



INTERNATIONAL  
COOPERATION



INTERNATIONAL  
RANKINGS



INTERNATIONAL  
ACCREDITATION



ERASMUS+  
PROGRAMME

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# NEWSLETTER

JUNE - 2022

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***This month's highlight: our University was invited to  
join the project***

***Reform-Responsibility and Ethics in Innovation: a  
Transformation Model***

***led by University of Passau, together with Corvinus  
University Budapest and INSA Lyon, to apply together  
for the European University initiative financed by  
Erasmus+ program***

## International Cooperation & Events

June 2 – **The Vice-Rector of International Relations, Professor Marius Profiroi**, co-chaired the **30th NISPAcee Annual Conference (Network of Institutes and Schools of Public Administration in Central and Eastern Europe)**, organized by the Faculty of Business and Public Administration of the University of Bucharest. On this occasion, our Vice-Rector had a successful meeting with the **ASPA President**, Professor Allan Rosenbaum, the **EGPA President**, Professor Jean Michel Eymeri Douzans, the **NISPAcee President**, Professor Calin Hintea, and other colleagues from the Faculty of Management and Public Administration.

June 2 – **The Vice-Rector of International Relations, Professor Marius Profiroi**, together with **Professor Gabriela Țigu, Dean of the Faculty of Business and Tourism**, warmly welcomed **Professor KORICHI SABRINA**, mentor and researcher in Management and Marketing from University Hassan II, Casablanca, Morocco. The discussions focused on the possibilities of strengthening the collaboration between the two universities.

May 31 – June 3 – participation at the **NAFSA 2022 Annual Conference & Expo in Denver, USA**. The NAFSA annual conference brought together professionals in the field of international education for four days of training workshops, educational sessions, networking opportunities, and special events. Our university was represented by Mrs. Carmen Oglakci, Director of the International Relations Office, and we were the only Romanian university attending this important academic event on the North American Continent; it was a great opportunity to reconnect with some of our partners and to make new ones, as well as to discuss the most relevant subjects in the field of Higher Education's internationalization process.

June 6 – a delegation from **The Academy of Economic Studies of Moldova (ASEM)** was welcomed at BUES by our Vice-Rector of International Relations, Professor Marius Profiroi. The ASEM guests will participate in a one-month specialization program at our university.

June 8-10 – participation at the **2022 EFMD Annual Conference**. The EFMD Annual Conference was designed for all those interested in management education and development, and it brought together EFMD members, companies, educational institutions and other associations, offering various perspectives and discussions on the conference theme: *What brought us here might not get us there!* After more than 2 years of turmoil, reassessing of where businesses and business schools came from and where they want to go appeared more relevant than ever. Our university was represented at this event by **Mr. Sorin Anagnoste, Lecturer at the Faculty of Business Administration in Foreign Languages (FABIZ)**.





June 9-11 – participation at the **16th edition** of the **Transatlantic Dialogue Conference (TAD)**, hosted in Denmark by Roskilde University. Our **Vice-Rector of International Relations, Professor Marius Profiroiu**, participated at this prestigious event, where American and European public administration scholars gathered together to exchange ideas and share theoretical perspectives, methodological strategies, and empirical findings in the field. The main theme of TAD 16 was “Strategic Management of Public Sector Transformation in Turbulent Times: Enhancing Collaborative Governance and Co- creation of Public Value”.

June 14 – The Vice-Rector of International Relations, Professor Marius Profiroiu, welcomed a new delegation of academic staff from **Azerbaijan Technical University**, consisting of Mr. Fariz Mammadov, Rector Advisor for International Relations, and Mr. Orkhan Vatankhah, Director of International Relations.

June 14 – Fruitful meeting with a delegation from **Université d'Artois, France**, with Mrs. Elodie Kermet and Mrs. Lisa Flame, from the Department of Continuous Training, as special guests.

June 15 – A special meeting with **Mrs. Elena Dănescu**, PhD and research scientist at the Luxembourg Centre for Contemporary and Digital History, and the **Consul of the Grand Duchy of Luxembourg in Romania**. The meeting took place in the context of the exhibition "Pierre WERNER (1913-2002) - a life dedicated to Luxembourg and Europe", organized at BUES by Europe Direct Université du Luxembourg (European project), University of Luxembourg and Luxembourg Center for Contemporary and Digital History.

June 16 –The Vice-Rector of International Relations, Professor Marius Profiroiu, together with other members of the BUES managerial team, participated at the ceremony of awarding the title of **Doctor Honoris Causa** to **Professor Fabrizio D'Ascenzo**, Dean of the Faculty of Economics, **Sapienza University of Rome**. The honorary title was awarded for the significant contribution of Professor D'Ascenzo to the development of a solid partnership between BUES and Sapienza University, for his outstanding professional merits, and for the proactive involvement in the scientific and academic community.

June 16 – Successful meeting with representatives of **CNAM Paris (Conservatoire National des Arts et Métiers)**, our strategic partner in France. During the bilateral discussions, an insightful evaluation of the cooperation between the two universities was conducted, and new opportunities for cooperation were identified.



● June 27 – Our **Vice-Rector of International Relations, Professor Marius Proftiroiu**, had a fruitful meeting with the management team of **L'École Nationale d'Administration Publique (ENAP) du Québec, Canada**. During the working reunion, future steps for cooperation were established, and the plan to implement the main objectives of the agreement was set up. ENAP is one of the largest public administration universities in the world. Since its creation in 1969, it has positioned itself as a leader in the renewal of a modern and effective public administration in Quebec and abroad.

In the framework of the working visit in Canada, our university's delegation had another fruitful meeting with representatives of Quebec International Agency. As a regional economic development agency, Quebec International fosters business growth and development, supports key clusters and attracts talent and investment to the region. Following the discussions, an agreement was reached between BUES and QI in order to facilitate high quality internships for our EMBA students within relevant companies in Quebec, Canada.

● June 29 – our delegation in Canada had a successful meeting with **Mrs. Magda Fusaro, Rector**, and the management team of **The Université du Québec à Montréal (UQAM) Canada**. UQAM is a dynamic, open, creative university with an international outreach. It is recognized for the originality and quality of its programs, its cutting-edge research, solidly grounded in social concerns, and its innovation in the arts. During the meeting, both Professor Marius Proftiroiu, and Prof. Magda Fusaro, made remarks regarding the cooperation at the level of the joint MBA program, highlighting that the number of students enrolled in the program has increased over the last 4 years, and the overall feedback is a positive one. It was also agreed an Erasmus Inter-Institutional agreement to be signed between the two universities and to analyze the opportunity of a double degree program at the Master's level. At the same time, other initiatives were discussed and agreed, regarding the support delivered by UQAM on the part of continuing education programs, support for the process of digital transformation of our university based on the experience of UQAM, and initiating jointly steps to open MBA programs in different regions of the world.

● June 29 - July 1 – **The 32nd UNICA General Assembly & Rectors Seminar at University College, Dublin**. The European Higher Education landscape has undergone extraordinary transformations and faced several global challenges in the past few years. The Rectors Seminar provided the academic leaders of UNICA member universities with an opportunity to reflect and discuss on the strategies that Higher Education Institutions are putting in place to adapt themselves to an ever-changing landscape and be able to shape and deliver the university education of the future. Our university was represented by **Associate Professor Dan Gabriel Dumitrescu, Vice-Rector for EU funded projects and Human Resources Management**.





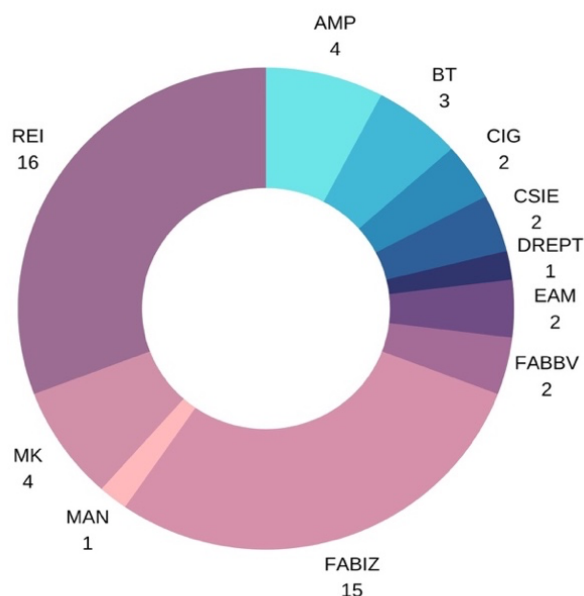
## Erasmus+ Events & Accomplishments

### Steps forward towards digitalization

The European Commission is currently surveying one of the biggest harmonizing steps in the internationalization of higher education with the project Erasmus Without Paperts (EWP), which aims to create exclusively digital, and implicitly green, means of communication for establishing and maintaining Erasmus+ partnerships between European universities.

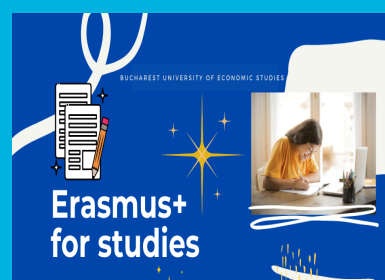
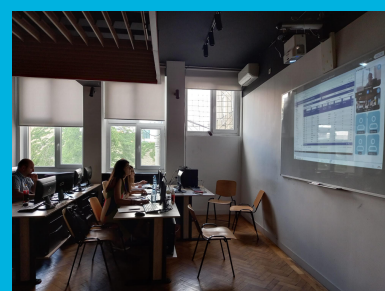
The main functions of the platform are: creating a personalized digital database for each university's inter institutional agreements; maintaining the communication with Erasmus+ beneficiaries such as students, professors or staff; allowing Erasmus bureaucratic practices to happen digitally (signing up for mobilities, nominations, repartitions to different universities etc); permitting an easier overview of the evolution of Erasmus in each university (such as downloadable statistics and reports). Among this general possibilities, the platform offers a great deal many other specific tasks such as email templates or in-house online document signing capabilities.

### Erasmus+ 2nd selection for study mobilities



52 candidates in total

**The Erasmus+ 2nd selection** for the second semester of the 2022 - 2023 academic year will follow its course in the next month. The first step of submitting documents has been completed, and it will be followed by the linguistic examination and the interview stage.



June 27- July 11 – Representatives of our university participated in the the **18th annual Erasmus Congress and Exhibition - ERACON 2022**, organized by the **European Association of Erasmus Coordinators (EAEC) in Thessaloniki, Greece**. The congress brought together the Erasmus+ coordinators in universities, internship managers, researchers and professionals interested in the Erasmus+ program. This participation was an opportunity for our university to conclude new Erasmus+ partnerships and gain experience in implementing the new program and its digitalization under the auspices of Erasmus Without Papers project.

## Erasmus+ Summer Schools

June 27- July 1 – **FOReSIGHT Summer School in Berlin**. The Summer School of the FOReSIGHT Erasmus+ project, implemented by a consortium of universities, led by BUES, was hosted by ESCP in Berlin, Germany. The Summer School reunited more than 60 participants in a conversation about Intelligent Automation and Digital Transformation.

June 27 - July 1 – **TerraGov Project. First Summer School on good governance and institutional resilience**. The international summer school within the Erasmus+ TerraGov project, "Teaching Institutional Resilience and Prompt Reaction to Crisis : Good Governance Experiences in Europe", was hosted by BUES and addressed the subject of resilience and good governance in the context of the crisis. The summer school enjoyed the participation of more than 50 students and teachers from Iceland, Spain, Croatia, Lithuania and Romania. The main partner universities in the project were: BUES, University of Iceland, Complutense University of Madrid, Zagreb University, and Vilnius University.

## Erasmus+ satisfaction questionnaire

An analysis on the **incoming students'** satisfaction related to their experience in our university during the Erasmus+ program for the academic year 2021-2022, reveals the following results: regarding the **equal treatment and academic integration**, 80% of the EU students and 90% of the non-EU students considered our university as welcoming and agreeable; regarding the **mentoring and support** dimension, 90% of the students were satisfied with the approach of our staff; regarding the **accommodation**, around 78% of the students were satisfied with the provided conditions.

Related to the **outgoing students**, their satisfaction regarding the assistance received for the legal procedures and documentation was overall positive, with more than 80% being satisfied in regards to completing the initial Learning Agreement, 85% in regards to receiving the grant in due time, and 60% in regards to obtaining other relevant documents. Moreover, 98% were very satisfied with the experience and 86% admitted they would likely participate in similar mobilities again.





## ***AACSB International Accreditation***

Related to our university's endeavours towards attaining the AACSB international accreditation, further steps have been made this month with the following events and activities:

● June 7 – **Online meeting** with representatives of **Kent Business School**, respectively with **Mrs. Catherine Robinson**, PhD, Deputy Dean (Accreditations and Medway), and **Professor Ben Lowe**, Professor of Marketing, on the prospects of delivering guidance, training and support to our teams from their experience as accredited business school.

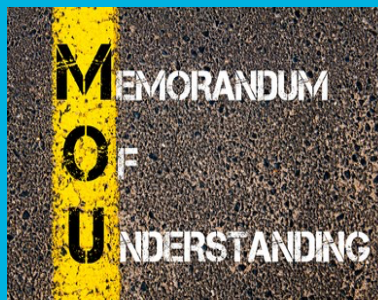
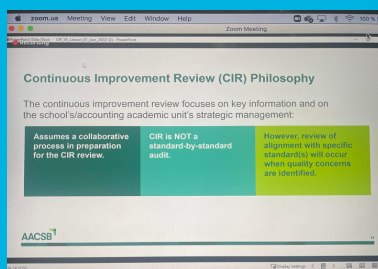
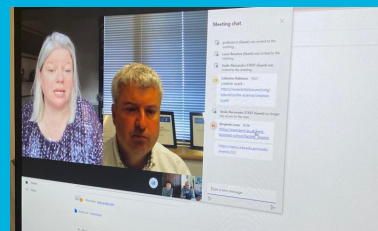
● June 20-21 – **AACSB Business Accreditation Seminar 2022**. Our university was represented at the Business Accreditation Seminar in Oslo, Norway, by the Director of International Relations Office, Mrs. Carmen Oglakci, and Mrs. Iorgulescu Maria Cristina, Lecturer at the Faculty of Business and Tourism. The event was organized by AACSB for the EMEA region.

● June 27 - 28 – **AACSB Continuous Improvement Review Seminar**. Our university representatives participated in the online seminar which consisted of interactive discussions on the foundation of accreditation and reviewed the philosophy of the principles-based 2020 accreditation standards. The focus was on the CIR philosophy and each component of the CIR report from the lens of our school, and examined how our school's strategies and outcomes relate to engagement, innovation, and impact.

## ***International Agreements***

In June, our university concluded, through the International Relations Office, the following **agreements**:

1. Memorandum of Understanding with **University of Western Macedonia (Greece)** on academic and research collaboration;
2. Memorandum of Understanding with **Université d'Artois, France**;
3. General Framework Cooperation Agreement with the **University of Pavia, Italy**;
4. Memorandum of Understanding with **Ramon Lull University, Spain**;
5. Memorandum of Understanding with **Athens University of Economics and Business, Greece**.



## *International Networks*

### *European University Network*

This month, the Bucharest University of Economic Studies was invited to join the consortium **European University Network**, alongside other renowned universities, such as University of Passau, INSA Lyon and the Corvinus University Budapest. Following the European Commission's European Universities Initiative<sup>1</sup>, the University of Passau sets up to build in the coming months, with a number of privileged European partners, a European University Network. The European strategy for Universities of 18 January 2022 highlights the need to move forward with such cooperation and to prepare, discuss and react to this European policy step with all the partners. The purpose is to bring together a number of European higher education institutions, located in various parts of Europe, having different strengths, but a common vision of innovation and responsibility being at the heart of their institutions and a common wish to provide - through the European Universities' Network - students, researchers, teaching, administrative and business communities with a transformative European experience. It means that through the joint cooperation, the alliance will propose European high quality curriculum to students, provide further strong international research opportunities, and set-up an effective European innovation support frame – creating exchanges and partnerships among the players within and attached to European higher education institutions.



## TEACHING AND TRAINING ASSIGNMEMNTS

**Outgoing missions** facilitated by the **International Relations Office**:

- **2 working visits in Canada** (June 25 - July 1) at the **Université du Québec à Montréal (UQAM)**: the **Vice-Rector of International Relations, Professor Marius Profiroiu**, and the Dean of the Bucharest Business School, **Associate Professor Vasile Alexandru Strat**.
- **12 working visits in Germany** (June 26 – July 2): a team of 10 students, conducted by **Associate Professor Roxana Voicu Dorobanțu**, and **Lecturer Maria Popescu** from the Faculty of International Business and Economics, participated in the activities of the Erasmus+ project, FOReSIGHT.
- **2 Erasmus training missions in Italy** (June 7-11) – **Professor Roxana Sârbu, Vice-Rector of Education**, and **Professor Rodica Pamfilie** from The Faculty of Business and Tourism, were invited at **University of Turin**, within the Erasmus+ Staff Mobility for Training Program.





● **5 training missions in Egypt** (June 12-19) at the **Egyptian Academy of Information Systems and Computer Science in Tanta**. The main objective of the visit was the development and consolidation of international cooperation in the field of higher education, with a focus on the cooperation relationship between BUES and the Egyptian Academy in Tanta. On this occasion, the BUES delegation was warmly received at the Romanian Embassy in Egypt by His Excellency, Ambassador Mihai Stuparu. The participation took place within the Erasmus+ Staff Mobility for Training Program.

● **1 training mission in the Republic of Moldova** (June 24-July 2) within the Erasmus+ program at the **Academy of Economic Studies in Moldova (ASEM)**: **Professor Alexandra Horobet**, the Faculty of International Business and Economics.

● **2 training missions in France** (June 19-25): **Professor Monica Duduian**, and **Professor Liliana Crăciun** from the Faculty of Theoretical and Applied Economics were invited at the **Paris Dauphine University**, within the Erasmus+ program.

● **2 participations** at the event organized by the **European University Association (EUA)** in Manchester, UK (22-24 June): **Professor Mirela Aceleanu** and **Professor Șerban Andreea Claudia** from the Faculty of Theoretical and Applied Economics participated in the **2022 EUA-CDE Annual Meeting**, which addressed the question of time and timing, taking a close look at this key issue for doctoral education. Through workshops and sessions in various formats, this conference provided an opportunity for the doctoral education community to come together and address these topics. The 2022 EUA-CDE Annual Meeting also focused on future trends and the diversity of the doctoral candidate population. A new paper outlining a vision on doctoral education, developed together with the EUA-CDE member community, was presented at the Meeting.

#### Incoming missions at BUES:

● **5 training assignments**: **Mrs. Donna Street**, Professor of Accounting at the **University of Dayton (US)**, **Mrs. Elodie Kermet** and **Mrs. Lisa Flame** from **Université d'Artois**, France, **Mr. Fariz Mammadov** and **Mr. Orkhan Vatankhah** from **Azerbaijan Technical University**.

● **2 teaching missions**: **Professor Cristian Vlad** and **Professor Fumiaki Tajiri** from **Globis University, Japan**.

*This month, the International Relations Office facilitated the participation at 7 International Conferences for academics and PhD students.*



# Erasmus+ testimonial



*In the first semester of the 3rd year I was on a study mobility at the University of Málaga in Spain! During the six months of mobility, I was able to combine the courses within the faculty with the exploration of Spanish culture: music, dance, gastronomy. All this by traveling!*

*What's cool about Erasmus is that you learn something new every step of the way!*

*Spain is incredible (especially Andalusia)! The people are extremely welcoming and warm, and the area is truly impressive: from the sunny beaches, to the cities full of tradition and history, all the places invite you to come back to really discover them!*

*I was very happy to have the chance to deepen my Spanish language level, to interact with students from all over the world and to explore the university environment from another country! The question is not whether to go with Erasmus, but where and when (although, regarding the last part, the answer is simple: NOW!*

Aida Cărmădaru

**International Business and Economics Faculty** 3rd year student, Erasmus+ outgoing student for 2021-2022.

***Be innovative!***



***Be proactive!***