



**International Relations**

*Be innovative! Be proactive!*



# **INTERNATIONAL WEEK IN ASE**

**9TH EDITION  
8-10 MAY 2024**





## MAY 8TH

### International Week Welcome Remarks

*Prof. Constantin Marius Profireoiu, PhD.,  
Vice-Rector for International Relations*

**9:30 – 10:00**

*Piața Romană 8  
Meeting Room*



### The future of Europe from the perspective of:

- Luxembourg

*Guest Speaker: Prof. Elena Dănescu*

- Portugal

*Guest Speaker: Mr. Agostino Sousa Pinto,  
Vice-president ISCAP*

**10:00 – 11:00**

Organizer: International Relations Office

*Piața Romană 8  
Meeting Room*





## MAY 8TH

### Chartered Institute of Marketing Accreditation - Presentation Session

*Damian Cuke, Learner Partner Development Executive, Chartered Institute of Marketing, Oltea Belciuganu, Senior Consultant Brand & marketing, Chartered Marketer*

**10:30**

Organizer: Faculty of Marketing

*online:*

*<https://ase.zoom.us/j/83251008007?pwd=UEFNb3IMNDVUVE5YRENFd0UwbXFLUT09>*

### Erasmus in Romania: tales and crafts

**15:00**

Organizer: Erasmus+ Office

*Paul Bran  
Library Room*

### Mobility Café

*Guests: Prof. Ion Popa,  
Prof. Monica Roman,  
Prof. Bogdan Iftimie,  
Lect. Alina Zaharia*

**15:00**

Organizer: International Relations Office

*Piața Romană 8  
Meeting Room*





## MAY 8TH

### New trends in digital communication and Open Science practices

*Guests: Prof.Dr. Laura Mihaela Muresan & the "DILAN" Project Team*

**17:00 - 18:00**

Organizer: Faculty of International Business and Economics, Modern Applied Languages Dept.

Zoom Meeting ID: 382 817 4322 Passcode: uki3dv

### Expanding Horizons: The Importance of International Academic Experience in Today's World

*Guests: Ryan Donald, Study Abroad Specialist, Southern Illinois University, Edwardsville  
Dr. Sorin Nastasia, Associate Professor, Director of the International Studies degree program within the College of Arts and Sciences, Southern Illinois University Edwardsville*

**20:00**

Organizer: Faculty of Applied and Theoretical Economics

Zoom Meeting ID: 837 2670 9811 Passcode: 640073



## MAY 9TH

### Round table discussion regarding the future of Europe and current challenges

*Guest: Prof. Constantin Marius Profiroiu*

**10:00 - 12:00**

Organizer: International Relations Office

Virgil Madgearu Room





# MAY 9TH

Blue Horizons - Navigating Resilience and Sustainability in the Black Sea Region and Europe

*Guest: Ilze Atanasova, Chair of Managing Board of Marine Cluster Bulgaria; Eden MAMUT, 4BIZ Project Coordinator, Black Sea Universities Network*

**09:30 - 11:00**

Organizer: Faculty of Business and Tourism

Online: <https://us06web.zoom.us/j/87923007714?pwd=17TX5auXbq386YZwvnj38mOuulnOlU.1> )

Resilience modelling and Learning from Failures

*Guest: Prof. dr. Ashraf Labib, Faculty of Business and Law, University of Portsmouth, UK*

**10:30**

Organizer: Faculty of Economic Cybernetics, Statistics and Informatics

Zoom Meeting ID: 894 0790 4696

Passcode: 603012

Higher education in Poland: experiences and opportunities

*Guests: Urszula Kobylinska, PhD, Vice Dean for Development and Cooperation from the Faculty of Engineering Management, Bialystok University of Technology, Poland*

**11:00**

Organizer: Faculty of Public Administration and Management

Zoom Meeting ID: 845 0396

9547 Passcode: 140948





# MAY 9TH

Teaching Enterprise Resource Planning Systems, Topics: Key Success Factors and Challenges

*Guests: Associate Professor Velimir Lukić, Faculty of Economics and Business, University of Belgrade, Serbia*

**12:00**

Organizer: Faculty of Accounting and Management Information Systems

Room 0129

Exploring the American culture: diversity, traditions and global impact

*Guest: Bianca Joița – Flex Alumni*

**14:00**

Organizer: Center for American Studies

Piața Romană 8, Meeting Room

Celebrate Erasmus+ on Europe Day

**12:00**

Organizer: Erasmus+ Office

Zoom Meeting ID: 841 6220 4069

Passcode: 174469

European Economic Relations in the Global World

*Guests: ing. Tomáš Siviček PhD., Jan Evangelista Purkyně University | UJEP · Department of Economics (Czech Republic)*

**15:00**

Organizer: Faculty of Management

Zoom Meeting -  
<https://ase.zoom.us/j/3100097053?omn=87945768337>  
Meeting ID: 310 009 7053





# MAY 9TH

## Global Village

16:00 - 18:00

Organizer: Faculty of Business Administration  
in foreign languages

Calea Grivitei, no. 2, 1st floor

**Workshop: Preparing students for the  
labour market: the role of theory-based  
economic judgements against AI-  
supported decision making**

*Guests: Moderator, Associate Professor Mihaela IACOB, PhD, Vice-Dean Faculty of Finance and Banking, Bucharest University of Economic Studies, Romania  
Speakers: 1. Professor Jovan ZAFIROSKI, PhD, Faculté de droit "Iustinianus Primus" Skopje, L'Université Ss. Cyril et Méthode, Macedonia 2. Professor Silvia TRIFONOVA, PhD, Faculty of Finance and Accounting, University of National and World Economy, Bulgaria 3. Associate Professor Gergana MIHAYLOVA, PhD, Faculty of Finance and Accounting, University of National and World Economy, Bulgaria 4. Alexandru GEORGESCU, PhD, National Institute for Research and Development in Informatics (ICI Bucharest), Romania*

18:00

Organizer: Faculty of Finance and Banking

Zoom Meeting ID: 859 3309 5481

Passcode: workshop



## International Students' Experience in an MBA Program

*Guests: GARCIA MICKAËL – CAMILLE – DIEUDONNÉ- International Student, INDE MBA Program  
BOUSKOUTAS CHRISTOFOROS- International Student, INDE MBA Program  
DILEK SAYDAN BATMAZ-*

*International Student, Romanian-Canadian EMBA Program*

*Moderators:*

*Professor PhD Madalina Meghisan-Toma, Vice-Dean of the Bucharest Business School*

*Associate Professor PhD Ramona Icret, Vice-Dean of the Bucharest Business School*

19:00 - 20:00

Organizer: Bucharest Business School

Zoom Meeting ID: 883 7737  
4759 Passcode: 575762





# MAY 10TH

## Agricultural and Environmental Economics Research: Challenges, Opportunities and Policy Implications

*Guests: Mariya Peneva, Department of Natural Resources Economics, University of National and World Economy (UNWE), Sofia, Bulgaria*

**09:00 - 12:00**

Organizer: Faculty of Agrifood and Environmental Economics

Zoom Meeting -

<https://ase.zoom.us/j/3100097053?omn=87945768337>

Meeting ID: 310 009 7053



## The current role of diplomacy, business and academia in the development of Japanese Studies in Romania

*Guests: H.E. Takashi KATAE, Ambassador of Japan to Romania, H.E. Viorel Isticioaia-Budura, former ambassador of the EU to Japan, H.E. Radu Șerban, former ambassador of Romania to Japan, Prof. Marius Profiroiu, Vice-rector for International Relations, Sawaka Takazaki, director of JETRO Romania, Prof. Magdalena Ciubăncan, Director of the Center for Japanese Studies in ASE*

**10:00 - 12:00**

Organizer: Center for Japanese Studies and Faculty of International Business and Economics

Constantin Bărbulescu Room





# MAY 10TH

Global macroeconomic and demographic trends in the world economy

*Guests: Małgorzata Szczepaniak, PhD  
Department of Economics Faculty of  
Economic Sciences and Management  
Nicolaus Copernicus University in Toruń,  
Poland Moderator: Prof. Andreea Șerban,  
Ph.D.*

**10:30**

Organizer: Doctoral School of Economics  
I and Erasmus+ Office

Room 0124

**Celebrating Europe Day together**

*Guests: from European institutions and  
Ministry of External Affairs - To Be  
Announced*

**14:00 - 18:00**

Organizer: Faculty of Law

Virgil Madgearu Room



**Virtual Round table "The  
Importance of International  
Academic Cooperation in the Field  
of International Business –  
challenges and future trends"**

*Guests: Prof. Sanja Sever Mališ, Dean -  
Faculty of Economics and Business  
University of Zagreb - Mr. Ilin Dimitrov,  
Secretary to the President of Republic  
of Bulgaria for Education, Culture and  
Tourism - Prof. Marko Selakovic,  
Deputy Director, SP Jain School of  
Global Management, Dubai, UAE*

**12:00**

Organizer: Faculty of International  
Economic Relations

Zoom link to be announced

**Journal of Marketing Analytics  
Presentation**

*Guests: Maria Petrescu, Embry-Riddle  
Aeronautical University, Daytona  
Beach FL, USA – Edito Journal of  
Marketing Analytics*

**15:00**

Organizer: Faculty of Marketing

Zoom Meeting

[https://ase.zoom.us/j/88556560647?](https://ase.zoom.us/j/88556560647?pwd=aVRMUVJ5VGNQZ3hnQzRks2F6V1h5QT09)  
[pwd=aVRMUVJ5VGNQZ3hnQzRks2F](https://ase.zoom.us/j/88556560647?pwd=aVRMUVJ5VGNQZ3hnQzRks2F6V1h5QT09)  
[6V1h5QT09](https://ase.zoom.us/j/88556560647?pwd=aVRMUVJ5VGNQZ3hnQzRks2F6V1h5QT09)



An event organized by the  
Bucharest University of Economic Studies,  
coordinated by the  
International Relations Office



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