



INTERNATIONAL  
COOPERATION



INTERNATIONAL  
RANKINGS



INTERNATIONAL  
ACCREDITATION



ERASMUS+  
PROGRAMME

# NEWSLETTER

NOVEMBER - 2022

7th Edition of the

# INTERNATIONAL KNOWLEDGE FAIR

21st - 25th  
of November 2022

UNIVERSITY &  
SUSTAINABLE  
DEVELOPMENT **GOALS**



1  
NO  
POVERTY



2  
ZERO  
HUNGER



3  
GOOD HEALTH  
AND WELL-BEING



4  
QUALITY  
EDUCATION



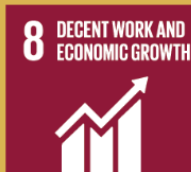
5  
GENDER  
EQUALITY



6  
CLEAN WATER  
AND SANITATION



7  
AFFORDABLE AND  
CLEAN ENERGY



8  
DECENT WORK AND  
ECONOMIC GROWTH



9  
INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



10  
REDUCED  
INEQUALITIES



11  
SUSTAINABLE CITIES  
AND COMMUNITIES



12  
RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



13  
CLIMATE  
ACTION



14  
LIFE  
BELOW WATER



15  
LIFE  
ON LAND



16  
PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



17  
PARTNERSHIPS  
FOR THE GOALS



SUSTAINABLE  
DEVELOPMENT  
GOALS

## *International Knowledge Fair*

● This year's 7th Edition of the International Knowledge Fair, held between the 21st and 25th of November, focused on the 17 sustainable development goals (SDGs) of the United Nations.

Recapitulation of the fair's agenda:

- **Opening remarks**, by Professor Marius Profiroiu, Vice-Rector for International Relations;
- **THE Impact ranking and fostering SDGs in universities. Good practices**, by University Lecturer Oana Popovici – Faculty of International Business and Economics;
- **Towards understanding the role of higher education for a sustainable development**, University Lecturer Elena Preda – Faculty of Agrifood and Environmental Economics;
- **Towards a non random walk down to Wall Street - the Irrational Fractional Brownian Motion model**, by Professor Gurjeet Dhesi, GRAPES – Group of Researchers for Applications of Physics in Economy and Sociology from Liege, Belgium – Faculty of Economic Cybernetics, Statistics and Informatics;
- **The Faculty of Agrifood and Environmental Economics and SDG**, by Associate Professor Mike Ivanof, University of the Fraser Valley, School of Business, Canada – Faculty of Agrifood and Environmental Economics;
- **Cooperation in international scientific research**, by Associate Professor Georgiana Grigore from Leicester University & Professor Alin Stancu – Faculty of Marketing;
- **Research and education for sustainable tourism**, by Associate Professor Francesco Badia, University of Bari Aldo Moro – Faculty of Business and Tourism;
- **Graduation Ceremony of Postgraduate Programme “Public Administration for Sustainable Development”** (ASE in partnership with the Department for Sustainable Development from the Romanian Government);
- **Workshop - The contribution of circular economy to territorial sustainable development: employment contributions**, by Professor André Torre, PhD, President of ERSA – European Regional Science Association, University Paris-Saclay, INRAE – Agroparistech – Faculty of Administration and Public Management;



- **Future Economy: signals of the future and the role of anticipatory thinking in business and jobs**, by Doctor Warga Enayati, founder of Regina Maria and Enayati, Victor Racaru - Regional General Manager at SE Europe Glovo, Andre Reinhard Fehr - CEO of Shape Robotics from Denmark, Associate Professor Andreea Paul – Faculty of International Business and Economics;
- **Seminar: How can academics contribute to the SDGs objectives in our university?**, by Professor Nadia Albu – Faculty of Accounting and Management Information Systems;
- **Dividend Policy, Egalitarianism, Hierarchy and ... not enough**, by Professor Victor Dragotă – Faculty of Finance and Banking;
- **Managing sustainable tourism in Italy**, by Associate Professor Francesco Badia, University of Bari Aldo Moro – Faculty of Business and Tourism;
- **Addressing the Sustainable Development Goal 5 "Gender Equality" at the level of the Bucharest University of Economic Studies: Overview of the Gender Equality Plan of the University for the period 2022-2030**, by Professor Roxana Elisabeta Marinescu – Department of Modern Languages and Business Communication;
- Fishing or Finding in the Arena: A Post-COVID-19 alternative to work, work-life balance and the pursuit of happiness, by Professor Julia Underwood, Dean at the California Institute of Advanced Management – Faculty of Theoretical and Applied Economics;
- **UNICA Initiatives for Sustainability**, by Mrs. Laura Colo, PhD, UNICA - Network of Universities from the Capitals of Europe;
- **Metagovernance for Sustainability: Guidance for an Unpredictable World**, by Professor Louis Meuleman, Director, Public Strategy for Sustainable Development (PS4SD), Brussels, Belgium & University Lecturer Elena Preda – Faculty of Agrifood & Environmental Economics;
- **Free access to justice and sustainable development**, by Associate Professor Ovidiu Ioan Dumitru & Associate Professor Cătălin Octavian Mănescu – Faculty of Law;
- **Erasmus Without Papers**, by the Erasmus+ Office – International Relations Department;
- **Closing remarks**, by Professor Marius Profiroiu, Vice-Rector for International Relations & University Lecturer Oana Popovici.

Source: International Relations Office



## International Cooperation

During the last month, our university was represented in different international events and meetings, of which we mention the following:

- **1st of November:** THE's Global Sustainable Development Congress in Glasgow, UK, between 31st of October and 2nd of November. The topic of the Congress is "Uniting higher education, governments, industry and society for a sustainable future" – delegate University Lecturer Oana Popovici.

- **3rd of November:** Symposium 'Interdisciplinarity for the Net-Zero Transition' – this event took stock of the past year and achievements towards the 2021 call to action towards the net-zero transition – participants: Mrs. Carmen Oglakci, Director of International Relations & University Lecturer Elena Preda, Faculty of Agrifood and Environmental Economics.

- **3rd of November:** participation in the 25th anniversary of the HERMES network, in which ASE is a member – participant: Professor Tănase Stamule.

- **4th of November:** Ms. Julie Karik, Responsible for university cooperation from the French Institute of Romania, was welcomed for an introductory visit to ASE, joining discussions which focused on the potential for future endeavors and joint events between our institutions, which will benefit both our outgoing and incoming students/academic staff to and from France.

- **5-17th of November:** Training seminar at the European Commission – delegate: Mrs. Ana Iolanda Brumaru, ASE's Library representative.

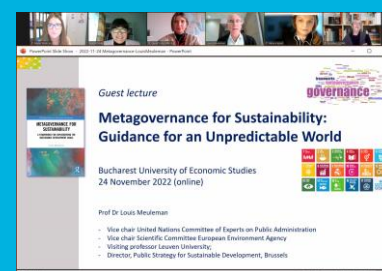
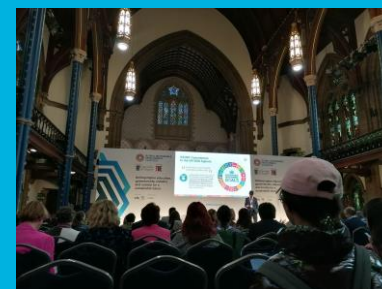
- **8th of November:** The IC Café: 'How to plan diversification of geographical markets for international student recruitment and why?' – participant: Mrs. Carmen Oglakci, Director of International Relations.

- **11th of November:** ASE-AYDIN University bilateral meeting – ASE presentation, discussions about the partnership between the two universities and the invitation to participate in EURIE 2023 – participant: Mrs. Carmen Oglakci, Director of International Relations.

- **12-14th of November:** Internationalising Higher Education conference at the European Parliament in Belgium – delegate: University Lecturer Maria Cristina Iorgulescu, from the Faculty of Business and Tourism.

- **15-16th of November:** Euro-Atlantic Resilience Forum (Black Sea Perspectives) - "Building Hybrid Threats Resilience in the Era of AI and Disruptive Technologies" – participant: Mrs. Carmen Oglakci, Director of International Relations.

- **11-15th of November:** our university was represented by Professor Margareta Stela Florescu and Associate Professor Sorin Burlacu, from the Faculty of Administration and Public



Management, for a working visit at the University of Sannio, Benevento, in Italy – supported by the CNFIS-FDI 2022-0472 project.

● **11 – 16th of November:** in the framework of a working visit to Italy, the university’s delegation to Rome, formed by the Rector, Professor Nicolae Istudor, the Vice-Rector for International Relations, Professor Marius Profiroiu and the Dean of the Faculty of Business Administration in foreign languages, Professor Tănase Stamule, had the following agenda:

- **11th of November:** being welcomed by Her Excellency, Mrs. Gabriela Dancău, Ambassador of Romania in Italy;
- **14th of November:** being welcomed by Professor Luciano Saso, UNICA President and Vice-Rector for European University Networks at the Sapienza University of Rome and Professor Bruno Botta, Vice-Rector for International Relations at Sapienza University of Rome. The Sapienza University of Rome is one of the largest European universities by enrollments and one of the oldest in history, founded in 1303. The university is one of the most prestigious Italian universities in the world, commonly ranking first in national rankings and in Southern Europe;
- **15th of November:** visiting Luiss Business School, a leading Italian business school, specialized in business and management studies, accredited by AMBA and EQUIS. Luiss Business School develops and promotes research in different academic fields with a focus on Strategy and Corporate Renewal, Corporate Governance and Performance Measurement, as well as Innovation and Organization Design. The research is grounded in knowledge of business processes and corporate environments and covers emergent key areas, such as Ethics, Responsibility and Sustainability;
- **16th of November:** visiting The Italian National School of Administration, which was established in 1957 within the Presidency of the Council of Ministers of Italy, enjoying autonomous accounting and organisational powers. The School provides post-graduate education for civil servants (officials and executives) through the entire career cycle: from the selective entrance examination of new



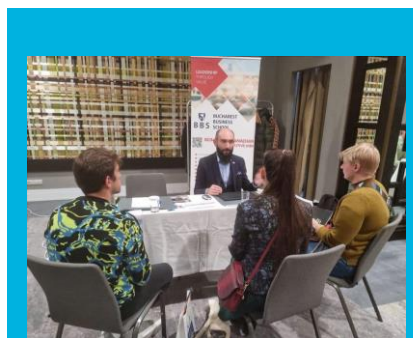
executives to ongoing education and training for career development and permanent training. Our delegation was welcomed by H.E. Ambassador Massimo Gaiani, the Coordinator for European and International Affairs of SNA. The concluding remarks of the reunion highlighted the agreement on signing in the near future of a Memorandum of Understanding that shall create an administrative framework for cooperation in the field of teaching and research in the area of public administration with the Faculty of Administration and Public Management of our University.

- **16 – 18th of November:** our university virtually attended the Times Higher Education Leadership and Management Summit that has as its focal theme the” Agile university leadership for a new era of progress”. Universities have a critical responsibility and huge opportunity to shape the world in which we live. Higher education institutions host hundreds of millions of students globally and invest billions of dollars to understand and improve life on Earth. The effective leadership and management of these institutions is therefore vital.
- **17 – 19th of November:** our university attended the 2022 European Quality Assurance Forum (EQAF), organised by the European Universities Association and hosted by West University of Timisoara. The Forum, entitled “Shaping or sharing? – supported by the CNFIS-FDI 2022-0370 project.
- **20th – 23rd of November:** our university was represented at the International AACSB Accreditation Conference in Amsterdam, Netherlands, by Professor Cătălin Albu, from the Faculty of International Business and Economics, Associate Professor Raluca Ignat, from the Faculty of Agrifood and Environmental Economics, and Associate Professor Delia Băbeanu, Head of Educational Management and LifeLong Learning Department.
- **23rd – 26th of November:** International Conference in at Eberhard Karls University in Germany – delegate: Professor Stamule Stere, from the Faculty of Business and Tourism.
- **24th of November:** our university was represented by prof. Liliana Craciun and prof. Monica Dudian at the Student Exchange Fair at IUT Aix Marseille, which was a great opportunity to strengthen the cooperation between our universities, increase the number of mobilities in the next years and also to meet our current Erasmus+ students from Marseille.
- **24-30th of November:** *Public tourism policies in Europe: tourism transition or transition tourism?* international conference at the University of Limoges, in France & 14th



*Expogast International Trade Show for Gastronomy* at Ecole Hoteliere et de Tourisme Luxemburg EHTL – delegate: Professor Gabriela Țigu, from the Faculty of Business and Tourism.

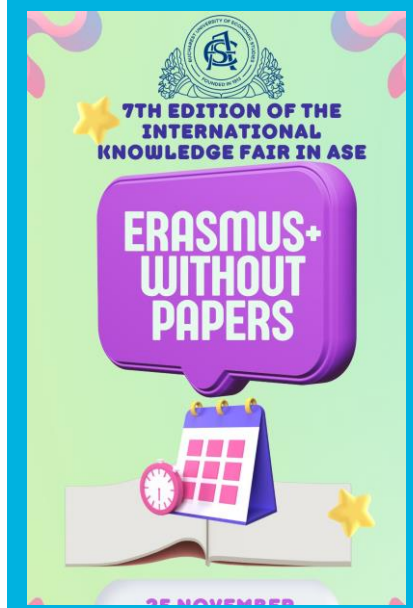
- **25-27th of November:** our university was represented by Professor Vasile Strat, Dean at the Bucharest Business School, in Sofia, attending the Access MBA educational fair, an opportunity to meet potential candidates for our Executive MBA programs – supported by the CNFIS-FDI 2022-0370 project.
- **23-28 of November:** our university was represented by University Lecturer Olivia Cristina Rusu and Erasmus+ Officer Camelia Elena Vlăsceanu at the International Education Fairs Morocco 2022, present in 3 major student hubs: Casablanca, El Jadida and Marrakech – supported by the CNFIS-FDI 2022-0370 internationalisation project.
- **27-30th of November:** working visit at the Faculty of Business and Economics from the University of Zagreb in Croatia – delegates: Professor Ion Popa, Dean at the Faculty of Management, Associate Professor Alin Angheluță, from the Faculty of Marketing, and University Lecturer Elena Preda, from the Faculty of Agrifood and Environmental Economics, Professor Gheorghe Hurduzeu, from the Faculty of International Business and Economic.
- **30th of November:** ASE - American University of Science and Technology, Lebanon (ASE presentation, Erasmus+ mobility opportunities, research activities) – participant: Ms. Teodora Monica Fulga, PhD, Head of the Erasmus+ Office.



*Source: International Relations Office*

## Erasmus Updates

- **Erasmus Without Paper** – 109 agreements with 99 partner universities were uploaded in Mobility Online (SOP) up until the end of this month:
  - Austria (1 Partner, 1 IIAs);
  - Croatia (1 Partner, 1 IIAs);
  - Cyprus (1 Partner, 1 IIAs);
  - Estonia (2 Partner, 2 IIAs);
  - France (16 Partner, 22 IIAs);
  - Germany (3 Partner, 3 IIAs);
  - Greece (1 Partner, 1 IIAs);
  - Iceland (1 Partner, 1 IIAs);



- Italy (16 Partner, 17 IIAs);
- Lithuania (3 Partner, 3 IIAs);
- Netherlands (3 Partner, 6 IIAs);
- North Macedonia (1 Partner, 1 IIAs);
- Norway (1 Partner, 1 IIAs);
- Poland (10 Partner, 10 IIAs);
- Portugal (7 Partner, 7 IIAs);
- Slovakia (2 Partner, 2 IIAs);
- Slovenia (2 Partner, 2 IIAs);
- Spain (11 Partner, 11 IIAs);
- Turkey (17 Partner, 17 IIAs).

Out of these, the following were also signed through connection at EWP:

- Vilniaus Kolegija – Lithuania – **new partner**;
- University Goce Delcev – Stip – North Macedonia;
- Universidad a Distancia de Madrid – Spain;
- Universidad Europea de Madrid – Spain – **new partner**;
- Universitat de Barcelona (Law Faculty) – Spain – **new partner**.

Other agreements that were signed with Erasmus programme partner countries:

- University of Malaya, Kuala Lumpur, Malaysia.



## ***Erasmus Study Mobilities***

- Number of students who requested a mobility extension: 22.
- Incoming students nominated for the 2nd semester of 2022-2023 until November 30 (we also receive nominations in December at the request of partners):
  - Erasmus+ from member countries of the E+ program: 49
  - Erasmus+ from partner countries of the E+ program: 8
  - Free-mover: 3
- Candidates for whom a letter of support was issued for the Eugen Ionescu scholarship: 12

## ***Erasmus Teaching and Staff Training Mobilities***

- **Incoming mobilities:**

- **Teaching:**

1. Professor Grigore Belostecinic from the Academy of Economic Studies of Moldova (ASEM) – 7-12th of November, Faculty of Marketing;



2. Professor Oxana Barbăneagră from the Academy of Economic Studies of Moldova (ASEM) – 7-12 of November), Faculty of Theoretical and Applied Economics;

3. Professor Francesco Badia from the University Aldo Moro, Bari, Italia – 20-24th of November, Faculty of Business and Tourism.

○ **Training:**

1. Mrs. Alina Codreanu from the Academy of Economic Studies of Moldova (ASEM) – 7-12th of November – the Communication Department and the International Relations Office;

2. Mrs. Eudochia Jomir from the Academy of Economic Studies of Moldova (ASEM) – 7-12th of November – the Communication Department and the International Relations Office.

● **Outgoing mobilities:**

○ **Teaching:**

1. University Lecturer Mihai Dinu (Faculty of Agrifood and Environmental Economics) – Universidad Catolica de Valencia San Vicenter Martir, Spain – 22-27th of November);

Formare:

○ **Training:**

2. Associate Professor Raluca Lădaru (Faculty of Agrifood and Environmental Economics) – Côte d'Azur University, France – 4-9th of November);

3. Associate Professor Raluca Dracea (Faculty of Agrifood and Environmental Economics) – Côte d'Azur University, Franta – 4-9th of November;

4. Professor Claudiu Cicea (Faculty of Management) – University of Jan Evangelista in Ústí nad Labem (UJEP), Czech Republic, 6-11th of Novevember;

5. Professor Ionut Popa (Faculty of Management) - University of Jan Evangelista in Ústí nad Labem (UJEP), Czech Republic – 6-11th of Novevember;

6. Associate Professor Violeta Dincă (Faculty of Business Administration in foreign languages) – Vilnius University Business School, Lithuania – 9-10th of November;

7. University Lecturer Sorin Anagnoste (Faculty of Business Administration in foreign languages) - Vilnius University Business School, Lithuania – 9-10th of November;

8. Mihail Busu (Faculty of Business Administration in foreign languages) - Vilnius University Business School, Lithuania – 9-10th of November;

9. Professor Monica Dudian (Faculty of Theoretical and Applied Economics) – AIX Marseille, France – 21-26th of November);



10. Associate Professor Liliana Craciun (Faculty of Theoretical and Applied Economics) - Aix Marseille, France – 21-26th of November);
11. University Lecturer Bogdan Gabriel Nistoreanu (Faculty of Business Administration in foreign languages) – staGmbH, Germany – 23-26th of November;
12. Hadad Shahrazad (Faculty of Business Administration in foreign languages) – TOPSIM GmbH, Germany – 23-26th of November;
13. Vice-Rector for International Relations, Professor Marius Profiroiu – Globis University, Japan – 28th of November–4th of december.

*Source: Erasmus+ Office*

## ***Erasmus Events***

- **1st-2nd of November:** Online Erasmus+ Seminar, by the National Agency for Community Programmes in the Field of Education and Vocational Training (ANPCDEFP-Romania) – participant: Mrs. Teodora Monica Fulga, PhD, Head of the Erasmus+ Office.

- **7-9th of November:** in this year's annual meeting of the Erasmus+ Offices from Romania, organized by The National Agency for Community Programs in the Field of Education and Vocational Training (ANPCDEFP), the discussions focused on sharing experiences, good practices, and the integration of Erasmus priorities into the specific activities of the Offices, attracting students to participate in mobility - all of this, as well as the news from 2023, was on the agenda of the meeting – participant: Ms. Teodora Monica Fulga, PhD, Head of the Erasmus+ Office.

- For outgoing study or placement mobilities:
  - **17th of November:** presenting the Erasmus opportunities to students from the Faculty of Agrifood and Environmental Economics;
  - **25th of November:** presenting the Erasmus+ office and the Erasmus Without Paper process.
- For incoming mobilities:
  - **19th of November:** *Sports Day* – an activity for the 1st semester incoming students who are currently in our campus.
  - **28th – 29th of November:** online meeting with the 2nd semester future incoming students;



## International Facts & Figures

The registration of Romanian candidates from all over the world/non-EU who have been accepted to study/received letters of acceptance to undergraduate, master's, preparatory year university studies at ASE - is carried out starting on September 12 and involves the following stages:

- Verification of non-EU applicants' files and paid fees;
- Sending the documents/lists to the evaluation committee for equivalence/supporting the language proficiency test;
- Signing tuition contracts;
- Sending the files to the faculties;
- Forwarding the accommodation requests of the Romanian scholarship holders to the accommodation committee.

Between September 12 and November 29, 179 non-EU scholarship students and on their own foreign exchange account were registered, 107 for university undergraduate studies, 35 for university master's studies, 37 for the preparatory year of the Romanian language.

● This month's representation in **international conferences or working groups** (within the framework of different projects):

Faculties		Indicators																
		FABIZ	AMP	BT	BBS	CIG	EAM	LAW	ETA	FABBV	CSIE	REI	MRK	MAN	STAFF+ DPPD	Resear chers	PhD students	TOTAL
International Conferences	funded by the research department - conference participation fund	7	1	12	0	9	0	0	2	4	4	6	0	7	1	0	0	<b>53</b>
	funded from other sources	4	7	3	0	1	0	2	1	0	8	3	5	2	1	0	21	<b>58</b>
Teaching missions (funded from the Erasmus+ programme)		1	1	1	0	1	0	0	1	1	1	1	0	2	0	0	0	<b>10</b>
<ul style="list-style-type: none"> <li>• Erasmus+ staff training;</li> <li>• Documentation internships;</li> <li>• Partnership development meetings;</li> <li>• Other objectives.</li> </ul>		34	27	22	11	8	0	20	16	3	16	29	5	8	35	1	18	<b>253</b>
<b>TOTAL</b>		<b>46</b>	<b>36</b>	<b>38</b>	<b>11</b>	<b>19</b>	<b>0</b>	<b>22</b>	<b>20</b>	<b>8</b>	<b>29</b>	<b>39</b>	<b>10</b>	<b>19</b>	<b>37</b>	<b>1</b>	<b>39</b>	<b>374</b>

Source: International Relations Office

## Erasmus Testimonial

It all started from the moment I decided to depart with a study mobility and a placement in 2019, and since then I have repeated this experience, being the beneficiary of two Erasmus+ study mobilities and two placement mobilities.

Every time I go abroad I act as an ambassador for the country because everyone I interact with projects Romania through the way I relate and think.

Maybe you will think that I left with a handicap, the fact that I am from Romania and Romanians are not necessarily well seen abroad, until you prove to them what you are capable of, thus changing their mentality, the way they see Romania, the Romanians and the educational system,



proudly promoting that I am a student at the Bucharest University of Economic Studies and that I am Romanian.

I had the study mobilities, for one academic year, respectively one semester, in Turkey, Istanbul (Yildiz Technical University) and another one in Norway, Oslo (BI Norwegian Business School), and I did both placement mobilities in Turkey, Istanbul, a city that is dear to my soul.

In these mobilities, apart from the fact that I participated in all the educational activities, I also got involved in other extra curricular activities in order to better understand the culture, but also to be a promoter of my country.

After carrying out these mobilities, I thought that we should exemplify all the benefits of this program through a podcast, as I am the moderator of the SMART Podcast, and thus, at my invitation, Mrs. Nicoleta Popa, departmental coordinator of Erasmus+ university education projects in ANPCDEFP, came to the studio and joined the *Study for free at universities abroad through the Erasmus+ program* podcast session. This podcast session provides essential information about study mobilities through the Erasmus+ program, and through this, undergraduate, master and doctoral students are encouraged to take the big step for an action that will change their professional trajectory or improve it exponentially through the experiences they will have during the mobility.

After this podcast, Mrs. Nicoleta Popa invited me to the Erasmus+ Seminar dedicated to the university field (November 7-9, 2022), where I got to share my experience, by offering, I think, a dose of fresh energy to those who work in Erasmus+ departments at Romanian universities. It gave me a real pleasure to thank the Erasmus+ Department of ASE, a department that has always supported and helped me.

After this event, Mrs. Nicoleta Popa invited me to join the delegation that will represent Romania at the Erasmus+ 35th Anniversary event in Belgium, Brussels on December 14th, an event where I will proudly represent ASE.

Last but not least, I have participated, am participating and will participate as a speaker in the events promoting the Erasmus+ programs within ASE. These events have a crucial role in providing valuable information in order to clarify certain aspects to students who want to go on an Erasmus+ mobility.

There is much to say, both about the program itself and about how it has changed me, developed me, both professionally and personally, but I want to end with an incentive:

Go in at least one Erasmus+ mobility, be it study or placement, try something new to contribute to your growth and don't forget, wherever you go abroad, you will be the ambassadors of Romania and of our university.

*Once Erasmus, always Erasmus!*

**Cosmin-Alin Boțoroga, Erasmus+ alumni & program promoter, PhD student at the Doctoral School of Economics and International Affairs**



***Be innovative, be proactive!***