



INTERNATIONAL  
COOPERATION



INTERNATIONAL  
RANKINGS



INTERNATIONAL  
ACCREDITATION



ERASMUS+  
PROGRAMME

# NEWSLETTER

October - 2023

**ASSOCIATION TO  
ADVANCE COLLEGIATE  
SCHOOLS OF BUSINESS**

ACCREDITATION WORKSHOP

*Member*



**GLOBAL BUSINESS  
SCHOOL NETWORK**

NEW MEMBERSHIP

*Member*



**INTERNATIONAL  
RESEARCH & TRAINING  
WEEK FOR ACADEMIA**

NEW ACADEMIC, COMMUNICATION AND  
RESEARCH COMPETENCES FOR THE DIGITAL AGE

*Be innovative,  
be proactive!*

## ● Internationalization at home

**12-14 October 2023**

- **Accreditation workshop**

We were delighted to have as our guest Professor Jana Peliova, AACSB mentor of our University and Vice-rector of the University of Economics in Bratislava. Together with Mrs Peliova, the accreditation team of ASE worked intensively in the Accreditation Camp workshop to finalize the initial self-assessment report in the framework of the AACSB international accreditation process of Bucharest University of Economic Studies.

**15 October 2023**

- **Cultural Night with Erasmus+ students**

How well do international students know Romania?

A question for which our Erasmus students found the answer during the Cultural Night event organised by ESN - Erasmus Student Network. From traditional food, places to visit in Romania and even language tests, Erasmus students discovered how it feels to be Romanian.

ASE provided ESN with all the facilities needed to welcome the Erasmus students into our community.

**October 2023 marks a new membership for ASE**

- **GBSN - Global Business School Network**

Bucharest University of Economic Studies has been invited to become a member of the GBSN - Global Business School Network, based in Washington DC, USA.

The Global Business School Network is working to strengthen management education for emerging markets through a unique global network of business schools.

The network helps to provide the rigorous yet practical local training that business and management students demand, resulting in a stronger pool of local leadership and management talent for all sectors. With a growing network of over 100+ leading business schools on 6 continents, GBSN foster cross-border networking, knowledge sharing and collaboration both within our network membership and with the broader business education and development communities.

As stated in the Official Welcoming to Network Letter, GBSN's work is aligned with the "proactive approach to the internationalisation process" as outlined in our University's strategy, as well as its commitment to real impact and the SDGs.

Welcome  
**TO OUR UNIVERSITY**

Prof. Jana PÉLIOVÁ

...  
AACSB Mentor,  
Vice-Rector for Accreditation and Quality  
University of Economics in Bratislava

**CULTURAL NIGHT**

ESN  
Erasmus Student Network  
Bucharest

ACADEMIA DE STUDII ECONOMICE  
DIN BUCUREȘTI

**gbsn** Global Business School Network

## 20 October 2023

- **The Power of Innovation Conference in Bucharest**

Professor Constantin Marius Profiroiu, Vice-rector for international relations took part in the conference “The Power of Innovation” as speaker and discussant in the panel debating the State Transformation and Current Challenges.

Together with Prof. Profiroiu, the panel debates were attended by Professor Jean Michel Emery Douzans, President of EGPA, Professor Geert Bouckaert, President of IIAS and Professor Calin Hintea, Dean of FSPAC at UBB Cluj. The panel was moderated by Professor Clara Volintiru from ASE.



## 21 October 2023

- **Meeting with the Ambassador of Canada**

We were happy to welcome to our University H.E. Mr. Gavin Buchan, Ambassador of Canada to Romania, Bulgaria and the Republic of Moldova. On the occasion of this meeting, the possibility of developing academic cooperation between Bucharest University of Economic Studies and other universities in Canada was discussed, including here the overview on the potential of establishing joint approach in the field of MBA training in energy business.



## 22 October 2023

- **International Conference on Public Administration and Management**

Prof. Constantin Marius Profiroiu, Vice-rector for International Relations participated as a chair at the 19-th International Conference on Public Administration and Management. This year's theme is “Excellence in Public Administration through Human Resource Management, Innovation and Digital Transformation.”



## 26-27 October 2023

- **“Synergies in Communication” - 11th Edition**

The international conference, organized by the Department of Modern Languages and Business Communication in our university, welcomed the opportunity to bring together scholars from all over the world. Our academic partners and friends in the Double Degree program for Applied Modern Languages from University of Artois (prof. Marie-Helene Garcia and prof. Virginie Roche-Tiengo), France, as well as our keynote from Ireland (historian Sinead McCoole), together with the Deputy Chief of Mission from the Embassy of Ireland in Bucharest, met with Vice-rector for international relations, Professor Marius Profiroiu.



## 5 October 2023

- **International Romanian-French Conference on Sustainable Regional Development, Deva, Romania**

Our Vice-Rector for International Relations Prof. Constantin Marius Profiroiou attended today in Deva the International Romanian-French Conference on Sustainable Regional Development, organized by our University together with the Faculty of Management – the Deva territorial centre.

Internationalization at home, a strategic focus of our University, entails ongoing conversation and co-creation with local communities, and the development of this conference dedicated to Hunedoara county underlines our University's contribution in this regard.

## 6 October 2023

- **Embassy of the United States of America in Bucharest**

At the invitation of Her Excellency Mrs. Kathleen Kavalec, Ambassador of the United States of America in Bucharest, Prof. Constantin Marius Profiroiou, Vice-rector for International Relations, attended on October 6 the reception offered on the occasion of the visit to Romania of the American Councils for international Education Board of Trustees. On this occasion, discussions were held with Mr. David P. Patton, President and CEO of the American Councils for international Education and Mr. Carter Johnson, Regional Director of the same organisation, as well as with Mr. Peter H. Brown, Cultural Attaché at the US Embassy.

## 9-13 October 2023

- **International Research and Training Week for Academia at ASE**

The *International Research and Training Week for Academia - New academic, communication and research competences for the digital age*, took place, welcoming professors, teachers and researchers from Spain, Slovakia and Poland. Debates, presentations and networking activities from this week will be enriched with online meetings until the end of October.

The programme is designed and coordinated by Professor Laura Mureşan with the support of the Department of Modern Languages and Communication in Business and the Erasmus+ Office.



## ● International missions

### 21-22 October 2023

- **BMI International Recruitment Fair in Vietnam**

Across South East Asia demand for overseas study continues to rise. Our University is taking part in the BMI International Recruitment Fair in Vietnam and on 21st and 22nd of October our representatives introduced the educational & research offer of ASE to potential candidates and interested stakeholders during the fair organised in Hanoi. The participation takes place within the framework of FDI 2023 support project for the internationalisation of our University.

### 23-25 October 2023

- **“Digital Universities Europe” Forum in Barcelona**

The representatives of our University attended in Barcelona the “Digital Universities Europe” Forum, which this year main topic was “the road to digital, equitable and green higher education”.

Hosted by Times Higher Education in partnership with UOC, Digital Universities Europe addressed key challenges and opportunities of digital-first higher education and showcase tools, technologies and talent to accelerate education innovation. Delegates heard success stories, case studies, practical solutions and advice that equipped them with the knowledge and skills to digitally transform their institutions.

### 29 October 2023

- **International Education Fair Tbilisi, Georgia**

Our colleagues Prof. Carmen Nadia Ciocoiu, Director of the Doctoral School of Management, and Mrs. Oana Cârnicianu, Responsible for International Cooperation and International Students, attended the International Education Fair Tbilisi 2023: we are looking forward to welcoming future candidates from Georgia and the region.

The participation takes place within the framework of FDI 2023 support project for the internationalisation of our University.



## 9-11 October 2023

- **Meeting with Mr. Jean Claude Juncker, former President of the European Commission and Prime Minister of Luxembourg**

On the occasion of his visit to the Duchy of Luxembourg, Prof. Constantin Marius Profiroiu, Vice-Rector for International Relations, was received today by Mr. Jean-Claude Juncker, former President of the European Commission and Prime Minister of Luxembourg and at the same time Doctor Honoris Causa of our University. The discussions focused on the role of universities in the European integration process and the support that Mr Juncker wishes to give to ASE and Romania.

- **Meeting with Prof. Marie Helene Jobin, Vice-rector for international relations of the University of Luxembourg**

On this day, the working visit of Prof. Constantin Marius Profiroiu, Vice-rector for International Relations continued in Luxembourg. In the first part of the day, he had a working meeting with Professor Marie Helene Jobin, Vice-rector for international relations of the University of Luxembourg. On this occasion it was agreed to start scientific research collaboration in the fields of finance, economics and law at doctoral level and to sign an Erasmus+ agreement.

- **Meeting with Prof. Elena Danescu, Europe Direct Centre of the University of Luxembourg**

Next, Prof. Profiroiu visited the Europe Direct Centre of the University of Luxembourg, coordinated by Professor Elena Danescu. On this occasion it was agreed to disseminate the activities of this centre within our University and to collaborate in various events related to the promotion of the values of the European Union.

- **Meeting with European Investment Bank the deputy director of the EIB Institute.**

Wrapping up his visit to Luxembourg, Prof. Constantin Marius Profiroiu, Vice-rector for international relations met at the European Investment Bank the deputy director of the EIB Institute. The EIB Institute was set up within the EIB Group (European Investment Bank and European Investment Fund) to promote and support social, cultural, and academic initiatives with European stakeholders and the public at large. It is a key pillar of the EIB Group's community and citizenship engagement.



## 27 October - 1 November 2023

- **Örebro University School of Business, Sweden**

In the frame of our University's constant effort to enhance the knowledge in the area of international accreditation, our colleagues responsible for accreditation, Prof. Cristina State and Ms. Alexandra Bucur, visited Örebro University School of Business in Sweden. The documentation of our representatives is focusing on the exchange of experience regarding AACSB accreditation. The university's feedback:

*After two days of informative and stimulating interactions between representatives from Örebro University and Bucharest University of Economic Studies (ASE), I'm enthusiastically looking forward to the next steps of success, including ASE's AACSB accreditation and the establishment of Erasmus collaborations for both students and faculty in fields of business administration, economics, informatics, statistics, and law from the two universities. The representatives from ASE Bucharest demonstrated remarkable preparation, which contributed significantly to the productive discussions that have not only laid a strong foundation but also set the stage for dynamic future activities. I'm excited about the possibilities that lie ahead, particularly the unexplored potential for research collaboration.*

## 30 October - 4 November 2023

- **Universidade Fernando Pessoa of Porto, Portugal**

Having in mind the need for enhanced academic cooperation in order to raise the level of maturity of the REform Alliance of European Universities, in the framework of our FDI 2023 project to support the internationalisation of our University our colleagues Prof. Anca Gabriela Ilie, Vice-dean of the Faculty of International Business and Economics and Maria Todircan, Erasmus+ officer, are currently visiting Universidade Fernando Pessoa of Porto, being welcomed by Prof. Nadine Rombert Trigo, Vice-rector for International relations and Prof. Susana Teixeira from the Department of Social and Humanistic Sciences. The scope of this encounter is to find synergies in order to push cooperation for joint research in common interest areas, to foster the mobility of students and staff and to develop joint blended intensive programs.

## 20-23 October 2023

- **"Quality and inclusion in the new BIPs for HEIs"**

The Erasmus+ officer representative, Ms. Camelia Vlăsceanu, participated in the "Quality and inclusion in the new Blended Intensive Programmes for Higher Education Institutions" seminar & workshops organised by ANPCDEFP, which took place at Timisoara, 2023's European Capital of Culture - an opportunity to scout future BIPs and short mobilities partners alongside participants from Croatia & Serbia.



## 26-27 October 2023

- **REform alliance meeting in Austria**

Our University's representatives, Ms. Teodora Fulga, Head of the Erasmus+ Office, and Senior Lecturer Cătălin Ploae, Adviser to the Vice-rector for International Relations, attended the reunion of the REform Alliance of European Universities. The meeting was held in Kufstein, Austria being hosted jointly by FH Kufstein and University of Passau. This was the third in-person reunion, after those in Bucharest and Lyon. REform: Responsible Innovation & Ethics for Europe is the alliance of ten diverse European universities and higher education institutions from nine countries across all four regions of Europe.

The Alliance's vision and long-term desired outcome is a paradigm shift: from science in society to science for and with society. REform ambition is to have a greater impact on the future by empowering European generations to address global challenges together in a responsible way – through a collaborative, interdisciplinary and innovative bottom-up-approach.

Focusing on responsible education, the member Universities empower learners to act as responsible, socially engaged European citizens that are able to cooperate across Europe.

## 27 October - 4 November 2023

- **Global Business School meeting in Cairo, Egypt**

Prof. Tănase Stamule, Dean at FABIZ, and Prof. Vasile Strat, dean of Bucharest Business School, participated at the Global Business School meeting in Cairo. This global network of business schools has the main goal of increasing the social impact of the academic environment on society and is the only international network where most of the Ivy League schools are present.

Following our efforts and with the help of the leadership of the Academy of Economic Studies, our university was invited to join this prestigious network and participate in its projects. As we move forward on the path of internationalization, constantly supported by the management of ASE, our university is starting to be invited to all the big clubs of business schools in the world. FABIZ - ASE Bucharest Business School





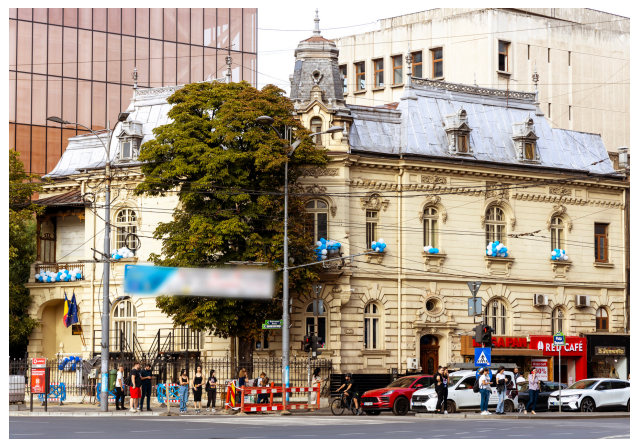
## ● ASE's mobilities for international missions in 2023

Number of delegates from each faculty and department between 01.01.2023 - 02.11.2023

Faculties		Manag. Acad.	FABIZ	AMP	BT	BBS	CIG	EAM	LAW	ETA	FABBV	CSIE	REI	MRK	MAN	STAFF+ DPPD	Resear chers	PhD students	TOTAL
Indicators																			
International Conferences	funded by the research department - conference participation fund	1	6	6	2		11	2	1	4	5	7	7	1	12				<b>65</b>
	funded from other sources	7	2	3	1	2	4			5	1	10	6	6	1		3	20	<b>71</b>
Teaching missions (funded from the Erasmus+ programme)				4	3		1			3	3		3						<b>17</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>		18	36	9	19	9	14	4	19	8	3	20	18	3	21	32	2	30	<b>265</b>
<b>TOTAL</b>		<b>26</b>	<b>44</b>	<b>22</b>	<b>25</b>	<b>11</b>	<b>30</b>	<b>6</b>	<b>20</b>	<b>20</b>	<b>12</b>	<b>37</b>	<b>34</b>	<b>10</b>	<b>34</b>	<b>32</b>	<b>5</b>	<b>50</b>	<b>418</b>

### ANNOUNCEMENT: NEW LOCATION!

The International Cooperation and International Students Office & The Erasmus+ Office, from the International Relations Department of ASE has successfully finished the relocation to the new building from Piața Romană 8, N.D. Xenopol building (former Sabba Ștefănescu building). The entrance is done from Dacia Blvd.



# Erasmus+ for Teaching & Staff Training

My Erasmus+ experience gave me the chance to meet new students, another university, alternative approaches in the teaching process and another culture.

I also had the opportunity to rediscover old contacts from the academic environment, as well as to lay the foundations for new collaborations.

Thank you, Erasmus+ & ASE Bucharest! Thanks to everyone who helped me in this endeavor!

**Prof. Victor Dragotă** from **FABBV**  
- *Faculty of Finance, Insurance, Banking and Stock Exchange*

**University of Akureyri, ICELAND**



Staff training visit to the  
**University of Catania, ITALY**

**Mrs. Cătălina Niculae**  
from the Senate of ASE

**& Mrs. Florica Pașol**  
from Quality Management and Internal  
Control Office of ASE



*Be innovative, be proactive!*