentin Grecu, Calin Deneş,** Lucian Blaga University of Sibiu, Romania. *A Decision Support System for the Transition towards the Sustainable University.*
- 2. Valentin Grecu, Calin Deneş,** Lucian Blaga University of Sibiu, Romania. *Teaching Sustainability through Movie Making Activities.*
- 3. Ilie Banu, Ioana Mădălina Butiuc,** Lucian Blaga University of Sibiu, Romania. *Sustainable Development through Innovation in Services Sector.*
- 4. Irina Şogorăscu, Mihai Victor Zerbis, Constantin Oprean, Ştefania Kifor, Alina Rus,** Lucian Blaga University of Sibiu, Romania. *Developing a Methodology for Improving the Product Quality to Maintain The Market Competitiveness.*
- 5. Irina Şogorăscu, Amelia Bucur, Constantin Oprean, Mihai Zerbis, Alina Rus,** Lucian Blaga University of Sibiu, Romania. *Implementing Alternative Methods for Quality Evaluation that Aim the Development of a Sustainable Business.*
- 6. Diana Elena Ranf,<sup>1</sup> Elida-Tomiţa Todariţa<sup>1</sup>, Dănuţ Dumitru Dumitraşcu<sup>2</sup>.** Romanian-German University of Sibiu<sup>1</sup>, Lucian Blaga University of Sibiu<sup>2</sup>, Romania. *Research on Risks Encountered by Institutions in European Development Project.*
- 7. Andreea Stoiciu<sup>1</sup>, Eva-Nicoleta Burdusel<sup>2</sup>,** Institute of Management and Sustainable Development, Romania<sup>1</sup> Lucian Blaga University of Sibiu, Romania<sup>2</sup>. *Sustainable Higher Education for the 21<sup>st</sup> Century.*
- 8. Claudiu Sorin Voinia, Ana Tuşa, Carmen Simion.** Lucian Blaga University of Sibiu. *European Initiatives in Quality Management of Systems for Education and Training.*
- 9. Ileana Ciutacu, Iulian Vasile Săvulescu, Mihaela Luminiţa Dumitraşcu,** Academy of Economic Studies, Bucharest. *Tandem Economic Development of Two Regions or Countries.*
- 10. Mihaela Dumitraşcu, Ileana Ciutacu, Iulian Vasile Săvulescu,** Academy of Economic Studies, Bucharest, Romania. *Corporate Sustainability Indicators in Banking Sector.*
- 11. Mihaela Dumitraşcu, Ileana Ciutacu, Iulian Vasile Săvulescu,** Academy of Economic Studies, Bucharest. *A Complex Perspective of Social Audit in Corporate Governance.*

**15.30 Coffee break**

**Venue:** Academic Reunion Centre, 6, Banatului Str.

**16.00 IdeaShop. Surviving & Prospering in a „GloCalization” Era**

**Venue:** Academic Reunion Centre, 6, Banatului Str.

**Facilitator:** Ronny Adhikarya

**16.00 Workshop for students. Best practice in student start up**

**Venue:** Academic Reunion Centre, 6, Banatului Str.

**Facilitator:** Matthias Otronzek

**17.30 Coffee break**

**Venue:** Academic Reunion Centre, 6, Banatului Str.

**17.45 Business meets academia: companies introduce their cooperation concepts**

**Venue:** Academic Reunion Centre, 6, Banatului Str.

**Facilitators:** Antony Staak, Academic Cape Peninsula University of Technology, Cape Town/South Africa, **Liviu Bălan**, Continental Automotive Systems, Sibiu, Romania and **Matthias Otronzek**, Wismar University, Germany

## 20.00 Conference banquet

**Venue: Imparatul Romanilor Hotel, 4, Nicolae Balcescu Str.**

## FRIDAY, October the 19<sup>th</sup>

### 09.00 Plenary session 2

**Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd.**

**Chair: Prof. Norbert Grünwald, Rector, Wismar University, Germany**

1. **Bryan Temple<sup>1</sup>, Philip Orme<sup>1</sup>, Mirja Kälviäinen<sup>2</sup>, Mervi Kurula<sup>2</sup>, Tommi Silvan<sup>2</sup>, Costas Mantzalos<sup>3</sup>, Emil Horký<sup>4</sup>, Michal Stoklasa<sup>4</sup>, Paulino Silva<sup>5</sup>, Rui Filipe Pereira Bertuzi Da Silva<sup>5</sup>**, Glasgow Caledonian University, United Kingdom<sup>1</sup>, North Karelia University of Applied Sciences, Joensuu, Finland<sup>2</sup>, Frederick University, Nicosia, Cyprus<sup>3</sup>, Silesian University in Opava, Karvina, Czech Republic<sup>4</sup>, Polytechnic Institute of Porto, Porto, Portugal<sup>5</sup>. *Face to Face Intercultural Workshops: Are They Worth the Money?*
2. **Marian Zajko<sup>1</sup>, Kerstin Pezoldt<sup>2</sup>**, Slovak University of Technology in Bratislava, Slovakia<sup>1</sup>, Ilmenau University of Technology, Germany<sup>2</sup>. *Challenges of Transition towards Entrepreneurial University.*
3. **Heiko Haase, Arndt Lautenschläger**, University of Applied Sciences Jena, Germany. *What Determines the Migration Of University Students?*
4. **Norbert Grünwald, Regina Krause**, Wismar University, Germany. *International Recognition of Engineering Education – Best Practice.*

### 10.40 Coffee break

**Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd**

### 11.00 Session 2.1. Innovative new methods for engineering and business education-1

**Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.**

**Chair: Margaret Bennett**, Polytechnic of Namibia and North-West University.

1. **Samir Khoshaba**, Linnaeus University, Sweden. *English as Course Instruction Language-Experiences from Machine Design Courses.*
2. **Ioan Fotea, Ioan G. Pop, Sebastian Văduva, Silvia Fotea**, Emanuel University of Oradea, Romania. *A Trans-disciplinary Approach to Business Education throughout Family Firms as Communities of Practice.*
3. **Kumar Yelamarthi<sup>1</sup>, Joseph Slater<sup>2</sup>, John Wu<sup>2</sup>, Ruby P. Mawasha<sup>2</sup>**, Central Michigan University, Mount Pleasant, USA<sup>1</sup>, Wright State University, Dayton, USA<sup>2</sup>. *Engineering Management in an Interdisciplinary Senior Design Project.*
4. **Teodora Popescu, Ioan Moise Achim, Manuella Kadar**, 1 Decembrie 1918 University of Alba Iulia, Romania. *Enterprise Transformation through Supporting Information Systems. The Case of a Romanian Hotel Chain.*
5. **Aharon Gero**, Technion - Israel Institute of Technology, Israel. *Improving Systems Thinking Skills of Second Year Engineering Students by an Introductory Project.*
6. **Yolanda-Mirela Catelly**, Politehnica University Bucharest, Romania. *Engineering Education in Scientific and Technical Communication – Checking Course Impact.*
7. **Madlena Nen<sup>1</sup>, Cristina Nicolescu<sup>2</sup>, Crina Rădulescu<sup>2</sup>**, Technical Military Academy, Bucharest, Romania<sup>1</sup>, National School of Political Studies and Public Administration, Bucharest, Romania<sup>2</sup>. *University Promotion – Key Factor of the Use of Marketing Strategies, in the Context of Improving the Romanian Higher Education. Case Study.*
8. **Livia Beju**, Lucian Blaga University of Sibiu, Romania. *Educating Students on Lean Manufacturing and Pull Production Using Games.*
9. **Neli Darie, Ion Dan Mironescu**, Lucian Blaga University of Sibiu, Romania. *Innovative New Methods for Engineering Education. Case Study in Food Enzymological Simulation-Based Learning.*
10. **Daniela Pușcă, Hoda Eiliat**. University of Windsor, Canada. *Study on Implementation of Tablet Computers in Engineering Design Courses.*

## 11.00 Session 2.2. Knowledge management in engineering and business education

**Venue:** Academic Reunion Centre, 6 Banatului Str.

**Chair:** Lal Mohan Baral, Lucian Blaga University of Sibiu, Romania and Ahsanullah University of Science and Technology, Bangladesh

1. **Mirela Danubianu, Dragos Mircea Danubianu**, Ștefan cel Mare University of Suceava, Romania. *How Useful Can Be Data Mining for A Continuous Speech Therapist's Education?*
2. **Dorin Telea, Ilie Popp**, Lucian Blaga University of Sibiu, Romania. *Some Aspects Regarding the Degree of Knowledge and Applicability in the Management of the Kanban Systems Implementation to be pursued by students in engineering practice.*
3. **Banica Logica, Ștefan Liviu Cristian, Mariana Jurian**, University of Pitești, Romania. *Business Intelligence for Educational Purpose.*
4. **Gheorghe Militaru**, Politehnica University of Bucharest, Romania. *The Impact of Transformational Leadership on University Performance through Knowledge and Innovation.*
5. **Oprean Camelia**, Lucian Blaga University of Sibiu, Romania. *Knowledge Capital – Influenced by Rationality or Animal Spirits?*
6. **Anca Elena Neata (cas. David)**, Lucian Blaga University of Sibiu, Romania. *The powerful impact of the social media over the field of lifelong learning*
7. **Ioan Achim Moise, Teodora Popescu, Manuella Kadar**, 1 Decembrie 1918 University of Alba Iulia, Romania. *Innovation Management in the Knowledge-Based Society.*
8. **Ionela Magdalena Rotaru, Sorin Ioan Borza**, Lucian Blaga University of Sibiu. *Conception and Fabrication of Straight Axes Using Knowledge Management Principles.*
9. **Ionela Magdalena Rotaru, Sorin Ioan Borza**, Lucian Blaga University of Sibiu. *Conception and Fabrication in Automotive Industry Using Knowledge Management Principles.*

## 11.00 Session 2.3. Management of engineering and business institutions

**Venue:** Academic Reunion Centre, 6 Banatului Str.

**Chair:** Goodwell Muyengwa, University of Johannesburg, South Africa

1. **Partson Dube, Goodwell Muyengwa, Kimberly Battle**, University of Johannesburg, South Africa. *Aligning Further Education and Training with the Advanced Manufacturing Technology Strategy: South Africa Case Study.*
2. **Goodwell Muyengwa, Forbes Chiromo, Kimberly Battle**, University of Johannesburg. *Evaluating challenges faced by Small and Medium Enterprises in Managing new Technology.*
3. **Norbert Grünwald, Regina Krause**, Wismar University, Germany. *International Recognition of Engineering Education – Best Practice.*
4. **Constantin Oprean, Mihaela Alina Vanu, Silvia Florea**, Lucian Blaga University of Sibiu, Romania. *An Analysis of New Graduate-Tracing Metrics of University Management Performance at the Lucian Blaga University of Sibiu.*
5. **Rodica Ștefănescu**, Technical University of Cluj-Napoca, Romania. *Managing University through Business Approaches.*
6. **Carmen Daniela Domnariu<sup>1</sup>, Florentina Ligia Furtunescu<sup>2</sup>**, Lucian Blaga University of Sibiu, Romania<sup>1</sup>, University of Medicine and Pharmacy Carol Davila Bucharest, Romania<sup>2</sup>. *Is the organizational culture favorable to training in residency for medical students?*
7. **Florentina Ligia Furtunescu<sup>1</sup>, Carmen Daniela Domnariu<sup>2</sup>**, University of Medicine and Pharmacy Carol Davila Bucharest, Romania<sup>1</sup>, Lucian Blaga University of Sibiu, Romania<sup>2</sup>. *Assessing the Leadership Style in Health Organizations from Romania.*
8. **Gina-Maria Moraru**, Lucian Blaga University of Sibiu. *Creativity and Benchmarking Influence on Finance-Accounting and Human Resources Organizational Functions.*
9. **Gina-Maria Moraru**, Lucian Blaga University of Sibiu. *Creativity and Benchmarking Influence on Research, Production and Marketing in Romanian Organizations.*



- 10. Marius Cioca, Cosmin Cioranu, Daniela Gîfu**, Lucian Blaga University of Sibiu, Romania<sup>1</sup>, UEFISCDI, Romania<sup>2</sup>, A. I. Cuza University of Iasi, Romania<sup>3</sup>. *Computational Techniques in Management of Engineering and Business Institutions.*

**11.00 Session 2.4. New curricula development & National culture innovation and education development**

**Venue: Senate Hall, 10 Victoriei Blvd.**

**Chair: Regina Krause**, Wismar University, Germany

- 1. Norbert Grünwald, Oana Dumitraşcu**, Wismar University, Germany. *Effect of leisure activities on the attractiveness of the study area and study motivation of students.*
- 2. Norbert Grünwald, Gregor Postler**, Wismar University. *Integration through Qualification.*
- 3. Andreas Ahrens<sup>1</sup>, Olaf Bassus<sup>1</sup>, Jeļena Zašcerinska<sup>2</sup>**, Wismar University, Germany<sup>1</sup>, Centre for Education and Innovation Research<sup>2</sup>. *Efficiency of Engineering Curriculum and its Evaluation.*
- 4. Andreas Ahrens<sup>1</sup>, Olaf Bassus<sup>1</sup>, Jeļena Zašcerinska<sup>2</sup>**, Wismar University, Germany<sup>1</sup>, Centre for Education and Innovation Research<sup>2</sup>. *University as a Social Enterprise: Modelling Enterprise 3.0 Application in Engineering Curriculum.*
- 5. Stelian Brad, Mircea Fulea, Bogdan Mocan, Emilia Brad**, Technical University of Cluj-Napoca, Romania. *Systematic Innovation for Improving Competitiveness of a Master Study Program.*
- 6. Alexander I. Surygin, Ekaterina V. Potekhina, Vyacheslav V. Potekhin**, St. Petersburg State Polytechnical University, Russia. *Curriculum Design According to Russian National and EUR-ACE standards: Master Degree Programme in Information Technology and Computers.*
- 7. Miao Zehua, Jinying-Li**, Shijiazhuang University of Economics, China. *Talent Cultivation Mode of Neo-Confucian Businessman and its Practice.*
- 8. Bogdan N. Nicolescu, Tiberiu N. Macarie**, University of Piteşti, Romania. *About the Role of the Mathematics in the Engineering Education.*
- 9. Daniela Paşnicu<sup>1</sup>, Gabriela Tudose<sup>2</sup>**, Spiru Haret University and National Scientific Research Institute for Labour and Social Protection, Bucharest, Romania<sup>1</sup>, National Scientific Research Institute for Labour and Social Protection, Bucharest<sup>2</sup>. *The role of the Work Force Skills in Innovation Process in a Flexicurity culture – The Romanian Case Study.*
- 10. Ioana A. Mircea, Corina M. Marin, Daniela Preda, Liliana G. Popescu, Călin C. Bucur**, Lucian Blaga University of Sibiu, Romania. *Challenges for Curricula Development: a Case Study on ERASMUS Mundus Mobility with Asia Project.*

**12.30 Lunch**

**Venue: University Canteen, 31 Victoriei Blvd.**

**14.00 Session 3.1. Innovative new methods for engineering and business education-2**

**Venue: Senate Hall, 10, Victoriei Blvd.**

**Chair: Alexander I. Surygin**, St. Petersburg State Polytechnical University, Russia

- 1. Norbert Grünwald, Hartmut Domröse**, Wismar University, Germany. *Teaching Skills across Disciplines – an Experience Report.*
- 2. Arnel C. Fajardo<sup>1</sup>, Yoon-Joong Kim<sup>2</sup>**, Hanbat National University South Korea and La Consolacion College Manila Philippines<sup>1</sup>, Hanbat National University South Korea<sup>2</sup>. *Test of Vowels in Speech Recognition Using Continuous Density Hidden Markov Model and Development of Phonetically Balanced-Words in the Filipino Language.*
- 3. Gabriela Raveica<sup>1</sup>, Cristina Mohora<sup>2</sup>, Ionel-Crinel Raveica<sup>1</sup>, Gheorghe Militaru<sup>2</sup>**, Vasile Alecsandri" University of Bacău, Romania<sup>1</sup>, University Politehnica of Bucharest, Romania<sup>2</sup>. *The role of client – Centred Therapy Principles in Developing Praxeologic Competences of Students in Rehabilitation Engineering Area.*
- 4. Paul Dan Brîndaşu, Livia Dana Beju, Corina Băiţoiu**, Lucian Blaga University of Sibiu, Romania. *Designing Educational Materials through Product Lifecycle Management.*



5. **Valentin Petrescu, Florian Popescu, Alina Gligor**, Lucian Blaga University of Sibiu, Romania. *Blast Furnace in Engineering Education*.
6. **Marinela Ință, Achim Muntean, Cristian Petrianu**, Lucian Blaga University of Sibiu. *Improving the Courses Content by Using Modelling and Simulation in Cutting Metals*.
7. **Sorin Ioan Borza, Ionela Rotaru, Sebastian Codrea**, Lucian Blaga University of Sibiu, Romania. *The Analysis of the Traffic Noise, in an Area Densely Populated, with GIS Software Used in the Educational Process*.
8. **Sorin Ioan Borza**, Lucian Blaga University of Sibiu, Romania. *E-Learning Courses in Engineering Education with SCORM Sandards*.
9. **Sorin Ioan Borza, Ionela Rotaru, Iunia Cristina Borza**, Lucian Blaga University of Sibiu, Romania. *Multimedia tutorials, used in engineering education*.
10. **David Holifield<sup>1</sup>, Jon Pigott<sup>2</sup>**. Cardiff School of Art & Design<sup>1</sup>, University of Wales Institute Cardiff<sup>2</sup>. *Enriching Experiential Learning in Music Technology*.
11. **Ghedhban Swadi<sup>1</sup>, David Holifield<sup>1</sup>**, University of Wales, Great Britain<sup>1</sup>. *Teaching object oriented programming (OOP) using the Experiential Learning Method*.
12. **Lucian-Ionel Cioca, Maria-Viorela Codoi**, Lucian Blaga University of Sibiu, Romania. *The Impact of Carbon Footprinting in Romania*.

#### 14.00. Session 3.2. Entrepreneurship education and research

**Venue:** Academic Reunion Centre, 6 Banatului Str.

**Chair:** Gregor Postler, Wismar University, Germany

1. **Norbert Grünwald<sup>1</sup>, Michael Heinrichs<sup>2</sup>**, Wismar University, Germany, Robert-Schmidt-Institut, Germany. *Cultural Entrepreneurship – a chance for the creative student*.
2. **Goodwell Muyengwa, Partson Dube, K. Battle, Masinga**, University of Johannesburg, South Africa. *An Enterprise Development Initiative: Incubation in the South African Motor Body Repair Sector*.
3. **Forbes Chiromo, Goodwell Muyengwa, Joseph Makuvaza**, University of Johannesburg, South Africa. *An Investigation of the Impact of Networking Among Tenants in the Seda Limpopo Jewellery Incubator in South Africa*.
4. **Yan Junyin, Kang Jingqing**, Shijiazhuang University of Economics, China. *A Research on the Innovation and Entrepreneurship Mode and Implementation Ways for Univesity Students - Taking Shijiazhuang University of Economics an Example*.
5. **Rufei Zhang**, Shijiazhuang University of Economics, China. *Enterprise Education Research in the Context of Moral Training in Chinese Colleges*.
6. **Margaret Bennett**, Polytechnic of Namibia and North-West University, South Africa. *Evaluating the Effectiveness of an adult entrepreneurship training programme*.
7. **Liu Dezhi, Cui Wenjing**, Shijiazhuang University of Economics, China. *On the Art of Making Business Plan - A Successful Case*.
8. **Rovila El Maghviroh**, Lindiawati STIE Perbanas Surabaya, Indonesia. *Leadership Style Toward Competitive Advantage of Business Education*.
9. **Gheorghe Militaru**, Politehnica University of Bucharest, Romania. *The critical factors of entrepreneurial university in engineering education: a conceptual and empirical analysis*.
10. **Alina Bădulescu, Daniel Bădulescu**, University of Oradea, Romania. *Entrepreneurial Attitudes among Romanian Doctoral Students: An Empirical Study*.
11. **Cătălin George Alexe, Cătălina Monica Alexe, Cristian-Aurelian Popescu**, Politehnica University of Bucharest. *The Impact of E-Learning in the Rural Business Environment*.
12. **Cătălin George Alexe<sup>1</sup>, Cătălina Monica Alexe<sup>1</sup>, Cezar Scarlat<sup>1</sup>, Florin Alexandru Alexe<sup>2</sup>**, Politehnica University of Bucharest, Romania<sup>1</sup>, Bucharest University of Economic Studies<sup>2</sup>. *The Model of Analysis and Improvement of the Firm's Innovation Capability*.

### 14.00 Session 3.3. Quality Management and Sustainability in Engineering and Business Education

**Venue:** Academic Reunion Centre, 6 Banatului Str.

**Chair:** **Antony Staak**, Academic Cape Peninsula University of Technology,  
Cape Town/South Africa

1. **Valentina Haralanova<sup>1</sup>, Samir Khoshaba<sup>2</sup>**, University of Ruse, Bulgaria<sup>1</sup>, Linnaeus University, Sweden<sup>2</sup>. *Regular Student Feedback Concerning Education Quality - Good Practice to Follow.*
2. **Octavian Negoită, Anca Alexandra Purcărea, Olivia Doina Negoită**, University Politehnica of Bucharest, Romania. *Company's Brand - An Influence Factor for Sustainable success.*
3. **Daniela Cristina Momete, Tudor Prisecaru**, University Politehnica of Bucharest, Romania. *The Importance of Energy Solutions for a Safe and Rational Development.*
4. **Constantin Oprean, Amelia Bucur**, Lucian Blaga University of Sibiu, Romania. *The I-P-C-V Model for Improving the Quality Management and Its Applications*
5. **Mihail Aurel Țițu, Daniela Maria Flucsă**, Lucian Blaga University of Sibiu, Romania. *Quality Indicators for Shaping the Communication Process in the University Type of Public Organization.*
6. **Claudiu Vasile Kifor<sup>1</sup>, Magdalena Crângașu<sup>2</sup>, Alina Lungu and Lal Mohan Baral<sup>3</sup>**, Lucian Blaga University of Sibiu<sup>1</sup>, Executive Agency for Higher Education Research Development Innovation Funding, Romania<sup>2</sup>, Lucian Blaga University of Sibiu and Ahsanullah University of Science and Technology, Bangladesh<sup>3</sup>. *Research Evaluation in Engineering Schools.*
7. **Magda Susan Resiga<sup>1</sup>, Ștefania Kifor<sup>2</sup>, Amelia Bucur<sup>2</sup>**, Executive Agency for Higher Education Research Development Innovation Funding, Romania<sup>1</sup>, Lucian Blaga University of Sibiu, Romania<sup>2</sup>. *The Research School in the Field of Engineering Sciences.*
8. **Călin Deneș, Valentin Grecu**, Lucian Blaga University of Sibiu, Romania. *Innovation for Sustainable Universities.*
9. **Lucian Lobonț, Radu Vasile Pascu**, Lucian Blaga University of Sibiu, Romania. *Premises for Establishing an Integrated Management System in Higher Education Institutions. Case Study: Lucian Blaga University of Sibiu*
10. **Radu Vasile Pascu, Radu Adrian Ciora, Lucian Lobonț, Carmen Mihaela Simion**, Lucian Blaga University of Sibiu, Romania. *Developing a Decision Support System for Project Management in Universities.*

### 19.00 Barbeque party

**Venue:** Camara Boierului, Hilton Hotel, 1<sup>st</sup>, Padurea Dumbrava Str.  
Shuttle Bus in the car parking, 5-7 Victoriei Blvd. (no 3 on the map)

## SATURDAY, October the 20<sup>th</sup>

### 09.00 Plenary session 3

**Venue:** Avram Iancu Auditorium, 5-7, Victoriei Blvd.

**Chair:** Marian Zajko, Slovak University of Technology in Bratislava

1. **Zbigniew Bochniarz<sup>1</sup>, Krustina Mandova<sup>2</sup>, Rodica Ștefănescu<sup>3</sup>**, University of Washington, Seattle, USA<sup>1</sup>, ETP Foundation-Sustainable Development Projects, Sofia, Bulgaria<sup>2</sup>, Ecological University, Bucharest, Romania<sup>3</sup>. *Building Institutional and Human Capacity for Sustainable Development - Case Study: Bulgaria.*
2. **Ronald M. Pastrana, Alicia Y. Manabat**, La Consolacion College Manila, *An Outcomes-Based Education (OBE) Approach & Quality Assurance System: A Proposed Framework and Transition Strategy for Philippine Higher Education Institution's (HEI) Shift Towards International Standard*
3. **Masakatsu Matsuishi and Kazuya Takemata, Nakamura**, Kanazawa Institute of Technology, Japan. *Engineering Education to Develop Innovative and Self-Directed Engineers.*
4. **Katharina Hedderich**, Wismar University. *Corporate social responsibility in Germany and other countries.*

### 10.40 Coffee break

**Venue:** Conference Venue

### 11.00. Concluding remarks and closing of the conference

**Venue:** Avram Iancu Auditorium, 5-7, Victoriei Blvd.

### 12.30 Lunch

**Venue:** University Canteen, 31 Victoriei Blvd.

### 14.00 Excursion – Sightseeing Tour Sibiu

**Starting point:** Continental Forum Hotel

#### Route:

Large Square - Haller House - Brukenthal Museum - Town Hall - Catholic Church - Council Tower - Small Square with the "Eyes of the City" - Luxemburg house - Pharmacy Museum - Liars' Bridge - Huet Square - Evangelic Church - Brukenthal High school - Stairs Passage - Goldsmiths' Square - "The Lower City" - Cibin market place - "Mitropoliei" Street - Orthodox Cathedral - Citadel wall with 3 towers - Thalia Hall - Headquarter of the German "Hermannstädter" Newspaper - Schiller Square - The General's alleyway - Large square





## SUNDAY, October the 21<sup>st</sup>

### Tour of the Fortified Churches

**Meeting point: 09:30 – 10:00 in Sibiu in front of the hotel you are checked in.**

**Itinerary: Sibiu - Biertan - Stejarisu - Sighisoara - Sibiu**

#### Program suggestion:

We drive to Sighisoara, crossing the Transylvanian plateau. On our way there we visit Biertan, the medieval city which was the bishop seat for more than 300 years. Afterwards we go to Stejarisu, where we are invited to a traditional picnic.

After a lunch break we drive to Sighisoara, the only inhabited citadel in the South-Eastern Europe, part of the UNESCO World Cultural Heritage.

In a tour of the magnificent, still inhabited, citadel we visit the main cultural objectives: the Clock Tower; the birth house of Vlad the Impaler; the Stag House. We will climb the 177 steps of the Covered Staircase, until we arrive at the Church on the Hill.

We return to Sibiu at 18:00. We will leave you in front of the hotel in which you are checked in.



#### Included services:

- ✓ Transfer with middle class car or van from/to Sibiu
- ✓ English speaking guide
- ✓ Picnic in Stejarisu with traditional food
- ✓ Map
- ✓ OPTIONAL: entrance fees: 5 Euro

#### Prices:

- 85,00 Euro / Person from 2 participants
- 56,00 Euro / Person from 4 participants
- 44,00 Euro / Person from 6 participants
- 35,00 Euro / Person from 9 participants

## Brasov & Bran from Sibiu

**Meeting point: 08:30 – 9:00 in Sibiu in front of the hotel you are checked in**

**Itinerary: Sibiu - Bran - Brasov - Sibiu**

### Program:

In the morning we drive to Bran where we visit the famous Dracula Castle.

In the afternoon we go to Brasov. In a city tour we discover the main cultural objectives of this beautiful city, such as the Black Church, the Town Hall Square etc.

Free time in Brasov.

Late in the afternoon we drive back to Sibiu.



### Included services:

- ✓ Transfer with middle class car or van from/to Brasov
- ✓ English speaking guide
- ✓ Map
- ✓ **OPTIONAL: lunch snack in Brasov and entrance fees 16 Euro**

### Prices:

- 86,00 Euro / Person from 2 participants
- 54,00 Euro / Person from 4 participants
- 39,00 Euro / Person from 6 participants
- 31,00 Euro / Person from 9 participants



## REGISTRATION INFORMATION

### Full registration

Registration fees are structured to ensure a benefit to Conference registrants. These fees include attendance at the sessions, Conference materials, morning and afternoon coffees, lunches, cocktail party, barbecue party, excursion and conference banquet.

### Accompanying person/guests

Accompanying person / guests will be welcome at the Conference functions. However, they must register as Accompanying Persons. The Accompanying Person's Package fee is Euro 150.

The Accompanying Persons Package includes the following: excursion, barbecue party, conference banquet, morning & afternoon coffees, and lunches.

### Other conference fees

|                      |         |
|----------------------|---------|
| Lunch                | 5 EURO  |
| Excursion            | 20 EURO |
| Barbecue party       | 25 EURO |
| Conference materials | 25 EURO |
| Conference banquet   | 25 EURO |

### Cancellation

Registration fees for the Conference are fully non-refundable.

### Non-attendance

No refunds will be given for non-attendance. A replacement delegate may be substituted.

## Registration Form & Payment Details

### International Conference on Engineering & Business Education, Innovation and Entrepreneurship

October 18-21, 2012 / Lucian Blaga University of Sibiu, Romania

Title/Position: \_\_\_\_\_  
Full Name: \_\_\_\_\_  
Company/Institution: \_\_\_\_\_  
Department: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Paper Title(s): \_\_\_\_\_

Registration fee: 250 EURO

Payment details:

Beneficiary: ASOCIATIA GENERALA A INVATATORILOR SI PROFESORILOR DIN ROMANIA,  
10 Victoriei Blvd., 550024 Sibiu, Romania; email: [claudiu.kifor@ulbsibiu.ro](mailto:claudiu.kifor@ulbsibiu.ro)

Beneficiary's Bank: Romanian Commercial Bank (Banca Comerciala Romana).

Branch: Sibiu

Address of Bank: 1 Emil Cioran, 550025 Sibiu, Romania

Bank Account Details:

#### Payments in RON (LEI)

Account: 2511.A01.0.3605606.0227.ROL.1

IBAN: RO25RNCB0227036056060001

#### Payments in EUR:

Account: 2511.A01.0.3605606.0227.EUR.3

IBAN: RO68RNCB0227036056060003

Swift Code: RNCBROBU

**Swift Code must be quoted. Kindly cover bank transfer expenses**

Please send the registration form by fax / email (as attached scanned document) / regular mail together with a copy of the **payment order**:

Claudiu Vasile KIFOR, Professor,

Vice - rector

Lucian Blaga University of Sibiu

10 Victoriei Blvd., 550024, Sibiu, Romania

Phone: 004 0269 211001, Fax.: 004 0269 217887

Email: [conf.brcee@ulbsibiu.ro](mailto:conf.brcee@ulbsibiu.ro)

**I, the undersigned, on behalf of all the authors of the paper, fully accept the Conference Format and Conditions.**

Name (print):..... Signature:.....Date:.....

## **Notes**

## **Notes**



## **Notes**

## **Notes**

## **Notes**





# INTERNATIONAL CONFERENCE ON ENGINEERING AND BUSINESS EDUCATION, INNOVATION AND ENTREPRENEURSHIP

18 - 21 OCTOBER 2012, LUCIAN BLAGA UNIVERSITY OF SIBIU, ROMANIA



***Subject: Progress by Exchange***  
*Cultural Innovation and Educational Development*

## The Conference comprises three international events:

6<sup>th</sup> Balkan Region Conference on  
Engineering and Business Education



5<sup>th</sup> International Conference on  
Engineering and Business Education



4<sup>th</sup> International Conference on  
Innovation and Entrepreneurship

