

# International Week

8th edition

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8-12 MAY 2023





**ERASMUS+  
MOBILITIES  
JUNE SELECTION FOR  
SECOND SEMESTER  
2023-2024**

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# Opening Session

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Monday, 8 May 2023, 10:30. Organized by the International Office

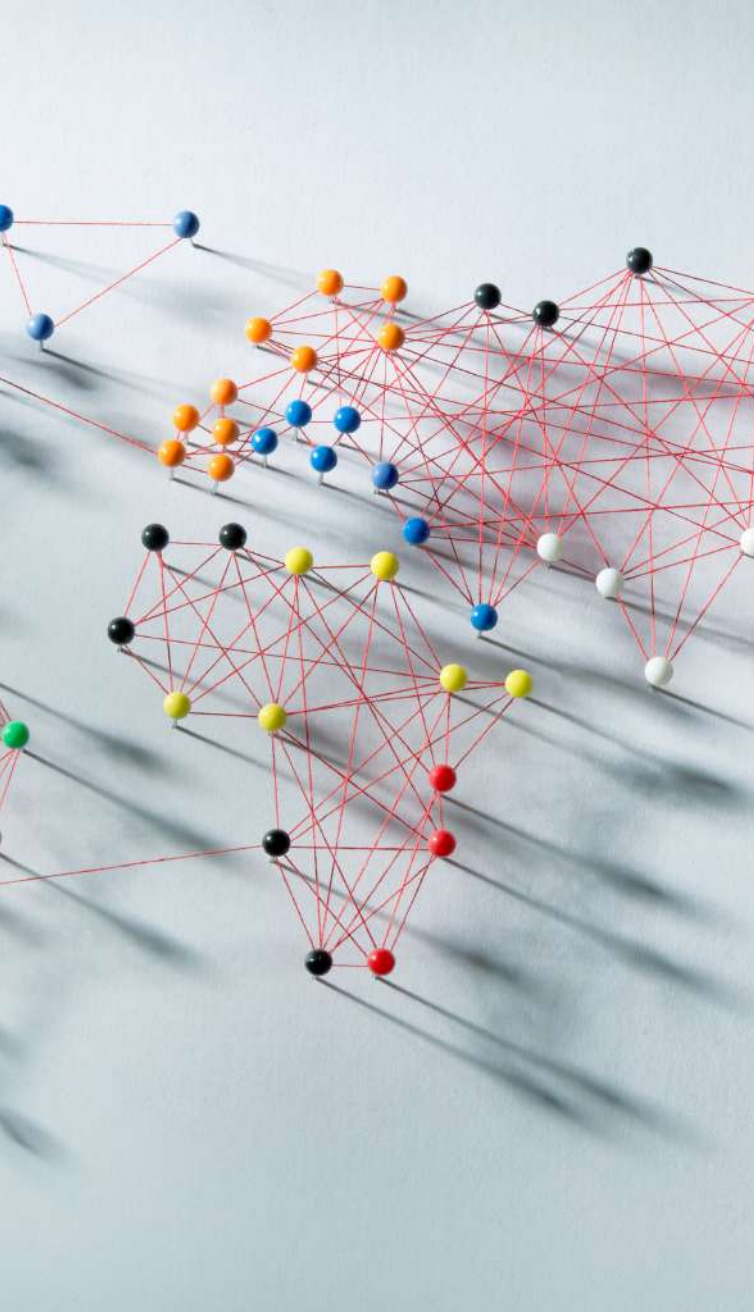
**Prof. Constantin Marius Profiroiu, PhD., Vice-Rector for International Relations** delivers a talk on *"The Path ahead for the European construction. The role of universities in this process"*.

The shifting landscape of education, affected by technology, increased mobility, hybrid mobilities, life long learning, global access benefits in the European Union from support. This talk investigates these shifting trends, as well as the mechanisms to turn them into opportunities.

**Hybrid. Room 0319. Online (ZOOM), Meeting ID: 884 7361 7837, Passcode: 991676**

# Monday, 8 May

The European Perspective



## **Completing Europe's Economic and Monetary Union: Challenges and Prospects**

*Guest speaker:*

**Elena Dănescu, Ph.D.,**

*University of Luxembourg*

**11:00-12:00**

**Hybrid. Room 0319.** Online

(ZOOM), Meeting ID: 884 7361

7837, Passcode: 991676

**Organized by International Office**

## **The house of the Member States: the European Council and the Council of the EU - a personal perspective**

*Guest speaker:*

**Dorlin Obermaier-Mureșan**

*Political Administrator, General Secretariat of the Council, Directorate-General LIFE - Agriculture, Fisheries, Social Affairs and Health, Directorate 4 Employment, Social Policy and Health*

**12:00-13:30**

**Room 0124**

**Organized by International Office, Faculty of Public Administration and Management**

*The first day of the International Week starts with two perspectives on the European Union, brought by an academic (Elena Dănescu, Ph.D., University of Luxembourg) and a practitioner (Dorlin Obermaier - Mureșan, Political Administrator, General Secretariat of the Council). The chats cover aspects from the future of the Monetary Union with its trials and tribulations to the roles of the Council of the EU and European Council to build a better EU.*

# Monday, 8 May

The Business Perspective



## **International Business**

*Speaker: **Prof. Dorel Mihai Paraschiv, Ph.D.**, Vice-Rector for liaison with the social and business environment, cooperation with students*

*Guests from Wirtschaftsuniversität Wien*

**14:00-15:30**

## **Room Virgil Madgearu**

**Organized by Faculty of International Business and Economics**

## **Strategic Marketing**

*Guest speaker: **Assoc. Prof. Dilyana Yaneva, PhD**, Faculty of Economics - South-West University "Neofit Rilski" Blagoevgrad*

**16:30-18:00**

## **Room 0321**

**Organized by Faculty of Management**

## **Digital Marketing**

*Guest speaker: **Assoc. Prof. Dr. Vyara Kurova, PhD**, Faculty of Economics - South-West University "Neofit Rilski" Blagoevgrad*

**18:00-19:30**

## **Room 0321**

**Organized by Faculty of Management**

*The afternoon of the first day of the International Week covers elements related to international business, digital and strategic marketing, as fundamental elements of nowadays business landscape.*

# Tuesday, 9 May

More international Universities



PHOTO: Students from the Bucharest University of Economic Studies participate in April 2023 in the Rome hybrid mobility organized by Sapienza University of Rome n Erasmus+ Project FOrSiGHT 2020-1-RO01-KA203-080368 (ASE consortium lead)

## **British Transnational education partnership in Europe: The case study of Lancaster University Leipzig**

*Guest speaker:*

**Prof. Constantin Blome**, Rector, Lancaster University Leipzig

**09:30-11:30**

**Hybrid. Room Robert Schuman.**

Online (ZOOM), Meeting ID:884

7361 7837, Passcode: 991676

**Organized by International Office**

## **Bridging Borders: Insights and Perspectives from Moldovan and Romanian Internationalization Strategies**

*Speaker:*

**Prof. Marius Profiroiu, PhD** - Vice-rector for International Relations

*Guests: Professors from ASEM*

**12:00-13:00**

**Room 0103**

**Organized by International Office**

*The focus of these events is on the way the universities may enhance the student experience, by fostering an international, multi-linguistic participatory young community that fully benefits from the European projects and programmes experience.*

# Tuesday, 9 May

Making the most of Erasmus+



## **Capacity Building and International Credit Mobility Projects**

*Guest speaker:*

**Nicoleta Popa**

*Erasmus+ Agency*

**12:00-13:30**

**Room Constantin Barbulescu**  
**Organized by Erasmus+ Office**

## **Youth Participation in the Decision Making Process in Universities**

*Guest speaker:*

**Octavia Tudorache**

*Blue Book Trainee, DG Education and Culture at European Commission*

**14:00-15:00**

**Room Constantin Barbulescu**  
**Organized by Erasmus+ Office**

## **Workshop on Promoting the Erasmus+ Programme**

*Erasmus+ team*

**15:00-16:30**

**Room Constantin Barbulescu**  
**Organized by Erasmus+ Office**

PHOTO: Students from the Bucharest University of Economic Studies participate in April 2023 in the Zagreb Blended Intensive Programme organized in Erasmus+ by the University of Zagreb, Croatia

*The focus of these events is on the way the universities and their students make the most use of the Erasmus+ funding to develop global skills and competencies and a participatory mindset.*

# Tuesday, 9 May

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Discover and grow



## **Personal Branding**

*Guest speaker:*

**Prof. Carmina Nunez, PhD**, Faculty of Economics - University of Aveiro

**10:30-12:00**

**Room 2204**

**Organized by Faculty of Management**

## **Discover Excelia La Rochelle Business School**

*Guest speaker:*

**Prof. Tanguy Jacopin**, La Rochelle Business School

**16:00-17:00**

Online (ZOOM), Meeting ID: 867 2738 0808, Passcode: FABIZ

**Organized by FABIZ**

*These events, meant for the Bucharest University of Economic Studies students, allow them to envisage paths for growth - either through personal branding, or via new partner business schools.*



# Tuesday, 9 May

Culture and Economy



## **Romania-Japan Strategic Partnership. The Economy, a defining pillar**

*Guest speaker:*

***H.E. Radu Șerban***

*Former Romanian Ambassador to Japan*

**14:00-15:00**

**Room Virgil Madgearu**

**Organized by Center for Japanese Studies**

## **Aspects of Economic Epistemology in the German-speaking Cultural World**

*Guest speaker:*

***Assist. Prof. Dr. Heiko Schuss***

*Abdullah Gul University*

**15:00-16:30**

**Room 2103**

**Organized by Faculty of Theoretical and Applied  
Economics**

*From the Asian insights of the chat about the economic links between Romania and Japan to economic epistemology in German-speaking world, these events bring a cultural perspective to economy.*

# Wednesday, 10 May

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Study, travel - knowledge, culture



## **FABIZ Global Village: Intercultural Day**

*Guests: International students from FABIZ*

**10:00-15:00**

**1st Floor Grivița bldg.**

**Organized by FABIZ**

## **Erasmus as a Life Style - Promoting Erasmus+ Mobilities for Students**

*Erasmus+ team*

**11:00-13:00**

**Aula Magna**

**Organized by Erasmus+ Office**

## **International Exchange Destination Fair**

*Erasmus+ team*

**12:45-15:30**

**1st Floor Ion Angelescu bldg.**

**Organized by Erasmus+ Office**

*Multicultural experiences are a definite advantage for students and alumni in the current business environment. The exposure to other cultures for study and work may be achieved by interacting with our international students or by benefiting from an Erasmus+ experience. Learn more about the latter from the Erasmus+ Office and participate in the Destination fair if you are planning to travel for study.*

# Wednesday, 10 May

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*PHOTO: Welcome Day in February 2023 for our incoming Erasmus+ students studying at ASE in the spring semester*

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## Workshop on cultural adaptation for international students

16:00 – 18:00, Room 0319



*This workshop, organized by the Erasmus+ Office is meant for our short term (incoming Erasmus+) or long term international students. It allows them to get a glimpse into the cultural aspects to consider when joining our university.*

# Wednesday, 10 May

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New business perspectives

**Workshop: Connected and Engaged for a Sustainable Future - Sharing experience and tangible actions for mainstreaming SDGs in universities and increasing the societal impact**

*Speaker: Prof. **Elena Preda**, Director of Research Centre for Sustainable Development*

**10:00-13:00**

**Room Constantin Barbulescu**

Organized by Erasmus+ Office, Research Centre for Sustainable Development

**The Role of Accounting Information in Doing Business in Romania**

*Guests: Prof. **Christopher Cook**, Indiana University, US & students from Indiana*

**13:30-15:00**

**Room 0420**

Organized by Faculty of Accounting and Management Information Systems

**Workshop: Research and Knowledge Across Multicultural Environments**

*Guest speaker: **Rosella Carè, PhD** - Global Marie Skłodowska-Curie Fellow  
Università degli studi di Cagliari, Economics and Business (SEA)  
Associate Editor - Journal of Sustainable Finance & Investment*

**16:30-18:00**

Online (ZOOM). Meeting ID: 853 3712 6918

Passcode: 161323

Organized by Faculty of Finance and Banking



*The world of business is changing, from shifting towards being data-intensive, multicultural, sustainable. These workshops tackle these shifts and the research and knowledge development needed for them.*

# Wednesday, 10 May

10:30 - 13:30, Room 4007



## Japanese Traditions Beyond Borders: Hyakunin Isshu Karuta - Classic Japanese Poetry Card Game

This event, organized by the Center for Japanese Studies and Japan International Cooperation Agency (JICA) has as Guest Speaker Prof. Peter MacMillan from Kyorin University/University of Tokyo. In the age of ChatGPT, Prof MacMillan shall introduce a "prompts" game: a traditional activity, sparking creativity and out-of-the-box thinking.

# Thursday, 11 May

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*PHOTO: Welcoming in March 2023 a delegation of students and professors from our partner, the University of Artois, from France within our double degree agreement for bachelor studies with the Faculty of International Business and Economics, Applied Modern Languages.*

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## AMBA Accreditation Visit

The visit, organized by the Bucharest Business School as a private event, is a step in obtaining the AMBA accreditation, which denotes the highest standard of achievement in postgraduate business education. AMBA is The Association of MBAs.

### *Participants:*

Prof. Mark Oakley (chair of the panel): former Pro Vice-Chancellor, Aston University, Birmingham, UK

Prof. Veneta Andonova: Dean, Universidad de los Andes School of Management, Bogota, Colombia

Prof. Tomasz Ludwicki: EMBA Director, University of Warsaw, Warsaw, Poland

Mr. George Iliev, MBA: Accreditation Director, AMBA & BGA, London, UK

# Thursday, 11 May

International Universities



## **The University as a Bridge to International Research**

*Guest Speaker: **Félix Puime Guillén**,  
University of A Coruña, Department of  
Business, Faculty of Economics and Business*

**11:00-12:30**

Online (ZOOM), Meeting ID: 875  
5333 7911, Passcode: 546979

**Organized by Faculty of Public Administration and  
Management**

## **Workshop: ASE-ASEM double degree**

*Participants: ASE, ASEM teams*

**11:00-12:30**

Online (ZOOM), Meeting ID: 896  
0378 8926

**Organized by Faculty of International Business and  
Economics**

## **Romanian-Moroccan Bilateral Relations**

*Guest Speaker: **Prof. Sabria Korich**,  
National School of Business and  
Management, Hassan II University, Morocco*

**11:00-12:30**

**Room 2701**

**Organized by Faculty of Business and Tourism**

*Universities act as bridges between countries. These events investigate this perspective, firstly at a more general level and then with insights from bilateral partnerships between Romania and Moldova / Morocco.*

# Thursday, 11 May

New Business insights – part 1



## **Machine Learning and Statistical Models for the Prediction of Sport Results**

*Guest speaker:*

**Assoc. Prof. Antonio Lucadamo**, University of Sannio, Benevento, Italy

**13:30-15:00**

**Room 2102**

**Organized by Faculty of Cybernetics, Statistics and Informatics**

## **Training Opportunities for Staff**

*Guest speaker:*

**Prof. Andreea Apetrei**, Universidad Católica de Valencia, Department Economía, Dirección de Empresa y Marketing

**19:00-20:30**

Online (ZOOM), Meeting ID: 854

4009 0545, Passcode: 975520

**Organized by Faculty of Agrifood and Environmental Economics**

*The global business landscape is characterized by a polarized approaches to the same topic: Homo Economicus behaviour. This aspect is analyzed either via a data analysis approach or a human touch approach, and these workshops allow for a more in-depth view of this dichotomy.*



# Thursday, 11 May

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10:00 - 13:00, Room Robert Schuman



## Debate on the future of Europe

This event, organized by the Faculty of Law, mirrors the citizen-led series of debates and discussions that ran from April 2021 to May 2022. As Guest speakers: **Leonard Orban, Eugen Tomac, Victor Negrescu.**

# Friday, 12 May

New Business insights - part 2



## **Artificial Intelligence and the Future of Marketing: The Transatlantic Experience**

*Guest speaker:*

**Silvian Cențiu**, CEO Retina, USA

**10:30-13:20**

**Room 7201**

Organized by Faculty of Marketing

## **Getting Informed about International. Deciphering the Challenges of Our Contemporary World with Mapping the World by ARTE**

*Workshop and debate for 2nd year students in Applied Modern Languages*

**12:15-13:30**

**Room 4208**

Organized by Le Centre de Réussite Universitaire - CRU ASE

*The global business landscape is characterized by a polarized approaches to the same topic: Homo Economicus behaviour.*

*This aspect is analyzed in these events by looking at AI and the way it may change marketing, as well as the global flow of information.*

# Friday, 12 May

Research and Human Capital



PHOTO: Students from the Bucharest University of Economic Studies participate in April 2023 in the Berlin hybrid mobility organized by ESCP Berlin campus in Erasmus+ Project FOReSiGHT 2020-1-RO01-KA203-080368 (ASE consortium lead)

## **International PhD Students Seminar**

*Participants: PhD students from ASE and Varna University*

**10:00-13:30**

**Hybrid: Room 2701** and  
Online (Zoom), Meeting ID: 816 9711  
5067, Passcode: 749772

**Organized by Faculty of Business and Tourism**

## **Organizational Change Through Accreditation Projects**

*Guest Speaker: **Anca Baban**, UQAM, Canada*

**16:30-17:30**

Online (ZOOM), Meeting ID: 885  
6748 0499, Passcode: 764613

**Organized by Faculty of Accounting and Management Information Systems**

## **Panel Discussion: Investment in human capital, skills and education**

*Guest Speaker: **Paul Andre Baran**,  
Technology and Innovation Consultant of  
the Romanian American Foundation*

**12:00-13:30**

**Room 0602**

**Organized by Center for American Studies**

*An essential component of a research university is the development of Human Capital. These events focus on various aspects of this perspective.*



# Closing Remarks

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**Friday, 12 May 2023, 12:00. Room Constantin Barbulescu.**  
Organized by the International Office

**Prof. Constantin Marius Profiroiu, PhD., Vice-Rector for International Relations** wraps up the 8th edition of the International Week in the Bucharest University of Economic Studies with remarks on the next steps towards the internationalization of the university.

PHOTO: Students from the Bucharest University of Economic Studies participate in April 2023 in the Zagreb Blended Intensive Programme organized in Erasmus+ by the University of Zagreb, Croatia

# HR 4 Excellence in Research in ASE

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## HR EXCELLENCE IN RESEARCH

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Starting 2020, the Bucharest University of Economic Studies (ASE) is awarded with the "HR Excellence in Research" award.

This gives public recognition by the European Commission to research institutions that have made progress in aligning their human resource policies with the principles set out in the "Charter & Code".

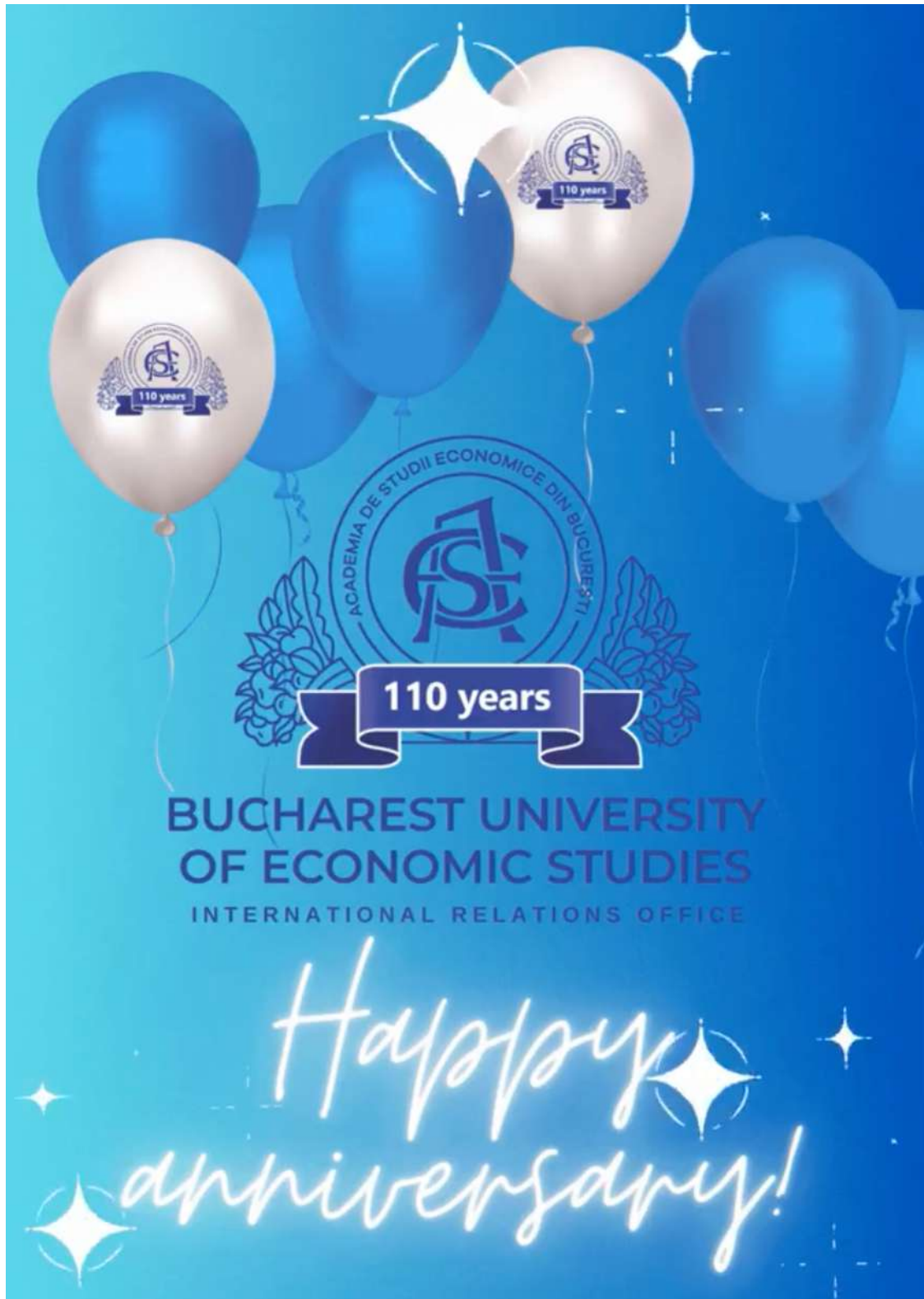
Institutions that have been awarded the right to use the icon can use it to highlight their commitment to implement fair and transparent recruitment and appraisal procedures for researchers.

<https://hrs4r.ase.ro>

# 6 April 1913 - 6 April 2023

## 110 Years of ASE

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A background network diagram consisting of a complex web of thin grey lines connecting various black dots, creating a geometric, interconnected pattern that resembles a molecular structure or a digital network.

**LOOKING FOR AN  
INTERNSHIP?  
HOW ABOUT YOU  
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Some of them are online,  
and for those that are  
face-to-face, Erasmus+  
funds the travel and  
subsistence costs  
(accommodation and  
meals).

**Interested? Check out [international.ase.ro](http://international.ase.ro)**

***International Week** is  
an event organized by  
the Bucharest University of Economic Studies,  
coordinated by  
the ASE International Relations Office*

# International Week

**8th edition**

**8-12 MAY 2023**

Updates to be found at:

<https://www.facebook.com/ASEBucharest.DRI>

and on

[international.ase.ro](http://international.ase.ro)

