



INTERNATIONAL
COOPERATION



INTERNATIONAL
RANKINGS



INTERNATIONAL
ACCREDITATION



ERASMUS+
PROGRAMME

NEWSLETTER

MAY - 2022

36 EVENTS
IN HYBRID FORMAT

9 - 13 May 2022



*Memories from the 7th Edition
of the International Week*

HUNDREDS
OF PARTICIPANTS

22 GUEST SPEAKERS
3 AMBASSADORS

International Week in ASE

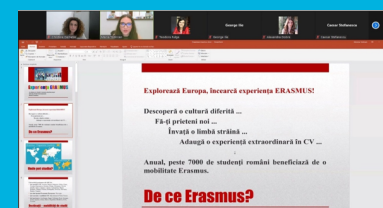
May 9-13, 2022

The **International Week in ASE** is one of our university's signature events, designed to inspire discussions, foster debates, and share solutions related to the internationalization process which gained significant importance over the latest years. In this context, the International Week in ASE plays an important role in enhancing the internationalization dimension of our university by developing partnerships with the business environment, fostering sustainable cooperation with foreign universities, and creating new strategic alliances within university networks and consortiums. ASE strengthens its role as a promoter of innovation and dynamic integration into the competitive European academic environment, trying to constantly improve and adapt to the trends in education and research, having an increased international presence and a strong reputation at international level. All these factors contribute to the consolidation of ASE as an **international brand**, renowned for its role in the advancement of high-quality education and research, as well as in the development of a competitive and sustainable economy.

The 7th Edition of the International Week in ASE was organized in the university campus and online, and comprised **36 events** (conferences, guest lectures, workshops, public presentations, debates) which gathered **hundreds of participants** (professors, students, university staff, officials, NGOs representatives, civil society). The series of events began on May 9th, on **Europe Day**, a day to celebrate peace and unity throughout Europe. On this occasion, the **Vice-Rector of International Relations, Professor Marius Profiroiu**, opened the International Week with some introductory remarks related to the challenges the EU is facing in these turbulent times, the impact on the higher education system, and some measures to successfully overcome them.

The International Relations Office, through the Erasmus+ division, organized a series of conferences, lectures, seminars, webinars and debates, with the aim to popularize and raise awareness among students and academics on the key actions of the Erasmus+ Office, and the opportunities for research, learning, teaching, or training that are being offered through this program.

- **Bilateral cooperation within the Erasmus+ Program - Deans and Vice-Deans from ASE and a delegation from Tanta University, Egypt.**
- **Erasmus for mobility day - Be an Erasmus! Dissemination event regarding the Erasmus+ opportunities in the field of mobility for studies and placements.**



- His Excellency, Mr. Hiroshi Ueda, The Ambassador of Japan to Romania had a meeting with our Vice-Rector of International Relations, Professor Marius Proftiroiu. H.E. also held a lecture on the Romanian-Japanese relations and the Japanese educational system.

- Lecture on *"Canadian soft-power and cultural communities: evolution and perspectives"*. Guest speaker : Professor Rareş Burlacu from École Nationale d'Administration Publique, Montreal.

- Seminar on "Writing a successful international project proposal" conducted by Mrs. Christine Demeter, Head of the Erasmus+ Office.

- "Encouraging the international cooperation", with partners from Georgia, Armenia, Jordan, Egypt, Morocco, Tunisia. Guest speaker: Mrs. Anna Zozulia, Manager International Relations, Begin Group.

- Webinar on *ASE's performance within the Times Higher Education Impact Ranking*. Guest Speaker: Ms. Anna Orlova, representative of Times Higher Education.

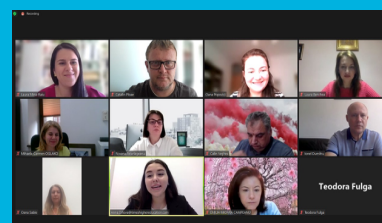
- Online debate on *our university's journey with the AACSB accreditation process*. Guest speakers: representatives of our partners from the: University of Economics Bratislava, University of Dubai and Faculty of Economics and Business Zagreb.

The **ASE faculties**, as well as the **cultural centres** (Centre for American Studies, Centre for Japanese Studies and Centre de Réussite Universitaire), made a fundamental contribution to ensuring a high-quality content within the **International Week in ASE** by organizing numerous activities specific to the internationalization process.

- **The Faculty of Law** organized the following events:

- event dedicated to **Europe Day 2022** conducted by Associate Professor Ovidiu Ioan Dumitru, Dean of the Faculty of Law. Special guests: Professor Mihai Bădescu (ASE), Mr. Siegfried Mureşan (European Parliament), Mrs. Luminiţa Odobescu (Romanian Presidential Administration), Mr. Horaţiu Radu (Romanian representative to CJEU (2013-2018), Lecturer Bogdan Bucur (SNSPA), Mrs. Claudia Stanciu (ASE).

- Students from the Faculty of Law visiting the Representation of the European Commission in Romania within the "Faces of Solidarity" exhibition.



- Conference on the European Public Prosecutor's Office. Guest speaker: Mrs. Ana Dana Manuela, Delegated European Prosecutor;

- NextGenerationEU: debate on the role of the European Commission in NextGenEU. Guest speaker: Mrs. Anca Păduraru, Political Advisor, The European Commission Representation to Romania;

- NextGenerationEU: debate on anti-fraud measures in the EU
Guest speaker: Mr. Gabriel Turcu, Representative of the European Anti-Fraud Office;

- NextGenerationEU: Erasmus Opportunities for Law students
Guest speaker: Ms. Teodora Fulga, Erasmus+ Office expert;

- NextGenerationEU: debate on the role of youth in the EU.
Guest speaker: Mr. Leonard Orban, Former Minister of European Funds
and first Romanian European Commissioner.

● **The Faculty of Accounting and Management Information Systems**, together with **The Faculty of Agrifood and Environmental Economics** organized the Conference "Geographical Indications – Economic Effects and Impact to the Agricultural Products and Food". Guest speaker: Professor Mariya Peneva, Department of Natural Resources Economics, University of National and World Economy (UNWE), Bulgaria.

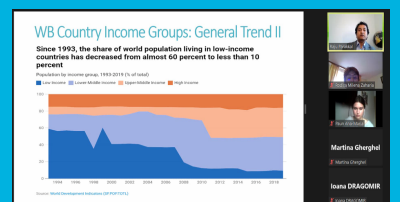
● **The Faculty of Accounting and Management Information Systems** organized the debate with the theme "The role of accounting information in doing business in Romania – an international perspective". Guest speaker: Professor Chris Cook, Kelley School of Business, Indiana University, US, with incoming students from IU and students from ASE.

 The Faculty of International Business and Economics
organized the following events:

- His Excellency, **Mr. Rahul Shrivastava, The Ambassador of India to Romania** was invited at the Master Program Diplomacy in International Economy where he hold a lecture on the economic relations between India and Romania.

- Guest lecture - Professor Raju Parrakal, Thomas Jefferson University, SUA - intervention at the World Economy Course

- His Excellency, Mr. Zafar Iqbal, The Ambassador of the Islamic Republic of Pakistan to Romania was the guest speaker at the Master in Diplomacy course



- **The Faculty of Finance and Banking** organized the workshop with the title: "Dynamic developments in English language/communication. Guest speaker: Professor Laura Mureșan

- **The Faculty of Business Administration in Foreign Languages (FABIZ)** organized the event **FABIZ Global Village: Intercultural Day** (throughout the week)

- **The Faculty of Management** organized the debate with the theme: **Project management in the context of internationalization and globalization**. Guest speakers: Professor Claudiu Cicea and Professor Cristian Banacu

- **The Faculty of Theoretical and Applied Economics** organized the following events:

- the conference: **"Disinformation in the 21st century: originators, content, communication tools, consequences"**. Guest speakers: Professor Ileana Cristina Marine, University of Maryland Global Campus

- the conference: **„Economy and business environment in the post pandemic world"** Guest speaker: Professor Sorin Nastasia, Southern Illinois University Edwardsville, USA (online)

- **The Faculty of Marketing** organized the event **ERASMUS+ Program - meeting with the students of the Faculty of Marketing** and

- the workshop: **"International funding opportunities for research-development-innovation activities in the academic year 2022-2023** (online). Guests: Professor Mihai Cristian Orzan and Professor Ionel Dumitru

- **Faculty of Public Administration and Management** organized the presentation of the recently issued book **"Handbook of Proximity Relations"**, edited by André Torre and Delphine Gallaud, Edward Elgar Publishing, 2022 Guest: Professor André Torre, University of Paris-Saclay and President of the European Regional Science Association (ERSA)

- **Faculty of Business and Tourism** organized the workshop: **"METRO Cash&Carry: Who we are + Tips & tricks to start your career!"** (online)

- the online debate **"Measuring mass flows crossing economic systems to switch from linear to circular economy models. Evidence in the area of food waste"**. Guest speaker: Professor Vera Amicarelli, Aldo Moro University, Bari, Italy.



- the online workshop: "Why should I choose Erasmus mobility?"

- **The Bucharest Business School** organized the **"The 7th International Conference on Digital Economy – ICDEc"**. Guest Speaker: Leith Campbell, Journal Manager JTDE, Australia; Program Chair: Ana Maria Soares, School of Economics and Management, University of Minho, Portugal.

- **Centre de Réussite Universitaire (CRU-ASE)** organized the online event with more than 80 participants and 25 presentations and debates on international issues: **"Atelier de formation en ligne : "S'informer sur l'international. Décryptages des enjeux de notre monde contemporaine au moyen du Dessous des cartes avec ARTE"**.

- **The Centre for Japanese Studies** organized the debate with the theme: **"Japan at the crossroads of two generations"**. Guest speakers: Professor Mariana Nicolae and Denisa Neacșu

- **The Centre for American Studies** organized the Conference: **"The economic advancements under the US – Romanian strategic partnership"**. Guest speaker: Mr. Brad Stilwell, Deputy Economic Counselor, US Embassy to Bucharest

International Cooperation & Events

- May 3 – **The Vice-Rector of International Relations, Prof. Marius Profiroiu**, received a delegation from **The Academy of Economic Studies of Moldova (ASEM)**, comprising professors who participated in a one-month specialization program at our university.

- May 4-6 – participation at the **UNICA IRO** meeting in Brussels. Representatives of International Relations Offices from more than 30 member universities engaged in debates, workshops, and study cases to discuss common challenges associated to transformations in European Higher Education, and share good practices and solutions to overcome them. Higher education in Europe has undergone remarkable transformations in the last years. From a **new Erasmus+ programme** that offers more mobility and cooperation opportunities than ever, to the **shared global challenges** such as the pandemic and the climate crisis, international relations officers from UNICA member universities are entering an era with new priorities, practices, and opportunities.



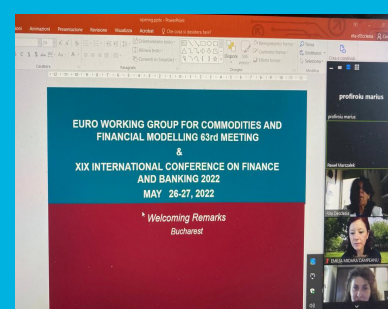
May 10 – **The Vice-Rector of International Relations, Professor Marius Profiroiu** had a meeting with **Mr. Chris Frean, Head of Economic Diplomacy** at the **British Embassy in Bucharest**. There was reiterated the openness for cooperation in order to initiate and develop new partnerships with British Universities, as well as the reciprocal interest in providing internships to our students within British companies located in Romania.

May 16-17 – participation at the **Times Higher Education Europe Universities Summit** in Barcelona, Spain, where our university was represented by the **Rector, Professor Nicolae Istudor**, the **Vice-Rector of International Relations, Professor Marius Profiroiu**, and **Lecturer Oana Popovici**, representative of the International Relations Office. This year's theme was "Alliances for the future: Bridging education across Europe". At the junction of education, research and innovation, higher education has a unique position in shaping sustainable and resilient economies, and in making the EU greener, digitally literate and more inclusive. This summit addressed the benefits of alliances on resilience and progression, and how collaboration and knowledge-sharing through alliances would impact European and global cooperation.

May 18– On the occasion of the Times Higher Education Europe Universities Summit in Barcelona, our **Rector, Professor Nicolae Istudor** and our **Vice-Rector of International Relations, Professor Marius Profiroiu**, had a successful meeting with **Dr. Josep M. Garrel Guiu, Rector**, and **Dr. Carlo Maria Gallucci Calabresse, Vice-Rector of International Relations** at **Ramon Llull University in Barcelona**. Following the discussions, a Memorandum of Understanding and an Erasmus Inter-institutional Agreement are set to be signed by the two institutions, and a mutual support for joining academic and research international networks was established.

May 18 – **6 ASE students** participated in a Blended Intensive Programme on Community Supported Agriculture, at **Van Hall Larenstein, University of Applied Sciences** in **Velp, The Netherlands**, as part of the Blended Seminar: Social Innovation and Entrepreneurship Spring 2022. The project focused on doing research and finding development solutions to the challenges faced by local farmerc, using as a case study the @hofbredelaar, a CSA enterprise which aims to encourage people to harvest their own plants in order to live a healthier life and reduce food waste.

May 26 – **Professor Marius Profiroiu, Vice-Rector of International Relations**, addressed the welcoming remarks at the Joint Conference **Euro Working Group for Commodities and Financial Modelling** and **XIX International Conference on Finance and Banking (FIBA) 2022**, online conference organized by the Faculty of Finance and Banking (ASE), EWG for Commodities and Financial Modelling, and Poznan University of Economic s and Business (PUEB).



● May 27 – **Professor Marius Profiroiu, Vice-Rector of International Relations**, had a fruitful meeting with **Mr. Emmanuelle Fragniere**, Professor of Service Design and Innovation at the University of Applied Sciences Western Switzerland (HES-SO Valais). Previously, he was a Commodity Risk Analyst at Cargill (Ocean Transportation) and a Senior Internal Auditor at Banque Cantonale Vaudoise, the fourth largest bank in Switzerland

● May 28 – **Professor Marius Profiroiu, Vice-Rector of International Relations** participated at the reunion of **Universitaria Consortium 2022**, hosted by the University of Bucharest, where he met his counterparts from the other consortium member universities.

AACSB INTERNATIONAL ACCREDITATION

● May 6 – In line with the series of events dedicated to the strategic objective of attaining AACSB business accreditation, the International Relations Department organized, at the initiative of the **Vice-Rector of International Relations, Professor Marius Profiroiu**, another **workshop** with the management and staff in charge with international accreditation, in order to continuously provide the necessary training, support, and guidance for a thorough understanding of the accreditation process, the application of its standards, and to set the upcoming steps the schools need to take for implementing the established measures and to track their progress. The devising of sustainable strategies for each faculty is a major challenge of our AACSB international accreditation process, therefore the workshop focused on the best ways to elaborate and implement these strategies in compliance with the AACSB standards.



ERASMUS+ OFFICE

May 9-13 – representatives of the Erasmus+ Office participated at the **2022 Study Abroad Fair** at Koç University, Istanbul. Throughout the week, participants from different universities analyzed ways to create a welcoming climate for both students and academic staff from different backgrounds, in a thoughtful cross-cultural experience. At the same time, students were invited to explore *study abroad programs* and receive more details from university representatives.

May 16-18 – The Erasmus+ Office organized, at Predeal, **the 1st Edition of the workshop "Erasmus Without Papers: Digitalization of Mobility Programs"**, where representatives of ANPCDEFP and Erasmus+ Offices from Romanian universities participated (Babeş-Bolyai University of Cluj, University of Bucharest, West University of Timişoara, University of Craiova, Polytechnic University of Bucharest and Ovidius University of Constanţa). **The digitalization of the Erasmus+ Office in ASE** implies the launch of the digitalization process to ensure a unitary digital management framework for study, teaching and placement in line with the new Erasmus+ program 2021-2027, the need to integrate the university into the existing IT networks at national and European level which will ensure an increased visibility among the universities that run Erasmus mobility programs, and the acquisition of software services on the Mobility Online platform of the SOP company from Austria.

May 24 – The Erasmus+ team welcomed **Mrs. Gülin Karahüseyinoğlu**, International Exchange and Cooperation Senior Specialist at **Sabanci University in Turkey**, who joined our Erasmus+ Office in a training session for a week.

May 26 – The Erasmus+ Office organized a new edition of the **Erasmus+ Building Bridges**, with **Greece and Cyprus** under scrutiny as destinations for study mobilities.

This month, there were concluded **4 Erasmus agreements** with the following universities: Akdeniz University (Turkey), Universidad a Distancia de Madrid (Spain), Estonian University of Life Sciences (Estonia), and Van Hall Larenstein (the Netherlands).



TEACHING AND TRAINING ASSIGNMENTS

In April, ASE recorded the following **outgoing missions**:

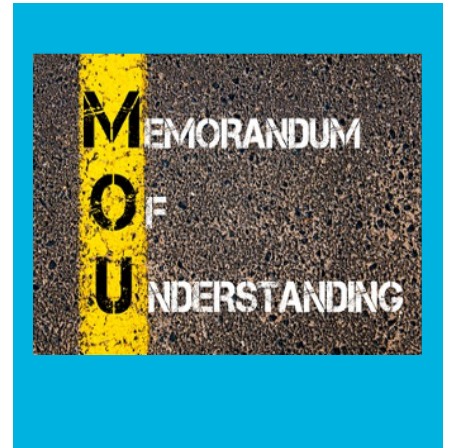
- **3 training missions in Norway** (April 4-6) – **Associate Professor Tănase Stamule, Associate Professor Anca Bogdan, and Lecturer Alexandra Cătălina Nedelcu** from The Faculty of Business Administration in Foreign Languages-FABIZ had a training mission at BI Norwegian Business School, Oslo.
- **1 training mission in Slovakia** (April 19-22) – **Lecturer Oana Matilda Sabie** from The Faculty of Administration and Public Management was invited at the **University of Zilina**, Faculty of Operation and Economics of Transport and Communications, within the Erasmus+ Staff Mobility for Training Program.
- **1 teaching mission in Morocco** (April 25-29) – **Professor Gabriela Țigu**, Dean of the Faculty of Business and Tourism, had a teaching assignment in the field of Tourism Economy at the **National School of Business and Management, University Hassan II**, Casablanca, Morocco, within the Erasmus+ program.
- **4 training missions in Spain** (April 28-29) – **Associate Professor Tănase Stamule, Associate Professor Marius Matei, Lecturer Sorin Anagnoste, and Lecturer Mihai Bușu** (Faculty of Business Administration in Foreign Languages - FABIZ) undertook a training mission at **Facultat d'Economia i Empresa, Universitat Autònoma de Barcelona**, and **ESADE**, one of the best business schools in Spain.
- **1 working visit in Germany** (April 7-11) – **Lecturer Cătălin Ploae** from The Faculty of International Business and Economics had a fruitful participation at **ESCP Business School Berlin**, in the framework of Erasmus+ project FOReSIGHT.
- **1 institutional visit in Spain** (April 27) – **Associate Professor Ovidiu Ioan Dumitru**, Dean of The Faculty of Law had a meeting with representatives of **ISDE Law and Business School**, Madrid, with prospects of developing a strong partnership between the two faculties.

This month, there were also recorded **3 participations at international conferences**.

INTERNATIONAL AGREEMENTS

In May, our university concluded the following agreements:

1. Memorandum of Understanding with **University of Zilina**, Slovakia;
2. Memorandum of Understanding with **Cambridge International University**, Uzbekistan.



Be innovative!



Be proactive!