Be innovative, be proactive!

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES (ASE) DEPARTMENT FOR INTERNATIONAL RELATIONS
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International Agreements

During April – June 2016 we signed 8 international agreements as follows:
- Strategic partnership agreement with the Academy of Economic Studies from Moldova;
- Framework agreement with Université du Québec à Montréal, Canada;
- Framework agreement and Erasmus agreement with the University "Angel Kanchev" Ruse, Bulgaria (Faculty of Administration and Public Management);
- Framework agreement with ESSEC Business School Paris (Faculty of Accounting and Management Information Systems);
- Erasmus agreements with the University from Napoli Federico II, Italy (Faculty of Economic Cybernetics, Statistics and Informatics), University of Akureyri, Island (Faculty of Finance, Insurance, Banking and Stock Exchange), University of Angers, France and Leicester University, UK (Faculty of International Business and Economics).

International Projects

We have 8 international projects running or in the contracting:
- H2020 Project IMAJINE, Director: Prof. Lumiţa Constantin, PhD;
- H2020 Project 649263: MOVE – Mapping mobility – pathways, institutions and structural effects of youth mobility in Europe, Project Coordinator ASE: Prof. Monica Roman, PhD;
- 16_PA07-C2 START-SoPi - Feasibility Study on Implementing a Pan-European Social Platform to Support Lifelong Learning and Employability, EU Financed through START – Danube Region Project Fund and Vienna City Hall, Project Coordinator ASE: Prof. Constanţa Bodea, PhD;
- Erasmus+ KA2 – Strategic Partnerships Project 2015-1-RO01-KA204-015155 OPORTUNIDANCE "Dance your way to other cultures", Director: Associate prof. Roxana Marinescu, PhD;
- Erasmus+ KA2 – Strategic Partnerships Project 2015-1-DE01-KA203-002161 “Social Entrepreneurship for Local Change”, Project Coordinator ASE: Prof. Monica Dudian, PhD;
- Erasmus+ KA2 – Strategic Partnerships Project 2014-1-DE02-KA200-001608 “Assessment Procedure for Micro and Small Sized Enterprises Successors in Tourism Industry – Best Boss”, Project Coordinator ASE: Prof. Gabriela Ţig, PhD;
- Erasmus+ KA2 – Strategic Partnerships Project 2014-1-DE02-KA200-001608 2014-1-UK01-KA201-000002 “Entrepreneurial Competences for School Leadership Teams”, Project Coordinator ASE: Prof. Marian Năstase, PhD;
- Erasmus+ KA2 – Strategic Partnerships Project 2014-1-UK01-KA000-000057 “Guidelines and Training Programme for Corporate Social Responsibility in Tourism Developed by VET and HE Providers for Micro and Small Sized Enterprises - Fair Tourism”, Project Coordinator ASE: Prof. Gabriela Ţig, PhD.
INTERNATIONAL COOPERATION

INTERNATIONAL PR

During April-June 2016, there have been visits to prospective partners (Université Paris Dauphine and Ecole Nationale d'Administration), meetings with high-level diplomatic representatives (the Ambassadors of Austria, Bosnia-Herzegovina, France and Germany) to promote ASE’s educational offer, to sign cooperation agreements and to recruit international students and academia. Also, a visit for academic cooperation was organized in Vietnam (Faculty of International Business and Economics).

Bucharest University of Economic Studies (ASE) was present at three major international educational fairs:

- World Education Forum, The Ministry of Research, Technology and Higher Education of Indonesia, 24 – 30.05.2016, Jakarta (Indonesia);
- China - CEEC Business School Summit &theBelt and Road Business School Forum on International Business Education, 08 – 11.06.2016, Ningbo (China);
- Access MBA, 09.05.2016, Bucharest.

International Affiliations

During April-June 2016, representatives of our university participated to events organized within the international networks / associations to which ASE is affiliated:

- OIV Congress – Organisation Internationale de la Vigne et du Vin, 06 – 09.04.2016, Paris (France);
- European Accounting Association Congress, 11 – 13.05.2016, Maastricht (The Netherlands);
- 24th NISPA CEE Annual Conference (The Network of Institutes and Schools of Public Administration in Central and Eastern Europe) – Spreading Standards, Building Capacities: European Administrative Space in Progress, 19 – 21.05.2016, Zagreb (Croatia);
- 45th EMAC 2016 – Marketing in the Age of Data, European Marketing Academy, 24 – 27.05.2016, Oslo (Norway);
- AUF Conference (World Association of Francophone Universities) – Expertise and Innovation in Francophone, 27.05.2016, Bucharest;
- HERMES Annual meeting – Higher Education and Research in Management of European Universities, 02 – 03.06.2016, Limerick (Ireland);
- FemaleTalent@ECB Open Day, European Central Bank, 09.06.2016, Frankfurt am Main (Germany);
- Gender Diversity in the IT Market - An initiative of the European Central Bank, 10.06.2016, Bucharest;
- The 3rd China-CEE Countries Conference on Education Cooperation and Exchanges, 08–11.06.2016, Ningbo, China;
- International Conference on Integrated Quality Management in Tourism Destinations, 23.06.2016, Bucharest – The National Authority for Tourism in collaboration with the World Tourism Organization.

14 – 16 June 2016.
Visit Université Paris Dauphine

14 – 16 June 2016.
Visit ENA Paris

19 – 21 May 2016. NISPACee Board meeting
Prof. Constantin Marius Profiroiu, PhD at the end of the term as President (2014-2016)
International Week (6 – 10 June 2016)

At the first edition of the International Week ASE 23 events with international character were organized both at the institutional and at faculty level.

**Monday, 6 June 2016**
10:00 – 10:30, Aula Magna
Opening ceremony

10:30 – 12:00, Council room 1st floor
Workshop: The Public administration system and administration reform in Romania
Prof. Constantin Marius Proflroiu, PhD
A debate on the public administration system and reform as part of a study visit of a group of 7 students and 2 professors from the Russian Presidential Academy of National Economy and Public Administration – School of Public Policy (05 – 12.06.2016).
Organizer: Faculty of Administration and Public Management

12:00 – 13:30, 1st floor Eminescu Building
Workshop: Japanese culture - the art of the kimono and calligraphy
Presentation of Japanese art and culture, the male and female kimono, learning the Japanese calligraphy. Activities organized by lecturer Raluca Nicolae, PhD with the participation of Ms. Hiroko Ogawa and Ms. Eiko Takagi
Organizer: Faculty of International Business and Economics

18:00 – 20:00, Room 1516
A debate on an international career vs. the local employment.
Coordinator: Assoc. Prof. Răzvan Corboș, PhD.
A debate with the master students within the Faculty of Management regarding the professional development at international level in the economic diplomacy.
Organizer: Faculty of Management

19:30 – 21:00, Room1204
Conference: Diplomacy, diplomatic customs and protocol
H. E. Mr. Gheorghe Săvuică, Director of the Romanian Institute Euro-Asia, Mr. Mojtaba Ramezani (economic attache, Embassy of Iran) and Professor Davood Manzoor
Moderator: Prof. Anca Ilie, PhD
Organizer: Faculty of International Business and Economics

14:00 – 17:30, Room 0329
IAAER - ACCA Emerging accounting scholars research workshop (Part 1)
The International Association for Accounting Education and Research (IAAER) and the Association of Chartered Certified Accountants (ACCA) will hold a workshop providing 21 doctoral students, early career researchers and emerging scholars (collectively referred to as emerging scholars) from transitional economies (Poland, Romania, Turkey, Kenya and Nigeria) with feedback on their research and to help develop their research skills. The seminars / reviews / workshops provided by professors from Austria, Australia, France, Germany, Great Britain, Romania, USA.
Organizer: Faculty of Accounting and Management Information Systems
Tuesday, 7 June 2016

09:00 – 16:30, Room 0139
IAAER - ACCA Emerging accounting scholars research workshop (Day 2)
Organizer: Faculty of Accounting and Management Information Systems

10:30 – 12:30, Virgil Madgearu Room
Workshop: The future of Europe – A perspective from the Central and Eastern Europe
H.E. Mr. Gerhard Reiweger, Ambassador of Austria to Romania and Moldova, Mr. Rudolf Lukavsky, Commercial Counsellor – Austrian Embassy
Prof. Constantin Marius Profiroiu, PhD., Prof. Mimi Kornazheva, PhD.
10:30 – 12:30, Room Virgil Madgearu
A debate on how Europe should evolve and the role of education, international mobility and networking as factors of development. The workshop is part of a study visit of a group of 11 students and professors from the “Angel Kanchev” University of Ruse - Bulgarian-Romanian Interuniversity Europe Center (BRIE). Also attending: visiting professors from Academia de Studii Economice a Moldovei.
Organizer: Department for International Relations

12:00 – 13:30, Room 1216
Workshop: New trends in sustainable business and consumption
Moderator: Prof. Rodica Pamfilie, PhD.
Presentation of the result of the research projects developed within the Association for Innovation and Quality in Sustainable Business – BASIQ and the University of Allensbach (Germany).
Organizer: Faculty of Business and Tourism

16:00 – 18:00, Room 2112
Workshop: Cultural differences and integrating foreign students to the Romanian academic communities
Prof. Grigore Ioan Piroscă, PhD.
A debate on the diversity of the organizational cultures in the countries of origin of international students and the challenges of facilitating adaptation and integration in the Romanian society and culture.
Organizer: Faculty of Theoretical and Applied Economics

Wednesday, 8 June 2016

09:00 – 17:30, Aula Magna and rooms 0139, 0320, 0321, 0329
Scientific conference covering the broad areas of financial accounting, managerial accounting, accounting education issues, auditing, financial analysis, management information systems, and business law.
Organizer: Faculty of Accounting and Management Information Systems
11:00 – 12:00, Room 1204
Presentation: Centre for Indochina Studies
Prof. Radu Cristian Muşetescu, PhD
Presentation of the newly established Centre for Indochina Studies as a promoter of the cooperation between Romania and Vietnam in the fields of academic affairs, business relations and diplomacy.
Organizer: Faculty of International Business and Economics

16:00 – 17:30, Room 3009
Round table: Developing international academic and scientific cooperation
Discussion on how to develop international academic and research cooperation and add value to the programs developed by the Faculty of Agrifood and Environmental Economics
Organizer: Faculty of Agrifood and Environmental Economics

18:00 – 20:00, Room 1204
Conference: Sovereign investment funds: economic relevance, political consequences and the need for regulation
Dr. Uwe Konst, Cultural Cooperation Attaché, Embassy of Germany
Dr. Uwe Konst is a German business development analyst, specialized in doing business in South-East Europe.
Organizers: Faculty of International Business and Economics, Geopolitica Club Romania

Thursday, 9 June 2016

09:00 – 17:30, Aula Magna and rooms 0139, 0320, 0321, 0329
Organizer: Faculty of Accounting and Management Information Systems

10:00 – 12:00, Room 1204
Workshop: Sharing the results of a post-doctoral research at ASE
Dr. Dusan Vujosevic, University of Belgrad (Serbia)
Mr. Dusan Vujosevic, PhD., teaching assistant with the Belgrade University (Serbia) presents the results of his post-doctoral research and internship in Romania, in the framework of the Eugen Ionescu Programme.
Organizer: Faculty of Economic Cybernetics, Statistics and Informatics

13:30 – 15:00, Room 1216
Round table: Sharing the international mobility experience
Prof. Rodica Pamfilie, PhD
Students, researchers and professors share their international studies / internship experiences and discuss the added value of an international mobility for the personal and professional development.
Organizer: Faculty of Business and Tourism

13:30 – 15:30, Room 1516
International research seminar: The global higher education
The PhD students present and compare different higher education systems and discuss the impact of globalization on universities and students.
Organizer: Faculty of Management – Doctoral School
14:00 – 15:00, Room 1503
Conference: Fabulous India. Education and culture seen by a Romanian academic
dr. Iulia Rășcanu, Associate prof. Roxana Marinescu
Presentation of the academic and cultural journey to India through the eyes of a Romanian researcher who studied at the University of Mumbai (PhD. studies).
Organizer: Faculty of International Business and Economics

Friday, 10 June 2016

10:00 – 12:00, Room 3209
Networking event: The informal day of the FABBV Erasmus student
Networking meeting between international students in order to promote international mobility and raise awareness about studies/internship opportunities.
Organizer: Faculty of Finance, Insurance, Banking and Stock Exchange

10:00 – 12:00, Room 2013
Conference: Gender Diversity in the IT Market.
An initiative of the European Central Bank
Ileana Popa, ECB, DG-Information Systems
European Central Bank has initiated a campaign for Gender Diversity in the IT Market, in order to maximize the chances for female students to enter a traineeship programme and to start afterwards a professional career at ECB. Romania will be the first country to be visited within this campaign.
Organizer: Faculty of Economic Cybernetics, Statistics and Informatics

11:30, Ground floor Victor Slăvescu Building
Photography exhibition: „Mobility as a lifestyle. My Erasmus experience”
Photos and memories from international mobilities of the students of the faculty – networking event and promotion of international experiences.
Organizer: Faculty of Business Administration in foreign languages

12:00 – 13:30, Room 4113
Round table: International studies – Pros and Cons
Assoc. Prof. Georgiana Oana Stănilă, PhD
Discussion on the pros and cons of international mobility, internationalization at home, learning foreign languages and employability.
Organizer: Faculty of Business Administration in foreign languages

Study visits

Short-term mobility organized for students from partner universities:
❖ 18 students from Indiana University, USA, conducted internships in companies in Bucharest, attended courses and social and cultural events within the Faculty of Accounting and Management Information Systems in the months of April-May 2016;
❖ The group of seven students and two teachers from the Russian Presidential Academy for Public Administration - RANEPA Moscow, Russian Federation, paid a study visit to ASE, where they participated in International Week, attended courses at the Faculty of Administration and Public Management and visited public institutions during the period 5 to 12 June 2016;
❖ A group of 11 students and teachers from the University Angel Kanchev University of Ruse, Bulgaria, conducted a study visit to participate actively in the International Week (06/08/2015).
Conferences and events of an international nature

Major events of an international nature:

❖ Mr. Chowdhurry Saber, President of the Interparliamentary Union (IPU) - "Sustainable Development Goals" (19/04/2016), organized in the context of a regional seminar on the implementation of sustainable development goals - parliaments of Central and Eastern Europe;

❖ Intensive training program under Erasmus + KA2 Social Entrepreneurship Project for Local Change, with the participation of over 30 students, teachers and NGO representatives from six countries (13 - 05.20.2016).

❖ Mr. Dominique de Villepin - "L'avvenir de l'Europe" (05/25/2016), in cooperation with the Embassy of France;

❖ ESN - Council of National Representatives, 26 - 29.05.2016, Erasmus Students Network in collaboration with ESA and the National Agency for Community Programs in Education and Vocational Training - ESN with representatives from 32 European countries;

❖ Mr. Alejandro Hajdenberg, IMF representative for Romania and Bulgaria - Roundtable "Macroeconomic Perspective on the Social Side of Economic Science", organized by the Department of Economics and Economic Policy.

International conferences organized:

❖ Faculty of Administration and Public Management: International Doctoral Workshop in Regional Science, 19 - 05.20.2016, Bucharest, in collaboration with the Romanian Regional Science Association and the Regional Science Association International (RsaI) and the European Regional Science Association (ERSA);


❖ Faculty of Business and Tourism: BASIQ 2016 - New Trends in Sustainable Business and Consumption, 02 - 06.03.2016, Konstanz (Germany) in collaboration with the Association for Sustainable Business Innovation and Quality (BASIQ) and Allensbach University (Germany);

❖ Faculty of Accounting and Management Information Systems: Accounting and Management Information Systems - AMIS 2016 11th edition, 08 - 06.09.2016, Bucharest;

Courses / research seminars delivered by foreign teachers

Foreign professors within MBA (academic year 2015/2016)

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<thead>
<tr>
<th>Romanian-French MBA (CNAM Paris)</th>
<th>Romanian-Canadian MBA (University of Ottawa)</th>
<th>Romanian-German MBA (Westfälische Hochschule Gelsenkirchen)</th>
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<tr>
<td>Anne Berthinier-Poncet</td>
<td>François Chiocchio</td>
<td>Juergen Bock</td>
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<td>Olivier Eyraud</td>
<td>Guy Laflamme</td>
<td>Konrad Kolosseus</td>
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<td>Frederic Guyomard</td>
<td>Michel Miles</td>
<td>Norbert Koubek</td>
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<td>Jacques Issoulié</td>
<td>Laurent Mirabeau</td>
<td>Claudius Schmitz</td>
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<td>Olivier Leclerc</td>
<td>AbishekNayak</td>
<td>Alfred Spielkamp</td>
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<td>Karim Medjad</td>
<td>Joseph Schiele</td>
<td>MargaritaTchouvakhina</td>
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<td>Jean-Michel Raicovitch</td>
<td>Dragoș Vieru</td>
<td>Kim Oliver Tokarski</td>
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<td>Sebastien Vivier-Lirimont</td>
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<td>MarciaWinitzer</td>
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Professors participating in mobility programs:
- Irina Kazandzhieva-Yordanova - University of National and World Economy Sofia (Bulgaria),
- Achilles Georgiu - Central European University Budapest (Hungary),
- Albert Chun –University of Queensland (Australia).

Language courses for the administrative staff

Since June 2016, the 23 members of the general secretariat and the secretariats of the faculties benefit from English language courses organized by the Department of Modern Languages and Business Communication. The courses are modular and are designed to develop English communication skills specific to the job.
Academic Staff Mobility (January – June 2016)

During the reference period there were 89 visits abroad. The distribution according to the faculty of origin of the beneficiaries is shown in the following chart:

89% of trips were short-term (2-10 days), aimed at participation in international scientific activities, in international projects, missions of teaching, academic cooperation activities. The remaining 11% is represented by 3-6 weeks internship research / documentation visits.

Foreign students (academic year 2015 / 2016)

During the reported period, there were 688 foreign students registered as follows:

- 550 students enrolled in degree programs (386 licence, 118 master and 46 doctoral school),
- 71 students enrolled in preparatory Romanian language year (Faculty of International Business and Economics),
- 42 incoming Erasmus students,
- 25 students in short-term mobility (study visits at Indiana University, US, Russian Presidential Academy for Public Administration - Moscow, Russian Federation and Angel Kanchev University of Rousse, Bulgaria).

Distribution of foreign students per faculty:
Project CNFIS-FDI2016 ASE International

After participating in the national competition launched by the National Council for Higher Education, ASE was granted institutional funding for 245,000 RON in the Project CNFIS - FDI 2016-0011 "Supporting the internationalization of curricula of the Bucharest University of Economic Studies". The funding is granted for a period of 6 months (June-December 2016).

Project objectives:
- Increasing the international visibility of the university and the study programs,
- Promoting the educational offer for the programs taught in foreign languages,
- Recruitment of foreign students to attend the programs taught in foreign languages
- Increasing the number of international partners of the university.

Expected results / indicators:
- Participation in three international educational fairs,
- The increase by at least 10% of the number of potential strategic partners in geographical areas (Europe, Middle East and North Africa, Central Asia and Eastern Europe),
- The increase by at least 10% of the number of candidates to the international study programs taught in foreign languages for the academic year 2017/2018.

U-Multirank – 2016 Ranking

In the academic year 2014/2015, our university participated in the first edition of U-Multirank, a multi-criteria evaluation of universities and study programs at European level, coordinated by the European Commission.
For the edition 2017, the areas of economics, business studies, computer science will be included in the rankings.
For more information about U-Multirank, please see page: http://www.umultirank.org

Language courses for academia

To support the efforts to internationalize the university and to follow the quality standards set by ARACIS on the certification of language skills for teachers teaching in study programs in foreign languages, the Board of Directors approved the proposal of the Department of Modern Languages and Business Communication to organize a specialized English language course, lasting one academic year, from October 2016 leading to certification of language skills at an advanced level (C1 / C2).

Also, within the Faculty of International Business and Economics, the Master EDURES- English Language Education and Research Communication for Business and Economics is running.