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**9th Balkan Region Conference on Engineering and Business
Education (BRCEBE)
&
12th International Conference on Engineering and Business
Education (ICEBE)**

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

16 - 19 October 2019

Venue: Lucian Blaga University of Sibiu, România

**PRELIMINARY
CONFERENCE PROGRAMME**



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Welcome to BRCEBE – ICEBE 2019

It gives us great pleasure to welcome you to 9th Balkan Region Conference on Engineering and Business Education (BRCEBE) and 12th International Conference on Engineering and Business Education (ICEBE).

This year BRCEBE & ICEBE is being held as a joint conference in beautiful Sibiu, Romania, from 16th –19th October 2019 and brings together a wide range of engineering, technology and business education stakeholders from around the globe to explore the building of new capacities that are essential in creating environmentally and socially sustainable 21st century economies. This joint conference aims to identify and explore the latest trends and developments that will shape the future worlds of engineering and business education. Situated in the heart of Transylvania, at the foothills of the Carpathians, Sibiu is one of the most important cultural centres of Romania and one of the most beautiful medieval towns in Transylvania.

With a theme: *Unique opportunity to share, learn and network*, Conference's mission is to disseminate recent research findings and development outcomes in engineering and business education as well as capacity building, with a focus on interdisciplinary and cross-cultural collaboration. This conference offers a unique opportunity for academics, practitioners and students from around the globe to share their knowledge, concerns and perspectives on educational environment and mindset, suitable for the development of innovative tech-products, tech-apps, business-processes, business-models and personal development with a global and local impact.

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
- Cooperation between academia and business
- Knowledge management in engineering and business education
- Sustainability in engineering and business education
- New curricula development
- Quality management in engineering and business education
- Lifelong learning
- Dual study program
- 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

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

Claudiu Vasile Kifor and Norbert Gruenwald

General chairs of the conference

Conference and the venue

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

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



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

Information for Presenters

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

Information for Session Chairs

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

Conference Proceedings and Publication

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

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

Partners

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

- Hochschule Flensburg, Germany;
- Fachhochschule Joanneum, Austria;
- Juraj Dobrila University, Croatia;
- University of Szczecin, Poland;
- Tehnical University Varna, Bulgaria;
- Cape Peninsula University of Technology, South Africa;
- Durban University of Technology, South Africa;
- Tshwane University of Technology, South Africa;
- Vaal University of Technology, South Africa;
- ASIIN Consult GMBH, Germany.

CONFERENCE SPEAKERS



Professor Ulrich Weinberg

Prof. Ulrich Weinberg has been head of the School of Design Thinking at the Hasso Plattner Institute in Potsdam since 2007. He specialized in 3D computer animation as early as the mid-1980s and worked on artistic, technical and scientific projects for companies such as ARD, BMW, Mercedes, Siemens, Schering, Telekom, ZDF. He founded several companies focusing on 3D animation, simulation, cross-media projects and computer games. In 1994 he was appointed professor at the Film University in Babelsberg and as vice president led the university into digitization for four years. He has been a visiting professor at the Communication University of China CUC in Beijing since 2004 and has been honorary director of the Design Thinking Innovation Center there since 2014. In 2017, the German business magazine Handelsblatt ranked him among the top 100 innovators in Germany.

Weinberg co-founded the Global Design Thinking Alliance GDTA in 2017 and is also its honorary chairman. He is an internationally sought-after congress speaker and accompanies large and medium-sized companies and organisations in questions of digital cultural change. In his recent book "Network Thinking - Beyond Brockhaus Thinking" he calls for radical new thinking in education and business.

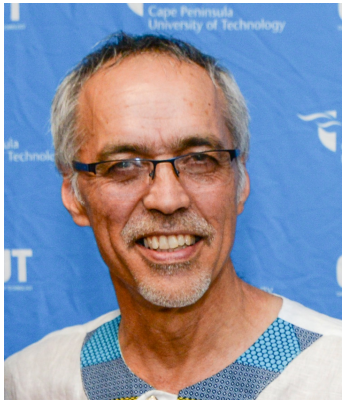


Dr. Ronny Adhikarya

Dr. Ronny Adhikarya had a 45-year career in international development assistance, serving for the World Bank, United Nations, and other international organizations. He was also associated with educ. & research institutions such as Stanford Univ., the East-West Center, and had conducted training in many learning institutions worldwide. He retired from the World Bank in 2003, and was then reappointed as the Food & Agriculture Organization (FAO)/United Nations Representative & Country Director (w/Ambassador-level credentials) for Pakistan.

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

	<p>Originally from Indonesia, Dr. Adhikarya since 1972 has undertaken professional assignments & official missions in 50 countries, and travelled to a total of 98 countries. He has written 8 books (two are also available in electronic/CD-ROM version) on communication, extension, training and education subjects published in Germany, Italy, England, USA, Singapore and Malaysia as well as numerous book-chapters, journal articles, and consulting reports. Dr. Adhikarya has served various international advisory boards/committees of several leading development organizations and/or educational or training institutions in Singapore, Thailand, England, Switzerland, etc. He obtained his Masters from Cornell Univ. and his Ph.D. from Stanford Univ. He now lives in the “Silicon Valley” of California and Honolulu, Hawaii, where he also serves as a member of the Board of Directors of the Hawaii-Indonesia Chamber of Commerce (HICHAM).</p>
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 <p>Professor Anthony Peter Staak</p>	<p>Prof Staak is currently an Adjunct Professor in the Faculty of Engineering at the Cape Peninsula University of Technology. He previously served as the Deputy Vice-Chancellor: Teaching and Learning at the same university for a period of 17 years, where he was responsible for undergraduate academic programmes, academic planning, the teaching and learning support unit, community engagement and the short course unit.</p> <p>He qualified in engineering at the University of Cape Town and completed further studies in engineering, economics and technology policy at local as well as overseas universities, most notably Oxford University which he attended as a Rhodes Scholar and the Massachusetts Institute of Technology which he attended as a Fulbright Scholar.</p> <p>He has a long-standing involvement with higher education in South Africa, having been part of the senior management of the university for many years.</p> <p>Besides serving as a director on a number of boards, he has also chaired the boards of the Cape Higher Education Consortium (CHEC), the Cape Library Consortium (CALICO), and the CTM (the Committee of DVCs of former technikons). He chaired the Programme and Qualifications Committee of the South African Technology Network for a period of 10 years.</p> <p>He has also served on various task teams, strategy groups and committees of the Department of Higher Education and Training and Universities South Africa</p>
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Ing. Hagen Hochrinner

Seniorlecturer / Dozent (FH) Dipl.-Ing. Hagen Hochrinner studied at the Technical University in Graz mechanical engineering. After years in leading positions in industry he now works as a seniorlecturer at the University of Applied Sciences FH-Joanneum in Graz at the dual study programs of "Production Technology and Organisation PTO (BSc)", "Engineering and Production Management ENP (MaS)", and "sustainable foodmanagement LEB (BSc)".

He is elected representative of the R&D faculty in the academic board of FH Joanneum.

The international projects for the developement and implementation of dual study programs in eastern europe (Bosnia - Herzegowina, Bulgaria, Croatia, Kasachstan, Poland, Romania, Serbia, Slovenia) and Africa (Mozambique and Southafrika) made him experienced to find solutions for special challenges in the implementation of dual study programs.

Deriving from his vocational experiences he knows well about the necessities in industry which need to be covered by dual study programs in higher education. Besides the employment at university he works as a publicly sworn and accredited expert at court in the field of mechanical engineering, industrial measurement and machine tool acceptance tests.



Dr. Ugo Fiore

Ugo Fiore, Ph.D., is with the Department of Management Studies and Quantitative Methods at Parthenope University of Naples. He is also an adjunct professor at Federico II University of Naples. Earlier, he had been working for ten years in the telco industry.

His research interests include nonlinear analysis, deep learning, anomaly detection, optimisation, energy-aware systems, covert communications, and security.

He has authored or co-authored more than 40 papers on international peer-reviewed journals. He is serving as Associate Editor with two journals and is a member of the editorial board in three other journals.

He has been invited as a keynote speaker in an international conference, has participated to the organizing committees of numerous conferences, and serves as a reviewer for several journals. He regularly sits in PhD examination boards in foreign universities.

WORKSHOPS

Workshop: *Dual study programs*

Facilitator: Evgenia Mahler, Wismar University, Germany

PROGRAM OUTLINE

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

DETAILED PROGRAM

Day 1. Wednesday, October 16, 2019

18:00 – 19:00	Registration Venue: University Restaurant, 31, Victoriei Blvd.
19:00 – 21:00	Welcome Reception Venue: University Restaurant, 31, Victoriei Blvd.

Day 2. Thursday, October 17, 2019

08:30 - 09:30	Registration Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.	
09:30 - 10:00	Opening Ceremony (Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.) Welcome and Opening Addresses	
10:00 - 11:00	Keynote Address 1: Prof. Ulrich Weinberg director, School of Design Thinking, Hasso Plattner Institute, Potsdam, Germany. <i>Design Thinking 4.0 - The cultural dimension of digital transformation</i> Chair: Prof. Claudiu Vasile Kifor, Lucian Blaga University of Sibiu , Romania Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.	
11:00 - 11:30	Coffee break Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.	
11:30 - 13:00	Keynote Address 2: Professor Anthony Peter Staak , Cape Peninsula University of Technology, South Africa. <i>Personalized Engineering Education in Southern Africa</i> Keynote Address 3: Senior lecturer / Dozent (FH) Dipl.- Hagen Hochrinner , University of Applied Sciences FH-Joanneum in Graz, Austria, <i>Dual education in higher education</i> Chair: Norbert Gruenwald, Wismar University, Germany Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.	
13:00 - 14:30	Lunch Break University Restaurant, 31, Victoriei Blvd.	
14:30 - 16:00	Plenary Session 1.1: New curricula development Chair: Lavern Samuel, Durban University of Technology, South Africa Venue: Academic Reunion Centre, 6 Banatului Str. Papers: Kholeka Constance Moloi and Maurice Ndege. <i>The relevance of the Master's in Engineering Education at a University of Technology in South Africa</i> Hans Brits and Chris Steyn. <i>Conducting a graduate tracer study at a University of Technology: a quest to enhance the learning experience</i>	Plenary Session 1.2: Dual study programmes & New curricula development Chair: Lesley Anne Cooke, Durban University of Technology, South Africa Venue: Academic Reunion Centre, 6 Banatului Str. Papers: Hagen Hochrinner. <i>New role model for teachers in Higher education?</i> Evgenia Mahler, Galina Ilieva, Radu Breaz and Petar Georgiev. <i>Flexible pathways for modernisation of undergraduate engineering programmes by country-adapted implementation of the practice-integrated dual study model in Bulgaria and Romania</i>

		<p>Trudy Sutherland. <i>Did the four-year extended programme make a difference towards the success rate of the engineering faculty?</i></p> <p>Wilfred Fritz, Toni Stringer and Anthony Staak. <i>Effective strategies in new curricula development at Higher Education Institutions in South Africa</i></p> <p>Lesley Anne Cooke, Bwalya Lungu and Lavern Samuels. <i>Virtual Engagement: A Nexus Between Internationalisation and Decolonisation of the Curriculum in the PEESA III Project?</i></p> <p>John Trimble, Tapiwa Murambira and Cisca Du Plessis. <i>New Curriculum Development in Operations Management</i></p> <p>Donna Lewis and Faiq Waghid. <i>Evaluative Questions as an indispensable practice for the effective adoption of Blended Learning in newly developed Engineering qualifications</i></p>	<p>Sven Maricic, Iva Mrsa Haber, Donald Radolovic and Ivan Veljovic. <i>The emerging role of new technologies in vocational education</i></p> <p>Hartmut Domroese, Regina Krause and Evgenia Mahler. <i>Internal Service Quality at our University - Centralizing vs. Decentralizing</i></p> <p>Antonio Comi, Oleksii Oleksii Lobashov, Mariia Olkhova, Dmytro Roslavitsev and Kateryna Vakulenko. <i>Development and implementation of Master programme in Smart Transport and Logistics for Cities</i></p> <p>Galina Ilieva. <i>VET in the marine higher education – some challenges and outcomes</i></p>
16:00 – 16:30		<p>Coffee break Academic Reunion Centre, 6 Banatului Str.</p>	
16:30 – 18:00		<p>Plenary Session 2.1: Innovative new methods for engineering and business education – 1</p> <p>Chair: Johan Bekker, Vaal University of Technology, Vanderbijlpark, South Africa Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers: Lesley Anne Cooke, Hester Jackson and Zakheeya Armoed. <i>Academic Staff in Engineering and the Built Environment at Durban University of Technology: A Baseline Study of Gender</i></p> <p>Serendra Reddy. <i>Adaptation of the Engineering Curriculum in the Age of Industry 4.0</i></p> <p>Dan-Maniu Dușe and Ildikó Simo. <i>Open educational resources - in</i></p>	<p>Plenary Session 2.2: Innovative new methods for engineering and business education – 2</p> <p>Chair: Andreas Ahrens, Wismar University, Germany Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers: Kerstin Pezoldt, Anne Correns and Marian Zajko. <i>Preannouncement of new products and overcoming individual adoption barriers</i></p> <p>Norbert Gruenwald, Anthony Staak, Stephen Bosman, Ruben Ndiokubeayo, Jelena Zascersinska and Andreas Ahrens. <i>Incorporation of Practice Based Approach into Engineering Education at Master Level: Analysis of Needs of Teaching staff at</i></p>

		<p>engineering education, case study at UC/AGH, UB and ULBS</p> <p>Ileana Hamburg, Emma O'Brien and Gabriel Vladut. <i>Entrepreneurial Learning and AI Literacy to Support Digital Entrepreneurship</i></p> <p>Dan Maniu Dușe and Aida Cristina Frangulea Pastor. <i>Emotional intelligence as a support for professional development in engineering education</i></p> <p>Dan Chicea and Cristian Leca. <i>Investigation on the Possibility of Designing an Educational Dynamic Light Scattering Device For Sizing Particles Suspended in the Air</i></p> <p>Ovidiu Tita, Mihaela Adriana Tita and Adelina Maria Constantinescu. <i>Innovative method for the transmission of knowledge in food engineering</i></p>	<p>Cape Peninsula University of Technology within PEESA III Project</p> <p>Elisabeth Lazarou, Natalia Vatolikina, Maria Iuliana Dascalu and Elena Smirnova. <i>Training PhD students for teaching of engineering disciplines: Study of Russian Universities Experience</i></p> <p>Mariana-Liliana Păcală, Anca Sorina Șipoș, Lucica Brudiu and Lidia Favier. <i>Teaching in higher education: students' deep learning of brewing by labwork</i></p> <p>Tirlea Anca Victoria, Kifor Claudiu Vasile and Tirlea Florin Cristian. <i>Integrated neuronal network in ERP for management decision making</i></p> <p>Marius Gal and Claudiu Kifor. <i>Improving the effectiveness in Research and Developments department from automotive industry</i></p>
16.30 - 18.00		<p>Workshop: Dual study programs Facilitator: Evgenia Mahler, Wismar University, Germany Venue: Faculty of Engineering Building, 4 Emil Cioran Str., Room IM301</p>	
19:00 - 22:00		<p>Conference Gala Banquet Venue: Dobrun Restaurant, 1 Dobrun Str.</p>	

Day 3. Friday, October 18, 2019

09:00 - 09:30	Registration: Avram Iancu Auditorium, 5-7 Victoriei Blv.	
9:30 - 11:00		<p>Keynote Address 4: Dr. Ugo Fiore, Parthenope University of Naples, Italy, <i>Neural Networks in the Educational Sector: Challenges and Opportunities</i></p> <p>Keynote Address 5: Dr. Ronny Adhikarya, USA, Reinvention & "Locus4GlobOption" in <i>Super-Smart Society 5.0 Era: Sharing Asian Initiatives for Edupreneurs</i></p> <p>Chair: Anthony Peter Staak, Cape Peninsula University of Technology, South Africa Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.</p>
11:00 - 11:30		<p>Coffee break Venue: Academic Reunion Centre, 6 Banatului Str.</p>

11:30 - 13:00	<p>Plenary Session 3.1: Cooperation between academia and business</p> <p>Chair: Kay Pfaffenberger, Hochschule Flensburg, Germany; Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers: Martin Kühn. <i>The South African Technical and Vocational Education and Training system from a German perspective</i></p> <p>Vladimir Babayev, Dmytro Roslavitsev and Kateryna Sorokina. <i>Vocational employer-sponsored education of employees of the water supply and sewage</i></p> <p>Radu Petruse, Alexandru Matei, Marco Kayser and Saša Ćuković. <i>Academia-industry Collaboration for Augmented Reality Application Development</i></p> <p>Mihai Dragomir, Diana Dragomir, Sorin Popescu and Vladimir Tanasiev. <i>Training concept for raising awareness and building skills for the low carbon economy</i></p> <p>Emilia Brad and Stelian Brad. <i>Value Chain Planning in Cross-Industry Meta-Cluster Initiatives</i></p> <p>Diana Tabusca and Dan Miricescu. <i>From classroom to career in Romania – students' perception on internships and school practices</i></p> <p>Mirosława Mioducka and Joanna Małecka. <i>The use of financial products in liquidity risk management by SMEs</i></p>	<p>Plenary Session 3.2: Sustainability in engineering and business education and lifelong learning</p> <p>Chair: Jacek Batóg, University of Szczecin, Poland Venue: Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers: Elisabeth Lazarou, Natalya Zerkina and Yulia Savinova. <i>EXTEND Project: Systematic Approach to Curricula Development</i></p> <p>Anca Draghici, Gabriela Mircea, Larisa Ivascu and Diana Florina Robescu. <i>A Training Needs Assessment for Teaching and Educating Sustainability</i></p> <p>Chih Yang Chao, Yong Shun Lin, Alvin Chang and Jocelyn Chang. <i>Employability of New Immigrants' Youth Studying in Technical Program in Taiwan</i></p> <p>Nino Hoch and Stelian Brad. <i>Managing Earthwork Construction Business Institutions Applying Industry 4.0 Relating Technologies – The Case of German SMEs</i></p> <p>Jacqueline Scheepers. <i>Collaborative Service-Learning partnerships between government, community and university for implementing social change</i></p> <p>Jonas Gebhardt. <i>Cross-Sectional Competence For 4.0-Mindsets In VET</i> Dan-Maniu Dușe and Ioan Marius Câmpean. <i>School Governance in the European Cultural Area</i></p>
13:00 - 14:30	<p>Lunch Break Venue: University Restaurant, 31, Victoriei Blvd.</p>	
14:30 - 16:00	<p>Plenary Session 4.1: HCI (Human Computer Interaction) applications for educational purposes</p>	<p>Plenary Session 4.2: Entrepreneurship education and research</p>

		<p>Chair: Chair: Małgorzata Zakrzewska, University of Szczecin, Poland Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers: Stefano Armenia, Natalia Ciobanu, Michalina Kulakowska, Glykeria Myrovali, Jason Papathanasiou, Alessandro Pompei, Georgios Tsaples and Loukas Tsironis. <i>An innovative game-based approach for teaching urban sustainability</i></p> <p>Yanita Chernogorova and Rozalina Dimova. <i>University's digital transformation: A case study for providing e-services via Moodle</i></p> <p>Andreas Ahrens, Norbert Gruenwald, Jelena Zascerinska and Julija Mlenikova. <i>A Novel Design of the Pre-Processing Stage of Data Mining for Educational Purposes</i></p> <p>Mihai Caramihai and Irina Severin. <i>The spatial and temporal properties of eLearning: an exploratory study regarding the students' perspective</i></p> <p>Radu A. Ciora, Daniela Gifu and Carmen Simion. <i>A Novel User Interface for Knowledge Base Bro</i></p> <p>Bogdan-Constantin Pirvu. <i>Conceptual overview of an anthropocentric training station for manual operations in production</i></p> <p>Anca Sipos and Marian Liliana Pacala. <i>Simulation-based learning, an essential tool for control process in food engineering education</i></p>	<p>Chair: Marian Zajko, Slovak University of Technology, Bratislava, Slovakia Venue: Academic Reunion Centre, 6 Banatului Str.</p> <p>Papers: Julija Melnikova, Virginija Jurgaityte, Jelena Zascerinska, Ludmila Aleksejeva, Art Leete, Helleka Koppel, Ingmarie Rodhin and Asa Hedlin Olsson. <i>Immigrants and Asylum Seekers' Digital Entrepreneurship Competence: Evaluation of the Theoretical Framework</i></p> <p>Ratana Som and Danut Dumitrascu. <i>A Critical Reflection on Relationship between ICT and Change Management in Enhancing Teaching and Learning Performances</i></p> <p>Joanna Małecka and Yevhen Revtiuk. <i>Comparison of entrepreneurial attitudes – a Polish and Ukrainian case study</i></p> <p>Barbara Czerniachowicz and Anna Wieczorek-Szymańska. <i>Selected Problems of an Entrepreneurial University - a Theoretical Perspective</i></p> <p>Jacek Batóg and Barbara Batóg. <i>Engineering Studies in Poland: Gender Pattern</i></p>

Day 4. Saturday, October 19, 2019

Excursion

Meeting hour: 09.00 Duration: aprox. 10 hours	Excursion	
		Meeting point: Car parking – Faculty of Engineering, 10 Victoriei Blv. (please see the map on page 4)

During the tour you will visit Sighisoara <http://romaniatourism.com/sighisoara.html>

and Biertan <http://romaniatourism.com/castles-fortresses-romania-biertan-fortified-church.html>

Included services:

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

Organising Committee

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