



INTERNATIONAL  
COOPERATION



INTERNATIONAL  
RANKINGS



INTERNATIONAL  
ACCREDITATION



ERASMUS+  
PROGRAMME

# NEWSLETTER

November - 2023

6-10 November 2023

## International **KNOWLEDGE FAIR**

7th Edition

Sharing international experiences

**Be Innovative!**  
**Be Proactive!**



# ● International Knowledge Fair

6-10 November 2023

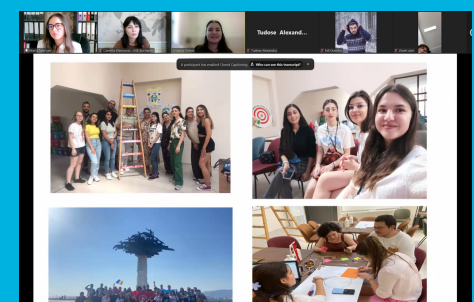
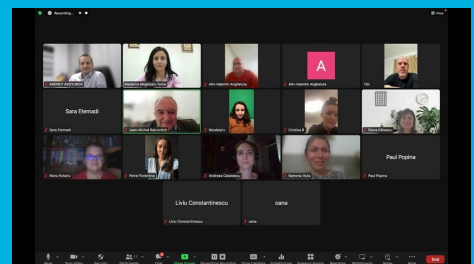
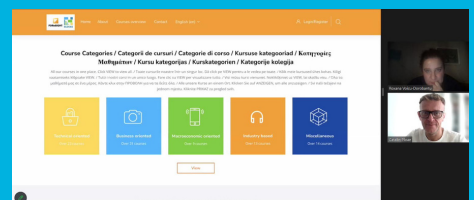
- The annual International Knowledge Fair reach its 7th edition with an entire week of workshops, seminars, conferences and events under the challenging theme of “Flexible & inclusive learning opportunities”. Check below the week’s agenda, participants and organisational units for each event:

## ● Monday:

- Opening Remarks - Vicerector for International Relations, Prof. Marius Constantin Profireoiu - **DRI**
- AACSB Accreditation Challenges - **DRI**
- Performance Analysis Techniques - An Open Lecture about Publication trend, Most contributing authors, journals, institutions countries Rabia Fatima (PhD) – HAN University of Applied Sciences, Netherlands - **FABBV**
- Horizon Europe - Cluster 6: “Food, bioeconomy, natural resources, agriculture and environment” Giorgiana Barbu, MSc - Lect. Mihai Dinu - Director AGRIDATA Research Center, Prof. Alina Dima - Vice-rector, Assoc. Prof. Roxana Pătărlăgeanu - Vice Dean - **EAM**
- Erasmus+, a vector for improving student exchange and international cooperation - Prof. dr. Claudiu Cicea Conf. dr. Marinescu Corina - **MAN**
- Sustainable Marketing Trends Jean-Michel Raicovitch, Full Professor of Marketing at CNAM Paris, FRANCE - Alin Angheluta, Full Professor of Marketing at ASE - Madalina Meghisan-Toma, Full Professor of Marketing at ASE - **BBS**

## ● Tuesday:

- Science Mapping techniques through VOSviewer (I) - An Open Lecture about Co-authorship and cooccurrence analysis, Way to analyze the visualization maps - Rabia Fatima (PhD) – HAN University of Applied Sciences NL - **FABBV**
- Towards modelling and measuring the nonrandom walk down Wall-Street Gurjeet Dhesi, GRAPES, Liege, Belgium (Formerly London South Bank University) - **CSIE**
- Green Algorithms: Charting the Course of Sustainable Futures with AI-Driven Leadership Giuseppe Lanfranchi, Head of Operations @myLillo, Digital Strategist and Innovation Leader, Ph.D. Student in Technology and Innovation Management, University of Messina Prof. dr. Remus Hornoiu, Bucharest University of Economic Studies and University of Messina - **BT**
- The sustainability of economic activities in the context of climate change Dan Craita, Director regional Europe de Est, Schlumberger Romania Ecaterina Burlacu, Lider in Sustenabilitate in România, Schlumberger România - **ETA**
- Webinar - Digital Platforms and Microcredentials - international experiences from projects BLOCKS and FOReSiGHT - **FOReSiGHT**
- International Mobility in a nutshell - **ESN**

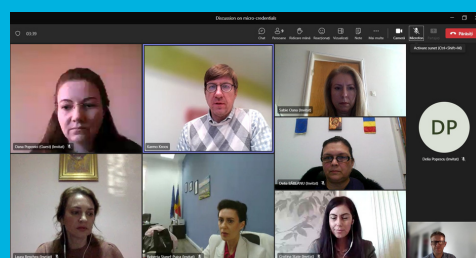
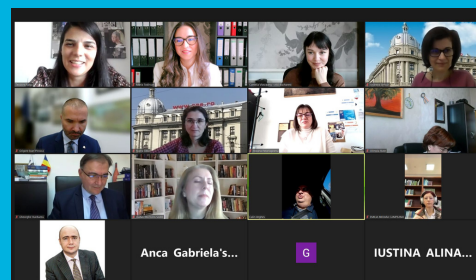


- **Wednesday:**

- Panel 1. Path dependencies of EU integration process to date - Panel 2. The EU Investment State and new financing mechanisms - Panel 3. Donor coordination and the future of recovery and reconstruction in Ukraine and the broader region - Panel 4. Policy Discussions – Institutional perspectives Laszlo Bruszt (PhD) - Central European University, Hungary Jelena Dzankic (PhD) - European University Institute in Florence, Italy Visnja Vukov (PhD) - University of Vienna, Austria - **German Marshall Fund & DRI**
- Promoting internationalization opportunities for the students of the Marketing faculty Daniela CRISTIAN, Bayes Business School-City, University of London - **MKT**

- **Thursday:**

- The Essentials of Short Mobilities and Blended Intensive Programmes - Results and knowledge gained after the seminar Quality and inclusion in the new blended intensive programmes for higher education institutions organized by ANPCDEFP. Good practices in BIP implementation - Cultivating solidarity and a clean environment by social entrepreneurship - **Erasmus+ Office**
- Erasmus+ Info Session The Erasmus+ team Algoos Work and Travel for placement mobilities Alexandru Tudose - **Erasmus+ Office with ESN, AIESEC & Algoos**
- Award Ceremony Doctor Honoris Causa to Prof. ERICH WALTER FARKAS, University of Zurich For significant contribution to the enhancement of national and international prestige of the Bucharest University of Economic Studies, for his outstanding scientific achievements in Finance, and for his sustained commitment to strengthen and advance research skills within the academic community of our university - **FABBV**
- Cooperation Development with IUT of Lens, Université d'Artois Marie Pierre - Director IUT of Lens Amandine Ryckewaert - IR Officer - **Erasmus+ Office & BT**
- Discussions on Micro-credentials. Experience of Estonian Business School Karmo Kross - R&D Programme Officer and Lecturer at EBS - **REI**
- Best Practices Exchanges for Internationalization of Higher Education Topics: Discovering USA, Teaching and Training Mobilities @UNIVERSIDAD CATOLICA DE VALENCIA, ERASMUS+ Staff Training Mobility @UNIVERSITÉ CÔTE D'AZUR - **EAM**
- Science Mapping techniques through VOSviewer (II) - An Open Lecture about Co-authorship and cooccurrence analysis, Way to analyze the visualization maps. Inclass Exercises: Apply the procedure to sample data Rabia Fatima (PhD) – HAN University of Applied Sciences, Netherlands - **FABBV**
- The value of an international educational experience - The purpose of the event is to bring together students who benefited from an international educational experience and the students interested in studying abroad, and to emphasize the benefits of international exposure - Professor Nadia Albu - **CIG**



- **Friday:**
  - Good practices in improving universities' position in international rankings - Anna Orlova, Times Higher Education - **DRI**
  - Panel discussion within the Program „Master in Business Administration in Creative and Cultural Industries” Julien Chiappone – Lucchesi - Head of Cooperation, Science and Culture at the French Embassy in Bucharest and Director General of the French Institute of Romania since September 1, 2021. Andrei Boncea- Romanian film and television producer of more than 70 movies and television series, co-founder of the production company FRAME FILM and of the theatre company WONDERTHEATRE and also for a long time an executive for the CME/ Central European Media Enterprises - **FABIZ**
- **Saturday:**
  - Land Law, current issues in different European jurisdictions - Chantal Moll De Alba, Full Professor of Civil Law at Faculty of Law, Barcelona University, Spain, Ana-Maria Lupulescu, Lecturer PhD. at Faculty of Law, ASE, Andreea Stoican-Matei, Lecturer PhD. at Faculty of Law, ASE - **LAW**
  - Closing Remarks Vice-rector for International Relations, Prof. Marius Constantin Profiroi, Director of International Relations, Prof. Liviu-Adrian Cotfas - **DRI**

## ● Internationalization missions

### 6-8 November 2023

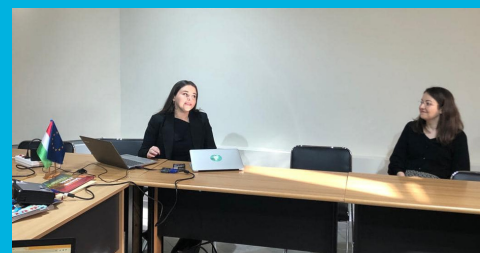
- **Annual meeting of international relations offices of the member universities from UNICA - the Network of Universities of the Capitals of Europe, Bulgaria**

This year IRO group meeting focused on three main topics: the future of Erasmus+ programme from financing and digitalization point of view, international students' issues related to inclusion and housing and strategic partnerships and cooperation outside the European borders.

### 15 November 2023

- **Conference in memoriam Emil Racoviță, Spain**

Our university was represented at the Conference in memoriam Emil Racoviță (the first Romanian to start the academic bridge between Romania and the Balearic Islands). The event was organized by the Honorary Consulate in Palma (Mallorca) together with the University of Balearic Islands (UIB), welcoming the Honorary Consul of Romania in the Balearic Islands, Mr. Alexandru George Lazar, the Vice-Rector for International Relations of UIB, Dr. Marcos Nadal Roberts, the director of ICR Madrid, Ms. Maria Pop, as well as many eminent academics from UIB.



## 23 November 2023

- **International Forum in Marseille, France**

Our colleagues, Prof. Monica Dudian and Prof. Liliana Crăciun represented our university at the International Forum organised by Aix Marseille Université and Institut Universitaire de Technologie from Marseille, France.

We look forward welcoming a lot of incoming Erasmus+ French students in the future semesters!



## 23-25 November 2023

- **EQAF in Aveiro, Portugal**

Our University, together with other Romanian Universities as well as the Romanian Agency for Quality Assurance in Higher Education, is represented at the 2023 European Quality Assurance Forum organised by the European Universities Association in partnership with the University of Aveiro in Portugal, 23 to 25 of November.

EQAF 2023 is exploring Quality Assurance policies and practices that support new forms of internationalisation, and is inviting the audience to reflect on how quality assurance can meet emerging needs and arising challenges in the sector. The participation takes place within the framework of FDI 2023 support project for the internationalisation of ASE.



## 24 November 2023

- **International Conference "Les politiques publiques du sport en Europe: faire gagner les territoires et porter les valeurs" in Limoges, France**

Prof. Cătălin Octavian Mănescu, vice-dean of Faculty of Agrifood and Environmental Economics, represented our University in Limoges (France) at the International Conference "Les politiques publiques du sport en Europe: faire gagner les territoires et porter les valeurs", organised by Entretiens Universitaires Réguliers pour l'Administration en Europe (EUROPA), a network of which ASE is a member together with universities from 17 countries.



## 26-28 November 2023

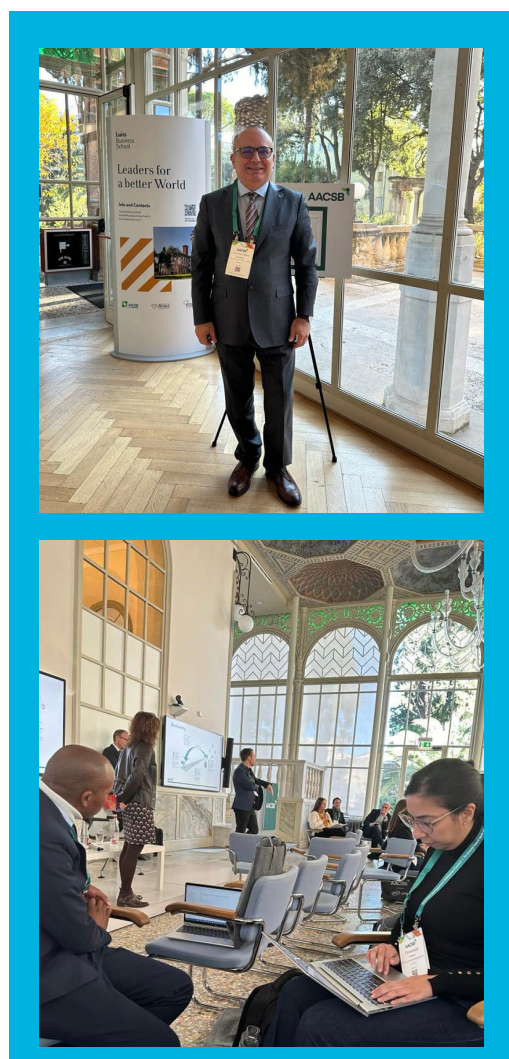
- **AACSB Europe, Middle East, and Africa Annual Conference 2023 in Rome, Italy**

Professor Constantin Marius Profiroiu, Vice-rector for international relations and AACSB accreditation process coordinator is participating in the AACSB Europe, Middle East, and Africa Annual Conference 2023 in Rome, Italy, where business schools in Europe, the Middle East, and Africa (EMEA) gather to navigate change, foster innovation, and shape the leaders of tomorrow. The Conference is organised together with Luiss Business School in Rome.

This three-day event is a suitable gateway to rediscovering the power of collaboration and to learning about industry trends and best practices through valuable topics such as: Advancing efforts on impact issues, Responsible research to save the world, How generative AI will disrupt business education; Drivers and challenges to redesigning curriculum.

Attending this conference is a good opportunity to exchange experiences with other universities in the AACSB accreditation process similar to our own.

We are convinced that obtaining the AACSB accreditation for our university will contribute to increasing its international prestige as it is an important objective of the internationalization strategy of ASE.



## ● ASE's mobilities for international missions in 2023

Number of delegates from each faculty and department between 01.01.2023 - 08.12.2023

Faculties		Manag. Acad.	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	1	6	6	2		11	2	3	4	5	9	7	1	14				<b>71</b>
	funded from other sources	10	2	3	1	2	4		1	8	2	11	8	6	1		4	23	<b>86</b>
Teaching missions (funded from the Erasmus+ programme)				4	3		1			4	3		3						<b>18</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>		20	38	13	19	9	16	4	24	13	5	30	25	5	28	33	2	30	<b>314</b>
<b>TOTAL</b>		<b>31</b>	<b>46</b>	<b>26</b>	<b>25</b>	<b>11</b>	<b>32</b>	<b>6</b>	<b>28</b>	<b>29</b>	<b>15</b>	<b>50</b>	<b>43</b>	<b>12</b>	<b>43</b>	<b>33</b>	<b>6</b>	<b>53</b>	<b>489</b>

# Erasmus+ for Doctoral Placements Testimonial

I am pleased to share my positive experience regarding the Erasmus+ doctoral research internship I undertook at the University of Messina in Italy from October 17, 2023, to November 14, 2023.

First and foremost, I would like to express my gratitude for the professionalism of the administrative staff at the Bucharest University of Economic Studies. Their efficiency in managing the contract and all preparations for my departure was instrumental in ensuring a smooth and well-organized experience. The support I received from them contributed significantly to the success of my Erasmus+ journey.

Participating in the Erasmus+ program has been a transformative experience, and I can confidently assert that it has significantly contributed to my personal and academic growth. This program has opened doors to a multitude of learning opportunities, cultural experiences, and professional development, providing me with a well-rounded and globally informed perspective.

During my time at the University of Messina, I had the privilege of interacting with highly skilled and professional professors. Their expertise and guidance enriched my research experience and broadened my academic horizons. Additionally, the opportunity to learn the Italian language was an invaluable aspect of my stay. This not only enhanced my communication skills but also allowed me to immerse myself in the local culture. Living and studying in different countries has exposed me to rich cultural tapestries, enabling me to appreciate diversity and fostering a global mindset. This has not only enhanced my interpersonal skills but has also equipped me with a profound appreciation for the interconnectedness of our global community.

The Erasmus+ program has been instrumental in broadening my horizons, both academically and culturally. The chance to study in diverse academic environments has exposed me to different teaching methodologies and allowed me to engage with a wide array of perspectives. This exposure has not only deepened my understanding of my field of study but has also fostered adaptability and resilience in navigating varied educational landscapes.

I must also commend the Erasmus+ program for its commitment to fostering a sense of community and collaboration among participants. The networking opportunities provided have been crucial in building lasting connections with fellow students and professionals from around the world. These connections have not only expanded my professional network but have also enriched my personal life with friendships that transcend borders.

The internship provided me with a unique chance to explore the beautiful Italian landscapes and cultural heritage during my leisure time. This experience not only complemented my academic pursuits but also added a personal and enriching dimension to my overall Erasmus+ journey.

Looking ahead, I am confident that the knowledge and skills gained during this international doctoral internship will prove to be immensely beneficial for my future academic and professional endeavors. I highly recommend the Erasmus+ program for its role in fostering cross-cultural experiences, academic growth, and personal development.

Sincerely, Drd. Ionut-Andrei MILITARU  
Doctoral School of Business Administration Bucharest University of Economic Studies

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