International Conference on Engineering & Business Education, Innovation and Entrepreneurship

Conference programme

October 18-21, 2012
Lucian Blaga University of Sibiu, Romania
# Conference Programme

## Organisers & Supporters

<table>
<thead>
<tr>
<th>1</th>
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</table>

## Conference Committee

| Conference General Chair | 1 |
| Scientific Committee | 1 |
| Organising Committee | 2 |

## The Conference and the Venues

<table>
<thead>
<tr>
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## The Conference

<table>
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## The venues

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## Outline Conference Programme

<table>
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## Conference Programme

### Wednesday, October 17th

<table>
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16.00 Registration  
19.00 Welcome reception

### Thursday, October 18th

<table>
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<tr>
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</thead>
</table>

08.00 Registration  
09.00 Opening Ceremony  
10.30 Coffee break  
11:00 Keynote speeches  
12.15 Group photo  
12.30 Departure to canteen  
14.00 Session 1.1. Collaboration in engineering and business education  
14.00 Session 1.2s. Entrepreneurship & innovation  
14.00 Session 1.3s. Innovative new methods for engineering and business education  
14.00 Session 1.4s. Cooperation between academia & business; Sustainability in engineering education  
15.30 Coffee break  
16.00 IdeaShop. Surviving & Prospering in a „GloCalization” Era  
16.00 Workshop for students. Best practice in student start up  
17.30 Coffee break  
17.45 Business meets academia: companies introduce their cooperation concepts  
20.00 Conference banquet

### Friday, October the 19th

<table>
<thead>
<tr>
<th>12</th>
</tr>
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</table>

09.00 Plenary session 2  
10.40 Coffee break  
11.00 Session 2.1. Innovative new methods for engineering and business education-1  
11.00 Session 2.2. Knowledge management in engineering and business education  
11.00 Session 2.3. Management of engineering and business institutions  
11.00 Session 2.4. New curricula development & National culture innovation and education development  
12.30 Lunch  
14.00 Session 3.1. Innovative new methods for engineering and business education-2  
14.00 Session 3.2. Entrepreneurship education and research  
14.00 Session 3.3. Quality Management and Sustainability in Engineering and Business Education  
19.00 Barbeque party
**SATURDAY, October the 20th**

- 09.00 Plenary session 3
- 10.40 Coffee break
- 11.00. Concluding remarks and closing of the conference
- 12.30 Lunch
- 14.00 Excursion – Sightseeing Tour Sibiu

**SUNDAY, October the 21st**

- Tour of the Fortified Churches
- Brasov & Bran from Sibiu

**REGISTRATION INFORMATION**

- Full registration
- Accompanying person/guests
- Other conference fees
- Cancellation
- Non-attendance
- Registration Form & Payment Details
## 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Constantin Oprean</td>
<td>President of University Senate, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Prof. Norbert Grünwald</td>
<td>Rector, Wismar University, Germany</td>
</tr>
</tbody>
</table>

### Scientific Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Giuliano Augusti</td>
<td>Past-President, European Network for Accreditation of Engineering Education</td>
</tr>
<tr>
<td>Lal Mohan Baral</td>
<td>Ahsanullah University of Science and Technology, Bangladesh</td>
</tr>
<tr>
<td>Prof. Gabriele Beibst</td>
<td>University of Applied Sciences Jena, Germany</td>
</tr>
<tr>
<td>Prof. Dan Paul Brîndaşu</td>
<td>Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Prof. Ioan Bondrea</td>
<td>Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Prof. Dan Dumitraşcu</td>
<td>Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Prof. Norbert Grünwald</td>
<td>Wismar University, Germany</td>
</tr>
<tr>
<td>Prof. Dongheng Hao</td>
<td>Shijiazhuang University of Economics, Hebei/China</td>
</tr>
<tr>
<td>Prof. David Holifield</td>
<td>University of Wales Institute, Cardiff, UK</td>
</tr>
<tr>
<td>Prof. Claudiu Vasile Kifor</td>
<td>Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Sister Imelda A. Mora</td>
<td>La Consolacion College, Manila, Philippines</td>
</tr>
<tr>
<td>Ramzan Muhammad</td>
<td>University of Agriculture Faisalabad, Pakistan.</td>
</tr>
<tr>
<td>Prof. Ovidiu Nicolescu</td>
<td>Academic Society for Management in Romania</td>
</tr>
<tr>
<td>Prof. Constantin Oprean</td>
<td>Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>A / Prof. Dr Arun Patil</td>
<td>CQUniversity, Mackay, Australia</td>
</tr>
<tr>
<td>Prof. Valentin Petrescu</td>
<td>Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Dr. Daniela Puşcă</td>
<td>University of Windsor, Canada</td>
</tr>
<tr>
<td>Rath Sethik</td>
<td>Royal University of Phnom Penh, Cambodia.</td>
</tr>
<tr>
<td>Prof. Harold Sjursen</td>
<td>Polytechnic University, Brooklyn, New York, USA</td>
</tr>
<tr>
<td>Prof. Anthony P. Staack</td>
<td>Academic Cape Peninsula University of Technology, Cape Town/South Africa</td>
</tr>
<tr>
<td>Prof. Dan Paul Ștefănescu</td>
<td>Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Prof. Marian Zajko</td>
<td>Slovak University of Technology in Bratislava</td>
</tr>
<tr>
<td>Name</td>
<td>Position and Affiliation</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Claudiu Vasile Kifor</td>
<td>Professor, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Mrs. Regina Krause</td>
<td>Wismar University, Germany</td>
</tr>
<tr>
<td>Marius Cioca</td>
<td>Associate Professor, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Lucian Lobont</td>
<td>Lecturer PhD, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Ms. Alina Lungu</td>
<td>Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Marius Cioca</td>
<td>Associate Professor, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Lal Mohan Baral</td>
<td>PhD student, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Ramzan Muhammad</td>
<td>PhD student, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Ilie Banu</td>
<td>PhD, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Mihai Zerbes</td>
<td>PhD, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Liliana Popescu</td>
<td>PhD, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>Radu Pascu</td>
<td>PhD student, Lucian Blaga University of Sibiu, Romania</td>
</tr>
</tbody>
</table>
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 6th Balkan Region Conference on Engineering and Business Education with the 5th International Conference on Engineering and Business Education and the 4th 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.

![Map of Sibiu with marked locations](image)

<table>
<thead>
<tr>
<th>No</th>
<th>Location</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Senate Hall</td>
<td>10 Victoriei Blvd.</td>
</tr>
<tr>
<td>2</td>
<td>University Library, Aula Magna</td>
<td>4 Lucian Blaga Str.</td>
</tr>
<tr>
<td>3</td>
<td>Avram Iancu Auditorium and nearly – car parking</td>
<td>5-7 Victoriei Blvd.</td>
</tr>
<tr>
<td>4</td>
<td>University Canteen</td>
<td>31 Victoriei Blvd.</td>
</tr>
<tr>
<td>5</td>
<td>Conference banquet, Imparatul Romanilor Hotel</td>
<td>4, Nicolae Balcescu Str.</td>
</tr>
<tr>
<td>6</td>
<td>Barbeque party – Camara Boierului, Hilton Hotel</td>
<td>1, Padurea Dumbrava Street</td>
</tr>
<tr>
<td>7</td>
<td>Excursion</td>
<td>To be advised</td>
</tr>
<tr>
<td>8</td>
<td>Academic Reunion Centre</td>
<td>6, Banatului Str.</td>
</tr>
</tbody>
</table>
# OUTLINE CONFERENCE PROGRAMME

## Wednesday, October the 17th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:00-19:00</td>
<td>Registration</td>
<td>Location: University Library, Aula Magna, 4 Lucian Blaga Str.</td>
</tr>
<tr>
<td>19:00</td>
<td>Welcome reception</td>
<td>Location: University Library, Aula Magna, 4 Lucian Blaga Str.</td>
</tr>
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</table>

## Thursday, October the 18th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00-09:00</td>
<td>Registration</td>
<td>University Library. Aula Magna, 4, Lucian Blaga Str.</td>
</tr>
<tr>
<td>09:00-10:00</td>
<td>Opening ceremony</td>
<td>Chair: Prof. Claudiu Vasile KIFOR, vice-rector, Lucian Blaga University of Sibiu, Romania</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Dr. Ronny Adhikarya</td>
<td>Strategies for success: Ensuring Survival &amp; Facilitating Reform of Learning Organizations: Imperatives in a Global Competitive Education Market Place</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>Break</td>
<td>University Library. Aula Magna 4 Lucian Blaga Str.</td>
</tr>
<tr>
<td>11:00-12:15</td>
<td>Keynote speeches</td>
<td>Chair: Norbert Grünwald</td>
</tr>
<tr>
<td>11:00-11:25</td>
<td>Prof. Giuliano Augusti</td>
<td>Subject-specific Quality Assurance and Accreditation of Engineering Education in Europe</td>
</tr>
<tr>
<td>11:25-11:50</td>
<td>François Côme</td>
<td>European and International Cooperation in Higher Engineering Education: The Associations as main stakeholders?</td>
</tr>
<tr>
<td>11:50-12:15</td>
<td>o.Univ. Prof. Dr. Prof. h.c. Dimitris Karagiannis</td>
<td>Business Process Management: Technology and Education</td>
</tr>
<tr>
<td>12:15-12:30</td>
<td>Group photo</td>
<td>University Library. Aula Magna, 4, Lucian Blaga Str.</td>
</tr>
<tr>
<td>12:30-14:00</td>
<td>Lunch</td>
<td>University Canteen. 31, Victoriei Blvd. Shuttle Bus in front of the library</td>
</tr>
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</table>

## RESEARCHERS

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00-15:30</td>
<td>Session 1.1.</td>
</tr>
<tr>
<td></td>
<td>Room: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</td>
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</table>

## STUDENTS

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Sessions</th>
</tr>
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<tbody>
<tr>
<td>14:00-15:30</td>
<td>Session 1.2s.</td>
</tr>
<tr>
<td></td>
<td>Room: Academic Reunion Centre, 6 Banatului Str.</td>
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<tr>
<td>15:30-16:00</td>
<td>Session 1.3s.</td>
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<tr>
<td></td>
<td>Room: Academic Reunion Centre, 6 Banatului Str.</td>
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<tr>
<td>16:00-17:30</td>
<td>Session 1.4s.</td>
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<tr>
<td></td>
<td>Room: Senate Hall, 10 Victoriei Blvd.</td>
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## ECDEAST

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<tr>
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<th>Events</th>
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<tbody>
<tr>
<td>14:00-15:30</td>
<td>Tempus project meeting</td>
</tr>
<tr>
<td>15:30-16:00</td>
<td>Break: Academic Reunion Centre, 6 Banatului Str.</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
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<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>16:00-17.30</td>
<td>IdeaShop. Surviving &amp; Prospering in a „GloCalization“ Era</td>
</tr>
<tr>
<td></td>
<td>Workshop. Best practice in student start up</td>
</tr>
<tr>
<td></td>
<td>Room: Academic Reunion Centre, 6, Banatului Str.</td>
</tr>
<tr>
<td></td>
<td>Facilitator: Ronny Adhikarya</td>
</tr>
<tr>
<td>17:30-17:45</td>
<td>Break: Academic Reunion Centre, 6 Banatului Str.</td>
</tr>
<tr>
<td>17:45-19:30</td>
<td>Business meets academia: companies introduce their cooperation concepts</td>
</tr>
<tr>
<td></td>
<td>Location: Academic Reunion Centre, 6 Banatului Str.</td>
</tr>
<tr>
<td></td>
<td>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</td>
</tr>
<tr>
<td>20:00</td>
<td>Conference banquet. Imparatul Romanilor Hotel, 4, Nicolae Balcescu Str.</td>
</tr>
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</table>

### Friday, October the 19th

#### Researchers and industry

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-10:40</td>
<td>Plenary: Location: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</td>
</tr>
<tr>
<td>10:40-11:00</td>
<td>Break: Avram Iancu Auditorium, 5-7, Victoriei Blvd.</td>
</tr>
<tr>
<td>11:00-12:30</td>
<td>Paper Sessions</td>
</tr>
<tr>
<td>12:30-14:00</td>
<td>Lunch University Canteen. 31, Victoriei Blvd.</td>
</tr>
<tr>
<td>14:00-16:00</td>
<td>Paper sessions</td>
</tr>
<tr>
<td>16:00-16:30</td>
<td>Break: Avram Iancu Auditorium, 5-7, Victoriei Blvd.</td>
</tr>
<tr>
<td>16:30-18:30</td>
<td>Workshops for PhD students from LBUS</td>
</tr>
<tr>
<td></td>
<td>Democratization of Knowledge Generation &amp; Sharing</td>
</tr>
<tr>
<td></td>
<td>Room: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</td>
</tr>
<tr>
<td></td>
<td>Facilitator: Ronny Adhikarya</td>
</tr>
<tr>
<td>19:00</td>
<td>Barbeque party Location: Hilton Hotel, 1st, Padurea Dumbrava Street.</td>
</tr>
<tr>
<td></td>
<td>Shuttle bus in the car parking, 5-7 Victoriei Blvd. (no 3 on the map)</td>
</tr>
</tbody>
</table>

### Friday, October the 19th

#### Students

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:30</td>
<td>Excursion (only for students) Shuttle Bus in front of Continental Forum Hotel</td>
</tr>
<tr>
<td>19:00</td>
<td>Barbeque party Location: Hilton Hotel, 1st, Padurea Dumbrava Street.</td>
</tr>
<tr>
<td></td>
<td>Shuttle Bus in the car parking, 5-7 Victoriei Blvd. (no. 3 on the map)</td>
</tr>
<tr>
<td>Saturday, October the 20th</td>
<td>Researchers, students and industry</td>
</tr>
<tr>
<td>--------------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>09:00-10:40</td>
<td>Plenary speeches</td>
</tr>
<tr>
<td></td>
<td>Location: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</td>
</tr>
<tr>
<td>10:40-11:00</td>
<td>Break: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>Concluding remarks and closing of the conference</td>
</tr>
<tr>
<td></td>
<td>Announcing the next conference</td>
</tr>
<tr>
<td></td>
<td>Concluding remarks and closing of the conference</td>
</tr>
<tr>
<td>12:00 – 13:00</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>University Canteen. 31, Victoriei Blvd.</td>
</tr>
<tr>
<td>14:00</td>
<td>Excursion. Sightseeing Tour Sibiu</td>
</tr>
<tr>
<td></td>
<td>Starting point: Continental Forum Hotel</td>
</tr>
</tbody>
</table>

| Sunday, October the 21st |

**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
# CONFERENCE PROGRAMME

## WEDNESDAY, October 17th

**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 18th

**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


**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 Georgescu¹, Anton Anton¹, Romeo Susan-Resiga², Technical University of Civil Engineering Bucharest, Romania¹, Politehnica University of Timisoara, Romania². 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 Ilie¹, Alexandra Horobet², Ioan Bondrea¹, Lucian Blaga University of Sibiu, Romania¹, Bucharest University of Economic Studies, Romania². Building Partnerships between Businesses and Romanian Universities: a New Strategic Approach.


5. Eva-Nicoleta Burdusel¹, Liviu Balan², Anca Plohid², Lucian Blaga University of Sibiu¹, Continental Automotive Systems SRL Sibiu, Romania². Public-Private Partnership: Synergy between Higher Education Institutions and Business or Industrial Organizations.

6. Dan-Maniu Duşe¹, Gabriel-Octavian Negrea², Lucian Blaga University of Sibiu, Romania¹, Gheorghe Lazăr National College Sibiu, Romania². The Business Community to Support the Training of Prospective Students/Employees.


14.00 Session 1.2s. Entrepreneurship & innovation

Venue: Academic Reunion Centre, 6, Banatului Str.
Chair: Ramzan Muhammad, Lucian Blaga University of Sibiu, Romania


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.


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.

7. Liviu Agnola, Ileana Ioana Cofaru, Carnegie Mellon University, USA and Politehnica University of Timișoara\(^1\), Lucian Blaga University of Sibiu\(^2\). *Electronic Infrastructure Aimed at Improving Communication and Education for Business and Academia.*


9. Lal Mohan Baral\(^1\), Ramzan Muhammad\(^2\), Claudiu Vasile Kifor\(^3\), Ioan Bondrea\(^2\), Lucian Blaga University of Sibiu, Romania and Ahsanullah University of Science and Technology, Bangladesh\(^1\), Lucian Blaga University of Sibiu, Romania\(^3\). *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.*


**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


2. Mohsin Khalil Ahmed, Georgiana Dobrotă, Paul Susu, Dan Paul Brîndașu\(^3\), Intelligent Manufacturing Systems and Technologies, Faculty of Engineering, Lucian Blaga University of Sibiu, Romania\(^1\), Lucian Blaga University of Sibiu, Romania\(^3\). *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.*


6. Radu Stoika\(^4\), Madlena Nen\(^2\), Academy of Economic Studies, Bucharest\(^1\), Technical Military Academy, Bucharest\(^2\). *Future Strategies in Human Resources Study Case: Romania.*


10. Iunia-Cristina Borza, Lucian Blaga University of Sibiu, Romania. *New Methods for Learning in Computer Science Education.*


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.*


6. Diana Elena Ranț,1 Elida-Tomiţa Todariţă1, Dănuţ Dumitru Dumitraşcu2. Romanian-German University of Sibiu1, Lucian Blaga University of Sibiu2, Romania. *Research on Risks Encountered by Institutions in European Development Project.*


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 19th

09.00 Plenary session 2

Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd.
Chair: Prof. Norbert Grünwald, Rector, Wismar University, Germany

1. Bryan Temple³, Philip Orme³, Mirja Kälviäinen², Mervi Kurula³, Tommi Silvan², Costas Mantzalos³, Emil Horky⁴, Michal Stoklasa⁴, Paulino Silva⁵, Rui Filipe Pereira Bertuzi Da Silva⁵, Glasgow Caledonian University, United Kingdom¹, North Karelia University of Applied Sciences, Joensuu, Finland², Frederick University, Nicosia, Cyprus³, Silesian University in Opava, Karvina, Czech Republic⁴, Polytechnic Institute of Porto, Porto, Portugal⁵. Face to Face Intercultural Workshops: Are They Worth the Money?

2. Marian Zajko¹, Kerstin Pezoldt², Slovak University of Technology in Bratislava, Slovakia¹, Ilmenau University of Technology, Germany². Challenges of Transition towards Entrepreneurial University.

3. Heiko Haase, Arndt Lautenschläger, University of Applied Sciences Jena, Germany. What Determines the Migration Of University Students?


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 Yelamarthi¹, Joseph Slater², John Wu², Ruby P. Mawasha², Central Michigan University, Mount Pleasant, USA¹, Wright State University, Dayton, USA². 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.


7. Madlena Neñ¹, Cristina Nicolescu², Crina Rădulescu², Technical Military Academy, Bucharest, Romania¹, National School of Political Studies and Public Administration, Bucharest, Romania². 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.


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.


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


5. Rodica Ștefănescu, Technical University of Cluj-Napoca, Romania. Managing University through Business Approaches.

6. Carmen Daniela Domnariu¹, Florentina Ligia Furtunescu², Lucian Blaga University of Sibiu, Romania¹, University of Medicine and Pharmacy Carol Davila Bucharest, Romania². Is the organizational culture favorable to training in residency for medical students?

7. Florentina Ligia Furtunescu¹, Carmen Daniela Domnariu², University of Medicine and Pharmacy Carol Davila Bucharest, Romania¹, Lucian Blaga University of Sibiu, Romania². Assessing the Leadership Style in Health Organizations from Romania.

8. Gina-Maria Moraru, Lucian Blaga University of Sibiu. Creativity and Benchmarking Influence on Finance-Accouting and Human Resources Organizational Functions.

10. **Marius Cioca, Cosmin Cioranu, Daniela Gifu**, Lucian Blaga University of Sibiu, Romania\(^1\), UEFISCDI, Romania\(^2\), A. I. Cuza University of Iasi, Romania\(^3\). *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\(^1\), Olaf Bassus\(^1\), Jejena Zaščerinska\(^2\)**, Wismar University, Germany\(^1\). *Centre for Education and Innovation Research\(^2\). Efficiency of Engineering Curriculum and its Evaluation.*

4. **Andreas Ahrens\(^1\), Olaf Bassus\(^1\), Jejena Zaščerinska\(^2\)**, Wismar University, Germany\(^1\). *Centre for Education and Innovation Research\(^2\). University as a Social Enterprise: Modelling Enterprise 3.0 Application in Engineering Curriculum.*


9. **Daniela Paşnicu\(^1\), Gabriela Tudose\(^2\)**, Spiru Haret University and National Scientific Research Institute for Labour and Social Protection, Bucharest, Romania\(^1\). *National Scientific Research Institute for Labour and Social Protection, Bucharest\(^2\). The role of the Work Force Skills in Innovation Process in a Flexicurity culture – The Romanian Case Study.*


### 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


2. ** Arnol C. Fajardo\(^1\), Yoon-Joong Kim\(^2\)**, Hanbat National University South Korea and La Consolacion College Manila Philippines\(^1\), Hanbat National University South Korea\(^2\). *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\(^1\), Cristina Mohora\(^2\), Ionel-Crinel Raveica\(^1\), Gheorghe Militaru\(^2\)**, Vasile Alecsandri University of Bacău, Romania\(^1\), University Politechnica of Bucharest, Romania\(^2\). *The role of client – Centred Therapy Principles in Developing Praxeologic Competences of Students in Rehabilitation Engineering Area.*


8. Sorin Ioan Borza, Lucian Blaga University of Sibiu, Romania. E-Learning Courses in Engineering Education with SCORM Standards.


10. David Holifield\(^1\), Jon Pigott\(^2\). Cardiff School of Art & Design\(^1\), University of Wales Institute Cardiff\(^2\). Enriching Experiential Learning in Music Technology.

11. Ghedhban Swadi\(^1\), David Holifield\(^1\), University of Wales, Great Britain\(^1\). 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\(^1\), Michael Heinrichs\(^2\), Wismar University, Germany, Robert-Schmidt-Institut, Germany. Cultural Entrepreneurship – a chance for the creative student.


6. Margaret Bennett, Polytechnic of Namibia and North-West University, South Africa. Evaluating the Effectiveness of an adult entrepreneurship training programme.


12. Cătălin George Alexe\(^1\), Cătălina Monica Alexe\(^1\), Cezar Scarlat\(^1\), Florin Alexandru Alexe\(^2\), Politehnica University of Bucharest, Romania\(^1\), Bucharest University of Economic Studies\(^2\). 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 Haralanova¹, Samir Khoshaba², University of Ruse, Bulgaria¹, Linnaeus University, Sweden². Regular Student Feedback Concerning Education Quality - Good Practice to Follow.


3. Daniela Cristina Momete, Tudor Prisecaru, University Politehnica of Bucharest, Romania. The Importance of Energy Solutions for a Safe and Rational Development.


5. Mihail Aurel Țîțu, 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 Kifor¹, Magdalena Crângaşu², Alina Lungu and Lal Mohan Baral³, Lucian Blaga University of Sibiu¹, Executive Agency for Higher Education Research Development Innovation Funding, Romania², Lucian Blaga University of Sibiu and Ahsanullah University of Science and Technology, Bangladesh³. Research Evaluation in Engineering Schools.

7. Magda Susan Resiga¹, Ștefania Kifor², Amelia Bucur², Executive Agency for Higher Education Research Development Innovation Funding, Romania¹, Lucian Blaga University of Sibiu, Romania². The Research School in the Field of Engineering Sciences.


19.00 Barbeque party

Venue: Camara Boierului, Hilton Hotel, 1st, Padurea Dumbrava Str.
Shuttle Bus in the car parking, 5-7 Victoriei Blvd. (no 3 on the map)
SATURDAY, October the 20th

09.00 Plenary session 3

Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd.
Chair: Marian Zajko, Slovak University of Technology in Bratislava


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 21st

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

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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.
International Conference on Engineering & Business Education, Innovation and Entrepreneurship
October 18-21, 2012 / Lucian Blaga University of Sibiu, Romania

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Paper Title(s): 

Registration fee: 250 EURO

Payment details:

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Bank Account Details:
Payments in RON (LEI)
Account: 2511.A01.0.3605606.0227.ROL.1
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Account: 2511.A01.0.3605606.0227.EUR.3
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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

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
The Conference comprises three international events:

6th Balkan Region Conference on Engineering and Business Education

5th International Conference on Engineering and Business Education

4th International Conference on Innovation and Entrepreneurship