

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES | 2024

THE INTERNATIONAL KNOWLEDGE FAIR

**BE INNOVATIVE!
BE PROACTIVE!**



AGENDA



The Eighth Edition
**"The Future of Learning –
Double
and Joint Degrees"**

MONDAY, 11.11.2024

09:30 – 10:00

Opening Session:

Word of introduction,

Prof. Constantin Marius PROFIROIU,
Vice-rector for International Relations

"Current state of affairs in higher
education internationalisation:
Opportunities and challenges"

17:00– 18:00

**"Double Degree and Joint Degree Programs:
Benefits, Best Practices and Career
Perspectives"**

Guests:

DRĂGĂNUȚĂ- BRIARD Ana-Maria- INDE MBA Graduate

BOUSKOUTAS Christoforos – INDE MBA Student

AGANEI Iulian – RO-CA EMBA Student

Moderators:

*Prof. Mădălina MEGHIȘAN-TOMA, Vice-Dean of Bucharest
Business School*

*Prof. Ramona IGREȚ, Vice-Dean of Bucharest Business
School*

on ZOOM (Meeting ID: 965 3447 7648 Passcode: 312093)

(organised by: Bucharest Business School)

18:00 – 19:00

**"Challenges and opportunities in doctoral
research – an international approach"**

Virgil Madgearu Room

(organised by: Faculty of Agrifood and
Environmental Economics)

**BE INNOVATIVE!
BE PROACTIVE!**



TUESDAY, 12.11.2024

10:30 – 12:00

"ERASMUS INFO SESSION" – Discussions facilitated by ASE Erasmus+ office regarding the Erasmus Plus program and the opportunities offered within this program to students BA; MA and PhD study programs.

On ZOOM (Meeting ID: 841 6220 4069

Passcode: 174469)

18:00 – 19:00

"Lifelong Learning in the Digital Age: Leveraging AI for Personal and Professional Growth"

An online workshop designed to offer a dynamic exploration of how AI can shape lifelong learning, highlighting both the opportunities and potential risks of integrating AI into personal and professional growth strategies.

Guest-speaker: Alexandru GEORGESCU, PhD, National Institute for Research and Development in Informatics

On ZOOM (Meeting ID: 976 4720 2256, Passcode: workshop)

(organised by: Faculty of Finance and Banking)

BE INNOVATIVE!
BE PROACTIVE!



WEDNESDAY, 13.11.2024

13:30 – 14:30

"Double degree programs in the Faculty of Management – past, present, future perspectives"

AMF II, facilitated by Prof. Claudiu CICEA, Prof. Corina MARINESCU and Prof. Cristina STATE

(organised by: Faculty of Management)

15:00 – 16:00

"Assessing the Institutional Impact of Double and Joint Degree Programs for the Faculty of International Business and Economics"

16:00 – 17:00

"How to attract international students to the Faculty of International Business and Economics? Practical insights"

Room Constantin Barbulescu & on ZOOM

(Meeting ID: 940 2977 2842 Passcode: 697142)

(organised by: Faculty of International Business and Economics)

18:00 – 20:00

„Enhancing the Internationalization Efforts of the Bucharest University of Economic Studies: Promoting Academic Mobility and Elevating the Quality of Support Services."

Guest speaker: Professor Suman MISHRA, Ph.D., Department of Mass Communications, Southern Illinois University Edwardsville, United States

Room 2103 & ZOOM

(<https://ase.zoom.us/j/3167584605?omn=93985051103>)

(organised by: Faculty of Theoretical & Applied Economics)

**BE INNOVATIVE!
BE PROACTIVE!**



WEDNESDAY, 13.11.2024

19:30 – 21:00

Starting 18:30

"From Statistical Inference to Causal Inference via Econometrics"

The lecture focuses on methodological and practical approaches related to statistical inference and causality analysis, with examples from the field of population economics.

– Speaker: Daniela ANDREN, Associate professor, Örebro University School of Business, Sweden

(organised by: Faculty of Economic Cybernetics, Statistics & Informatics)

WELCOMING RECEPTION – Welcoming to ASE the heads of International Relations Offices from Universities members of the UNICA Network of Universities from the Capitals of Europe, with the occasion of the **Annual gathering of UNICA International Relations Officers, entitled "Building the Ideal International Relations Office: Balancing between Challenges and Tangible Results in a Dynamic Environment"**.

**BE INNOVATIVE!
BE PROACTIVE!**



THURSDAY, 14.11.2024

08:30 – 17:00

"UNICA IRO MEETING 2024 REFLECTING ON THE PAST, PRESENT, AND FUTURE "

- Welcome addresses
- Lecture on the evolution of internationalisation in Higher Education, by Horia ONITA, Head of the European Higher Education Area Secretariat
- Session 1: E+ briefing: what's new on Erasmus+?
- Session 2: Present-day challenges for International Relations Officers
- Session 3: Trends Shaping the Future of Internationalisation

(organised by: ASE Office for International Relations & UNICA Secretariat)

10:15 – 11:15

"Unlocking Competitive Advantage and Customer Value: Partnership Strategies within Service Ecosystems"

Dr. Anca Yallop, Senior Lecturer (Above the Bar) in Strategy in the Department of Marketing and International Business at the AUT Business School, Auckland University of Technology, New Zealand – Associate Editor of the International Journal of Market Research (UK) and Certified Member of the Market Research Society (UK).

On ZOOM (Meeting ID: 848 1886 4624

Passcode: 090379)

organised by: Faculty of Marketing)

14:00 – 16:00

"Success stories of double and joint degrees"

The objective of this presentation is to provide insights into the double degree programme offered by the Faculty of Accounting and Management Information Systems in partnership with the University of Amsterdam.

Guest speaker: Oana Cristina STOICA,
Moderator: Sînziana-Maria RÎNDAȘU
on ZOOM (Meeting ID: 977 9383 4981,
Passcode: 045463)

(organised by: Faculty of Accounting and
Management Information Systems)

**BE INNOVATIVE!
BE PROACTIVE!**



FRIDAY, 15.11.2024

09:00 – 13:00

"UNICA IRO MEETING 2024

AI WORKSHOP AND TRAINING & FLASH IRO MEETING"

- Session 4: Workshop/training: AI in Mobility and Partnership Management
- Wrap-Up Session: Designing the Ideal International Relations Office
- Flash IRO Meeting
- Conclusions

(organised by: ASE Office for International Relations & UNICA Secretariat)

10:00 – 12:00

"Higher education in Altinbas University Turkey: experiences and opportunities for professors, researchers and students"

Guest speakers: Sündüs Aybala IŞIK, Erasmus Institutional Coordinator, Doc. Dr. Muzaffer AYDEMİR, Head of Management Information Systems Department, Faculty of Applied Sciences Altınbaş University, Turkey
On ZOOM (Meeting ID: 923 7386 3984
Passcode: 304848)

(organised by: Faculty of Public Management and Administration)

BE INNOVATIVE!
BE PROACTIVE!



FRIDAY, 15.11.2024

12:00 – 14:00

**"Building Networks Across Borders:
Erasmus Students in Business and
Tourism"**

Moderator: prof. Olimpia STATE

On ZOOM (Meeting ID: 963 1254 9638,
Passcode: 500557)

(organised by: Faculty of Business and
Tourism)

With the occasion of the Farewell lunch offered to participants at the UNICA IRO MEETING 2024, Prof. Constantin Marius PROFIROIU, Vice-rector for International Relations will address the Closing Remarks for the IKF 2024.

***#IKF is organised with the
support of FDI project
CNFIS-FDI-2024-F-0467.***

