

**SCHOOL EVENT 5, 10-11 February 2022, online (TEAMS platform)**

The training event will be organized online, using TEAMS platform. For registration, please send a message to [anca.nicu@ethm.utcluj.ro](mailto:anca.nicu@ethm.utcluj.ro) with your contact data (name and surname, title, affiliation, position, email address) until 8<sup>th</sup> of February 2022.

**10<sup>th</sup> of February 2022 - Career path for PhD's**

**Description:** train the researchers to identify and plan the key steps for shaping their career path. The activities will provide them with practical guidance regarding the professional experience required when applying for positions in academic/non-academic institutions. Participants will be offered opportunities to meet and discuss about their work with a panel of academics and other professionals. Guest speakers will work with participants to address their concerns and the specificities of the individual situations.

**Speakers**



**Maria Dofeldt**

***My biggest passion is to help people and organizations reach new levels of awareness. I'm following my dream.*** - These are the words which describe best Maria Dofeldt and her philosophy of life.

She studied high school engineering and finance and worked as a trainer and manager in IT for about 10 years in Sweden. Then she continued to study behaviorism at university and specialization in Labor Science (HR) and Learning Organizations (LO – known as Systemic thinking).

After 10 years of leadership trainings, she decided to take herself to the next level, the level of coach by turning to CoachConnect. She started Coach Companion Romania, following her husband in Romania.

To run an education company and develop a ACTP – coaching school in Romania was her dream come true and she want to pass forward the experience of being a part of the CoachConnect family.

She uses coaching to set free the potential in a client and truly believe that anybody can achieve anything, with a little help from a professional coach.



**Codruta Badea**

Lecturer in a Technical University, with a bachelor's degree in Physics and a Phd. in Applied Mechanical Engineering. From the early stages she started teaching physics, strength of material and finite element methods applied in photomechanics, elasticity and plasticity. She has developed an interdisciplinary mindset which increased her potential in sustaining projects with the German Automotive Companies. Enrolled in many multi-disciplinary projects, she proved high flexibility and adaptability in science. She is a driven teacher and researcher, always looking to improve her knowledge.

All the way along her teaching carrier she applied coaching approach instinctively to mentor students in entrepreneurial activities and for academic progress. As a natural step in her continuous desire for improvement she started the coaching courses and became a Professional Coach with diploma during last year. She followed the Coach Connect

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Romania classes and had the chance of having Maria Dofeldt as mentor and coach.

She understood that her dream of helping youth and people can become reality with a coach approach. She seeks for her and the others continuous improvement.

### Agenda\*

No.	Hours	Topic
1	9-10	Presentation and expectations
Break 10-10.20		
2	10.20 – 11.20	-What do I want? -Who am I? -Obstacles
3	11.20 – 12.30	How is a company structured? The play company game: - The departments - The roles in a company - The types of companies: PFA, SRL.
Lunch time 12.30-13.30		
4		Success list Self appreciation
Break 15-15.20		
5	15.20 – 16.00	Sell yourself! – discussions about CV, Linked in, personal branding, Insta, video conference, Europass Communication exercise How will I take this further?

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**11<sup>th</sup> of February 2022 - Management Of Technology Transfer & Innovation And Entrepreneurship**

**Description:** develop entrepreneurial knowledge, competences and skills. In an ever-changing world with merging economies, the marketplace has become truly global. Savvy entrepreneurs see new opportunities and are preparing to capitalize on changing demands. The workshop will prepare PhD students to be active in the marketplace at the right time. They will evaluate entrepreneurship for their research topics and investigate business feasibility and concept development. Their entrepreneurial style will be revealed by practical exercises.

**Speakers**



**Constantinescu-Dobra  
Anca**

She is Assoc. Prof. at the Technical University of Cluj-Napoca, having an economic background. She is a trainer in the field of entrepreneurship and she coordinates the activity of the Entrepreneurial Students Association from the Technical University of Cluj-Napoca working closely with students, as future entrepreneurs. Also, she is an enthusiastic mentor in national incubation programs and sets up a business network of entrepreneurs that are meant to sustain the students in technical field. She is specialized in efficient marketing, management strategies, online marketing strategies for SMEs, market research especially for the IT, automotive, medical, sustainable development and sustainable transportation industries.

She teaches Marketing, and Digital Techniques for Marketing, Entrepreneurship for Engineers. She has written over 35 publications, including books, refereed journal and conference articles. She has been involved in 20 national and international research and institutional projects as a project manager (6) or team member.

She is also a coach and she likes the most to motivate the students in their entrepreneurial journey along with challenge or catalyze them to incubate and accelerate their business ideas.



**Veronica Maier**

**Mrs. Veronica Maier** is a lecturer, PhD at the Technical University of Cluj-Napoca. She finished her PHD in 2012 and the main objective of the research undertaken during her doctoral studies has been conducting a comprehensive study on corporate entrepreneurship, which has resulted in the doctoral thesis entitled „Intrapreneurship - Means of stimulating innovation within companies”. During her doctoral studies she benefited of a research mobility of 6 months at the University of Vienna, Austria. Her collaboration with the Technical University of Cluj-Napoca started in 2015 and since 2016 she holds a lecturer position. During the year 2018, for a period of 4 months she has benefited of a Fulbright Scholarship at the AIN Center for Entrepreneurship, University of Rochester. The period spent abroad helped her a lot in both her personal and professional development by helping her to gaining useful knowledge in entrepreneurship and corporate entrepreneurship but also by enabling communication and exchanging different points of view with people with a different cultural

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background. Miss Maier is also involved as a mentor for young entrepreneurs in different projects and is also part of different research teams, where she offers her expertise in: Strategic Management, Intrapreneurship, Entrepreneurship, Small Business Administration, Organizational Culture and Marketing Research.

She understood that her dream of helping youth and people can become reality with a coach approach. She seeks for her and the others continuous improvement.



**Paul Coyle**

He is international expert in the entrepreneurial mindset, leadership and organizational transformation. His vision is that everybody can benefit from having an entrepreneurial mindset, whether they run their own business or are employed in the private, public or not for profit sectors. He is expert in EIT - European Institute of Innovation and Technology, OECD Centre for Entrepreneurship, SMEs, Regions & Cities, Oxford Entrepreneurs, HEInnovate.

Author of "Entrepreneurial Mindset - the power of the entrepreneurial mindset in personal, organisational and societal change" available in print and electronic formats.

**Agenda\***

No.	Hours	Topic
1	9-10	Presentation and expectations
Break 10-10.20		
2	10.20 - 11-30	The propeller method for entrepreneurs: Leadership, Management, Coaching (Maria Dofeldt)
3	11.30-12.30	- The founder's dream (Constantinescu Anca)
Lunch time 12.30-13.30		
4	13.30-15.00	The deal (Veronica Maier and Constantinescu Anca) Market segmentation Customer discovery Pitch deck
Break 15-15.20		
5	15.20 – 16.00	Entrepreneurial mindset – (Paul Coyle UK)

*\*If any changes occur, the final agenda will be published prior de event*

### **INTERACT PROJECT SHORT DESCRIPTION ([www.interact.utcluj.ro](http://www.interact.utcluj.ro))**

In today's economy, more than ever, the need to implement the sustainability principle in designing new products has become of utmost importance. Sustainability represents nowadays innovation's new frontier. Becoming environmentally friendly through the development of sustainable products, the industrial actors end up by reducing inputs they use and, thus, lower the costs. Moreover, with better "greener" products, additional revenues are generated. As the automotive industry is one of the most technologically interesting domains to face the societal challenges, the automotive manufacturers are accelerating the development of new sustainable technologies for products to comply with the most stringent standards of efficiency, reliability, safety and sustainability. The trend for more electrified automotive applications (MEAs) asks for a new generation of automotive electrical actuation systems, allowing for a more efficient and environmentally friendly mobility and enhancing the driving experience, making it safer, more comfortable and sustainable.

INTERACT's overall objective is to answer the further enhancement of the next generation of high-performance sustainable automotive electric actuators (SAEAs) by combining high-level scientific research and training activities in a joint academia-industry doctoral programme, focused on solving critical issues (see Section 1.1.2) of the automotive electrical actuation Research & Development (R&D) cycle.

The project is a natural continuation of a fruitful collaboration between the beneficiaries: two universities (UTCN and ULB) and three industrial actors. What started as staff exchange collaboration for technological know-how and transfer of knowledge in the field of electrical machines (EMs) and drives (EMDs) for automotive applications<sup>1,2</sup> has now developed, through INTERACT, into a joint doctoral programme, based on common interests and goals, in the field of R&D of the next generation of SAEAs. More specifically, INTERACT takes advantage of the well-established intersectoral collaboration achievements and of the solid research and training competences and facilities at the beneficiaries for: (i) giving new career perspectives and increasing the employability of six young researchers, by enhancing their creative and innovative potential; (ii) pushing forward and/or extend the industrial partners' portfolio with new technological developments to be integrated into the R&D process such that they remain and/or enter as an important player in the automotive industry ; (iii) strengthening innovation capacity of UTCN and ULB with commercial exploitation of the research.

It is clear that energy-efficient, reliable, robust, low-cost and low-noise electrical machines, along with highly-integrated, energy-efficient power electronics and control modules, are required in order to reduce the impact of automotive electrical actuated powertrain and/or auxiliaries on the overall performance and cost of vehicles, no matter if they are fuel- (fossil or alternative), hybrid- or electric-powered. INTERACT aims at the development of R&D and engineering specialists and services to deal with the design and development of advanced electrical actuation technologies for sustainable automotive applications.

<sup>1</sup> <http://www.emda-loop.com>

<sup>1</sup> <http://www.demotest-ev.com/>, <http://www.researchgate.net/project/DeMoTestEV-DEsign-Modelling-and-TESTing-tools-for-Electrical-Vehicles>