

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

DEPARTMENT FOR INTERNATIONAL RELATIONS

5th-12th May

INTERNATIONAL WEEK



2017

Bucharest

Be innovative, be proactive!





The Bucharest University of Economic Studies

Department for International Relations

INTERNATIONAL WEEK 2nd edition

5th – 12th, May, 2017

Day 1 **Friday, 5th May, 2017**

- 10:00 – 10:30** **International Week Opening Ceremony**
Prof. Constantin Marius Profiroiu, PhD, Vice-Rector for International Relations
Virgil Madgearu Room
- 10:30 – 12:30** **Workshop: High Tech Venture Marketing and Global Marketplace**
Prof. Shahbaz Shabbir, PhD., University of Illinois at Urbana-Champaign, USA
Virgil Madgearu Room
Strategic and entrepreneurial marketing issues with a focus on start-up companies selling technology-based products.
Organizer: Department for International Relations, Faculty of Marketing

Day 2 **Monday, 8th May, 2017**

- 09:30 – 10:30** **Round table: ASE Internationalization strategy**
Moderator: Prof. Constantin Marius Profiroiu, PhD
Constantin Bărbulescu Room
Meeting of the internationalization working group on adopting ASE Internationalization strategy. Debate on communication and marketing for international educational markets.
Organizer: Department for International Relations
- 8th to 12th May** **Photo exhibition: The Erasmus story**
Ion N. Angelescu Building – Hall
Testimonials and photos of participants to the Erasmus Programme on the occasion of the 30th anniversary of the programme in Europe and 20th anniversary in Romania.
Organizer: ESN ASE Bucharest, Department for International Relations
- 8th to 12th May** **Photo exhibition: Multicultural Romania**
Assist. Alina Chiciudean, PhD.
Assoc. Prof. Roxana Voicu Dorobanțu, PhD.
Mihai Eminescu Building – 2nd floor
Photo exhibition on Romanian architectural heritage and multiculturalism, organized in cooperation with the ARCHÉ Association.
Organizer: Faculty of International Business and Economics



- 10:30 – 12:00** **Conference: A diplomatic dialogue**
Guest speakers:
H.E. Mr. Diar Nurbintoro, Ambassador of Indonesia
H.E. Mr. Tajul Aman Bin Mohammad, Ambassador of Malaysia
H.E. Mr. Ayaz M. Khan, Ambassador of Pakistan
H.E. Mr. Kim Eun- Joong, Ambassador of the Republic of Korea
Moderators:
H.E. Mr. Gheorghe Săvuică, Director of Romanian Institute for Euro-Asia Studies
Prof. Anca Gabriela Ilie, PhD.
Aula Magna
 Organizer: Faculty of International Business and Economics
- 11:00 – 13:00** **Workshop: Strategies for integrating European universities networks and consortia**
Moderator: *Prof. Simona Vasilache, PhD*
Room 4113
 Guest speakers from the European Research Foundation, the League of European Research Universities (LERU), the Network of Universities from the Capitals of Europe (UNICA)
 Organizer: Faculty of Business Administration in foreign languages
- 12:00 – 14:00** **Conference: Globalization and innovation**
Assoc. Prof. Monica Rivière, PhD., ISC Paris Business School, France
Virgil Madgearu Room
 A lecture on strategies for /in developed and emerging markets, with a focus on the two-way link between firm innovation and country markets evolution.
 Organizer: Department for International Relations
- 12:00 – 13:30** **Round table: The importance of literature and of an education in humanities for nowadays students**
Emer. Prof. Thomas Cousineau, PhD., Washington College, USA
Moderator: *Prof. Mariana Nicolae, PhD.*
The Center for American Studies – Room 1604
 A debate on the role of humanities in the education of economists: what we read?, why do (don't) we read?, how does fiction impact our education?
 Organizer: Faculty of International Business and Economics
- 13:30 – 15:00** **Round table: The Romanian-Spanish friendship: new cultural perspectives**
Guest speaker: *Father Javier Quesada, Association Friends of Camino de Santiago*
Moderator: *Assoc. Prof. Grigore Ioan Piroșcă, PhD.*
Room 2114
 A debate on the similarities of the national cultures and societies and the history and perspectives of the cultural cooperation between Romania and Spain.
 Organizer: Faculty of Theoretical and Applied Economics
- 15:00 – 17:00** **Workshop: Leadership in an international context**
Andra Costrachevici, Education Officer ESN Romania, Local Coordinator for Mov'in Europe
Robert Schuman Room
 Training about developing leadership skills, understanding and congruence of the value systems in different parts of the world.
 Organizer: ESN ASE Bucharest



- 16:30 – 18:00** **Debate: International experiences for students and teachers**
Moderator: Lect. Georgiana-Raluca Lădaru, PhD
Room 3205
 Panel discussion and networking event on the impact of having international experiences on the academic and professional life.
 Organizer: Faculty of Agrifood and Environmental Economics
- 18:00 – 20:00** **Networking event: Being an international student – experience sharing**
Moderator: Prof. Nadia Albu, PhD.
Room 1012
 Experience sharing from international students and participants to mobility programs
 Organizer: Faculty of Accounting and Management Information Systems
- 18:00 – 20:00** **Russian movie gala at ASE: Anna Karenina**
Robert Schuman Room
 Original 1967 film, based on the novel of the same name by Lev Tolstói, with Tatiana Samoliová in the main role.
 Organizer: Russian Cultural Center, Faculty of International Business and Economics

Day 3 **Tuesday, 9th May 2017**

- 09:00 – 10:30** **Round table: Perspectives of the scientific and academic cooperation between the Faculty of Agrifood and Environmental Economics and the University of Verona**
Guest speaker: Prof. Diego Begalli, PhD, Chair of Agribusiness, University of Verona, Italy
Moderator: Prof. Dan Boboc, PhD.
Room 3203
 Organizer: Faculty of Agrifood and Environmental Economics
- 10:30 – 12:00** **EUROPE DAY in ASE**
Moderator: Prof. Gheorghe Hurduzeu, PhD.
Room 1204
 Organizer: Faculty of International Business and Economics
- 10:30 – 13:30** **Workshop: The role of accounting information in doing business in Romania – an international perspective (Part I)**
Moderator: Prof. Cătălin Albu, PhD.
KPMG Romania Headquarters
 Panel discussions on doing business in Romania and mixed team presentations (Romanian and exchange students from the University of Indiana)
 Organizer: Faculty of Accounting and Management Information Systems
- 12:00 – 14:00** **Conference: Meet Stacey Ferreira, author of best-seller “2 Billion Under 20: How Millennials Are Breaking Down Age Barriers & Changing the World”**
Aula Magna
 Find out what it takes to start your own company, from coming up with the idea to the first five customers, do’s and don’t’s in assembling a team, must have skills in attracting the finance you need to turn a brilliant idea into a running business. Event organized in cooperation with the American Chamber of Commerce in Romania (AmCham Romania) and the U.S. Embassy in Romania



- 13:30 – 15:00** **Workshop: How to prepare for performance in the professional career (in French)**
Moderator: Prof. Corina Cilianu-Lascu, PhD.
Centre de Réussite Universitaire - Room 1514
Guest speakers from Business France – French Embassy to Bucharest, the Wallonie-Bruxelles Delegation, international chambers of commerce and multinational companies.
Organizer: Faculty of International Business and Economics
- 15:00 – 17:00** **Workshop: Graduate vs. job market. How does an international experience enrich your CV?**
Robert Schuman Room
Meet former international students and representatives of top companies for discussing the benefits of an international experience on skills and employability and learning how to highlight these skills.
Organizer: ESN ASE Bucharest
- 15:00 – 16:30** **Workshop: Japanese culture - The art of the kimono and calligraphy**
Coordinator: Lect. Raluca Nicolae, PhD
Room 1519
Kitsuke (presentation of summer kimonos) and calligraphy workshop.
Organizer: Faculty of International Business and Economics
- 15:00 – 16:30** **Round table: Good practices on the international labor market and developing soft skills during university studies**
Moderator: Assoc. Prof. Mihaela Arsene, PhD.
Room 1503
Organizer: Faculty of International Business and Economics
- 15:00 – 19:00** **Debate: Multiculturalism and interdisciplinary studies in the international business education**
Moderators: Assist. Anca Pecican, PhD., Assoc. Prof. Rodica Capotă-Stanciu, PhD., Assoc. Prof. Mariana Săndulescu, PhD.
Room 1514
Series of movies and panel discussions regarding the professional profile of the students in international business.
Organizer: Faculty of International Business and Economics
- 18:00 – 20:00** **Russian movie gala at ASE: The cranes are flying**
Robert Schuman Room
1957 drama (Palme d'Or – Cannes Film Festival 1958) - a story on love and war.
Organizer: Russian Cultural Center, Faculty of International Business and Economics



Day 4

Wednesday, 10th May, 2017

9:30 – 17:00

Workshop: The role of accounting information in doing business in Romania – an international perspective (Part II)

Moderator: Prof. Cătălin Albu, PhD., Prof. Marcel Vulpoi, PhD.

Room 2013

Panel discussions on doing business in Romania and mixed team presentations (Romanian and exchange students from the University of Indiana), with the participation of representatives of the business environment.

Organizer: Faculty of Accounting and Management Information Systems

10:00 – 12:00

Workshop: Struggle & Strategy – Case Studies on Central European corporate competitiveness

Prof. Balász Laki, PhD., Corvinus University of Budapest, Hungary

Virgil Madgearu Room

Professor Laki is a senior expert in public policy, economic & financial strategy, with extensive interdisciplinary expertise on corporate competitiveness.

Organizer: Department for International Relations

12:00 – 14:00

Networking event - Erasmus Student: Yesterday, Today and Tomorrow

Moderator: Assoc. Prof. Emilia Mioara Câmpeanu, PhD.

Room 3209

Meeting between international students in order to promote international mobility and raise awareness about studies/ internship opportunities.

Organizer: Faculty of Finance and Banking

12:00 – 13:30

Round table: The Arab diaspora in Romania and the Romanian-Arab cultural Cooperation

Guests: representatives of the Romanian-Panarab European Cultural Center

Moderator: Prof. Anca Gabriela Ilie, PhD.

Room 2101

Organizer: Faculty of International Business and Economics

12:00 – 13:30

Debate: The impact of studying Romanian as a foreign language

Moderator: Lect. Maria Enache, PhD.

Room 1509

Participants: international students and teachers of the programme of Romanian language as a foreign language.

Organizer: Faculty of International Business and Economics

13:00 – 15:00

Workshop: Academic curricula and syllabi updates from the perspective of European integration

Guest: Prof. Mimi Kornazheva, PhD, BRIE - Anghel Kanchev University, Ruse

Moderator: Prof. Luminița Daniela Constantin, PhD.

Virgil Madgearu Room

Debate on curricular harmonization and academic cooperation across Europe.

Organizer: Faculty of Administration and Public Management

13:30 – 15:00

Round table: Integration of the French speaking students to the ASE academic Community

Moderator: Prof. Corina Cilianu-Lascu, PhD.

Room 4102

Participants: international and local students and professors

Organizer: Faculty of International Business and Economics



- 14:00 – 17:00** **PhD seminar: New trends in management research**
Coordinator: Prof. Cristian-Silviu Banacu, PhD.
Room 1518
Research seminar of the international doctoral students in management
Organizer: Faculty of Management
- 16:00 – 18:00** **Workshop: Opportunities for international RD&I cooperation in 2017/2018**
Moderators: Prof. Ionel Dumitru, PhD., Assoc. Prof. Mihai Ioan Roşca, PhD.
Room 2405A
Discussion about open and upcoming calls for research, development and innovation calls for international projects.
Organizer: Faculty of Marketing
- 16:30 – 18:30** **Information session: Go abroad, be better!**
Guest: Raluca Hriţcu – Roland Berger Consultants
Aula Magna
Information session on preparing the “before”, “during” and “after” the mobility phases. Networking with former Erasmus students.
Organizers: Department for International Relations, ESN ASE Bucharest
- 16:30 – 18:00** **Round table: Student @ REI**
Moderator: Assoc. Prof. Roxana Voicu Dorobanţu, PhD.
Room 1204
Dialogue with the international students of the Faculty of International Business and Economics on the challenges of their student life and career perspectives.
Organizer: Faculty of International Business and Economics
- 16:30 – 18:00** **Workshop: Global economic education: the influence of the American academic culture on economic programs worldwide**
Assoc. prof. Mihaela Arsene, PhD.
Center for American Studies – Room 1604
Organizer: Faculty of International Business and Economics
- 16:30 – 19:00** **German cultural evening: Movie “Maria, ihm schmeckt's nicht”**
Coordinator: Lect. Cornelia Pătru, PhD.
Room 1504
A 2009 satirical comedy on German and Italian sociocultural attitudes, adapted from a popular autobiographical work by Jan Weiler.
Organizer: Faculty of International Business and Economics

Day 5 **Thursday, 11th May, 2017**

- 09:00 – 12:00** **Workshop: The international business environment in Romania: risks and challenges**
Prof. Rodica Pamfilie, PhD.
Room 1407
Organizer: Faculty of Business and Tourism



- 10:30 – 12:00** **Round table: Perspectives of the scientific and academic cooperation between the Faculty of Agrifood and Environmental Economics and the Mediterranean Agronomic Institute of Chania, Greece**
Guest: Carmen Clapan, Research and administrative officer at the Mediterranean Agronomic Institute of Chania
Moderator: Assoc. Prof. Roxana Pătărlăgeanu, PhD.
Room 3203
 Organizer: Faculty of Agrifood and Environmental Economics
- 11:00 – 13:00** **Round table: My experience as an international student at FABIZ**
Moderators: Assoc. Prof. Anca Bogdan, PhD.,
Assoc. Prof. Oana Georgiana Stănilă, PhD.
Room 4113
 A discussion on the challenges faced by international students at FABIZ and their perspectives on study programmes and career prospects.
 Organizer: Faculty of Business Administration in foreign languages
- 12:00 – 14:00** **Workshop**
Prof. Constantin Virgil Negoită, PhD., City University of New York, USA
Room 2013
 Organizer: Faculty of Cybernetics, Statistics and Economic Informatics
- 12:00 – 13:00** **Workshop: Cultural and educational encounter and challenges of (Romanian) students in foreign environments. The Indian experience**
Lect. Iulia Rășcanu, PhD.
Room 1508
 Organizer: Faculty of International Business and Economics
- 15:00 – 17:00** **Workshop**
Prof. Carlo Cusatelli, University Aldo Moro - Bari, Italy
Room 2104
 Organizer: Faculty of Cybernetics, Statistics and Economic Informatics
- 15:00 – 17:00** **Workshop: Europe 2017 – State of the art**
Guest: Călin Danilescu, entrepreneur, expert in European affairs
Moderator: Prof. Alina Profiroiu, PhD.
Constantin Bărbulescu Room
 Organizer: Faculty of Administration and Public Management
- 15:00 – 19:00** **Workshop: International research cooperation in specialized Roman languages. Pan-Latin Terminology Network**
Prof. Corina Cilianu-Lascu, PhD
Room 1514
 Organizer: Faculty of International Business and Economics
- 15:00 – 17:00** **Movie projection: Lion**
Moderator: Lect. Iulia Rășcanu, PhD.
Room 1514
 2016 biographical film, inviting to reflection on intercultural dependencies between Australia and India.
 Organizer: Faculty of International Business and Economics



16:00 – 17:00 **Book release: international authors**
Prof. Ileana Constantinescu, PhD.
Room 1519
 Organizer: Faculty of International Business and Economics

17:00 – 19:00 **Networking event: Intercultural awareness**
Coordinator: Lect. Maria Enache, PhD.
Room 1514
 Presentation of the countries and traditions of international students.
 Organizer: Faculty of International Business and Economics

17:00 – 21:00 **International evening**
Cafeteria ASE, Ion I. Angelescu Building, 3rd floor
 Networking event for the academic community. We celebrate the unity in diversity: 10 years of EU membership for Romania, 20 years of Erasmus Programme in Romania and in ASE and 30 years of Erasmus in Europe.
 Organizers: Department for International Relations, ESN ASE Bucharest

Day 6 **Friday, 12th May, 2017**

09:00 – 13:00 **Doctoral seminar: Global opportunities and challenges developed by the new business rules and standards**
Moderator: Prof. Rodica Pamfilie, PhD.
Room 1407
 Organizer: Faculty of Business and Tourism

12:00 – 13:30 **Round table: The Erasmus programme and its benefits for institutions and individuals**
Moderator: Assoc. Prof. Mihaela Arsene, PhD.
Room 1507
 Organizer: Faculty of International Business and Economics

16:30 – 18:30 **Workshop: International education and studying abroad: opportunities and challenges**
Moderator: Assoc. Prof. Mihaela Arsene, PhD.
Room 2503
 Organizer: Faculty of International Business and Economics

18:00 – 19:30 **Competition: Mot à monde – Concours de traduction d’un auteur francophone**
Coordinator: Assoc. Prof. Deliana Vasiliu, PhD.
Room 1514
 Organizer: Faculty of International Business and Economics

18:00 – 20:00 **Russian movie gala at ASE: A hunting accident**
Robert Schuman Room
 A 1978 drama, adapted from Anton Chekhov's "The Shooting Party."
 Organizer: Russian Cultural Center, Faculty of International Business and Economics

Other events **Participation to the 17th General Assembly of AUF - Agence Universitaire de la Francophonie**
Prof. Constantin Marius Profiroiu, PhD. Vice-Rector for International Relations
Marrakech, Morocco, 10th to 12th May 2017



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