



BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

INTERNATIONAL WEEK 2025

10TH EDITION



5-9 MAY 2025

Be proactive!

Be innovative!

**5 May 2025****International Week Welcome Remarks**

Time: 8:30 - 8:55

Place: International Relations Office Meeting Room, Piața Romană, No. 8

Speaker: Professor Constantin Marius PROFIROIU (PhD), Vice-Rector for International Relations, Bucharest University of Economic Studies (BUES)

Welcoming the international guests from universities representing:

Estonia, France, Germany, Greece, Italy, the Netherlands, Poland, Portugal, and Spain.

Erasmus+ BIP: Challenges for the Social Responsibility of Corporations Active in Bucharest. CSR and Social Entrepreneurship (parallel session)

Hour: 9:00-10:00

Place: Rotonda Hall, 3rd Floor, Ion. N. Angelescu Building, Piața Romană, No. 6

Speaker: Professor Monica DUDIAN (PhD), Faculty of Theoretical and Applied Economics
Bucharest University of Economic Studies

Mapping Research Trends: Faculty Publications at BUES, 2019–2025

Time: 9:00 - 9:55

Place: International Relations Office Meeting Room, Piața Romană, No. 8

Speaker: Professor Alexandra Lavinia HOROBETȚ (PhD)
Department of International Business and Economics
Bucharest University of Economic Studies

Overview of BUES's Initiatives Regarding the European Universities Alliances Framework

Time: 10:00-10:25

Place: International Relations Office Meeting Room, Piața Romană, No. 8

Speaker: Cătălin PLOAE (PhD), Senior Lecturer, Faculty of International Business and Economics
Bucharest University of Economic Studies

Coffee Break

Time: 10:30 - 11:00

International Student Integration in France

Time: 11:00 - 11:25

Place: International Relations Office Meeting Room, Piața Romană, No. 8

Speaker: Alexandra MARTINEZ (PhD), University of Reims Champagne-Ardenne, France

AACSB Data Collection Solution

Time: 11:30-11:55

Place: International Relations Office Meeting Room, Piața Romană, No. 8

Speaker: Professor Liviu-Adrian COTFAS (PhD), Director
International Relations Direction, Bucharest University of Economic Studies

**5 May 2025****Networking Lunch**

Time: 12:00-13:00

Place: International Relations Office Premises, Piața Romană, No. 8

Alumni ASE International Club: exploring growth & community building

Time: 13:00-13:30

Place: International Relations Office Meeting Room, Piața Romană, No. 8

Speaker: Costin CIORA (PhD), Assistant Professor, Department of Financial Analysis and Valuation, Bucharest University of Economic Studies

Guest Speaker: Alexandru POPA, Associate Director, Sustainability Business - Schneider Electric Singapore

The Role of Tech Diplomacy and Innovation in the Emerging Geopolitical Order

Time: 13:30-13:55

Place: International Relations Office Meeting Room, Piața Romană, No. 8

Organizer: Center For American Studies

Speaker: Olga CHIRIAC

Status Update on International Rankings (THE, QS)

Time : 14:00-14:30

Place: International Relations Office Meeting Room, Piața Romană, No. 8

Speakers: Laura MINA-RAIU (PhD), Senior Lecturer, Faculty of Administration and Public Management, Bucharest University of Economic Studies

Daniela MOLDOVEANU, International Rankings and Accreditation Officer, Bucharest University of Economic Studies

Coffee Break

Time: 14:30-15:00

AACSB Accreditation Process of BUES

Time: 15:00-15:30

Place: International Relations Office Meeting Room, Piața Romană, No. 8

Speakers: Oana Alexandra BUCUR, International Rankings and Accreditation Officer Bucharest University of Economic Studies

Marian NICA (PhD), Coordinator International Rankings and Accreditation Unit Bucharest University of Economic Studies

NOTE: All events organized on May 5th in the International Relations Office Meeting Room will also be accessible online via the Zoom platform.<https://ase.zoom.us/j/93064596873?pwd=XhS0LyEUtM0ZxbSWWh9UOSOa5VkdXRu.1>

Meeting ID: 930 6459 6873

Passcode: 577543

**5 May 2025****Accounting, Reporting and Financial Analysis - 3D simulation**

Time: 10:30 - 11:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; Room 4102

Speaker: Piotr LUTY (PhD, Assistant Professor, Wroclaw University of Economics and Business)

Brief description of the activity: The course offers a hands-on simulation in accounting and financial analysis. Students practice reporting and decision-making in a realistic business environment.

The AI-Powered Campus: Advancing HR Excellence Through Strategic University Alliances

Time: 11:00

Organizer: Faculty of International Business and Economics

Place: Zoom Meeting

<https://us02web.zoom.us/j/89446338543?pwd=F8i1jfeN9IPbZuPavoMQyxie39s4aj.1>

Meeting ID: 894 4633 8543; Passcode: 557709

Speaker: Roxana Voicu DOROBANȚU, Ph.D., Associate Professor, Faculty of International Business and Economics, Bucharest University of Economic Studies
Catalin PLOAE, Ph.D., Senior Lecturer, Faculty of International Business and Economics, Bucharest University of Economic Studies

European Union Law

Time: 12:00 - 13:20

Organizer: Faculty of Business Administration in Foreign Languages

Place: Paul Bran Building, 5-7 Mihail Moxa Street; Room 3 M VIII

Speaker: Elia Cerrato GARCÍA (Professor, CUNEF Universidad)

Brief description of the activity: EU law: sustainable finance regulation (regarding disclosure, reporting, KPIs, credit rating agencies, supervision, green monetary policy of European Central Bank and National Central Banks, or institutions in the EU)

Accounting, Reporting and Financial Analysis - 3D simulation

Time: 13:30 - 14:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Mihai Eminescu Building, 41 Dacia Boulevard; Room 1108

Speaker: Piotr LUTY (PhD, Assistant Professor, Wroclaw University of Economics and Business)

Brief description of the activity: The course offers a hands-on simulation in accounting and financial analysis. Students practice reporting and decision-making in a realistic business environment.

**5 May 2025**

Managing Liabilities and Debt Risk: The Key to Financial Security; The Role of Liabilities in Maintaining Liquidity: Challenges and Risks of Excessive Debt

Time: 13:30 - 14:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Paul Bran Building, 5-7 Mihail Moxa Street; Room 3 M VII

Speaker: Piotr OLEKSYK (PhD, Wrocław University of Economics and Business)

Brief description of the activity: The course analyzes the role of liabilities in financial stability. It addresses debt risk, liquidity management, and the challenges of excessive borrowing.

European Union law

Time: 13:30 - 14:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Paul Bran Building, 5-7 Mihail Moxa Street; Room 3 M VIII

Speaker: Elia Cerrato GARCÍA (Professor, CUNEF Universidad)

Brief description of the activity: EU law: sustainable finance regulation (regarding disclosure, reporting, KPIs, credit rating agencies, supervision, green monetary policy of European Central Bank and National Central Banks, or institutions in the EU)

TrasEU Educativ

Time: 14:00-15:00

Organizer: Law Faculty

Place: Sediul Casei Europa din Bucuresti, str Vasile Lascar nr 31, parter.

Speaker: Conf. Univ. Dr. Razvan Horațiu RADU

Erasmus+ Blended Intensive Programme (BIP)s

Challenges for the Social Responsibility of Corporations Active in Bucharest. CSR and Social Entrepreneurship (05-12 May 2025), with students from:

Van Hall Larenstein University of Applied Sciences

University of Nürtingen-Geislingen

Green banking and beyond: when traditional finance meets environmental responsibility (05-09 May 2025), with students from:

Harokopio University of Athens

University of Economics in Katowice

University of Bordeaux

**6 May 2025****Doing Business in Africa**

Time: 10:30 - 11:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; Room 4202

Speaker: Jean Gabain BOISSY (Lecturer, The Hague University of Applied Sciences)

Brief description of the activity: The course offers insights into the business environment in Africa. It explores opportunities, challenges, and strategies for operating on the continent.

Higher Education in Freie Universität Berlin. Building Erasmus+ Networks Across Borders (online)

Time: 11:30

Organizer: Faculty of Public Administration and Management

Place: <https://ase.zoom.us/j/94218837775?pwd=IfB2Bs3RWyfHSB1DCwanFnVIpLbChc.1>

Meeting ID: 942 1883 7775; Passcode: 964352

Speaker: Erasmus+ student, Freie Universität Berlin

Introduction to IFRS / Accounting for R&D

Time: 13:30 - 14:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; Room 4102

Speaker: Dr. Nadine ZBIEGLY, Head of Center for International Relations;
Lecturer, University of Augsburg

Brief description of the activity: The course introduces the basics of IFRS standards. It also covers accounting practices related to research and development activities.

Presentation Skills, Digital Communication, Networking

Time: 13:30 - 14:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; Room 4201

Speaker: Filipe CARRERA (Guest professor, Universidade Europeia, Lisbon)

Brief description of the activity: The course develops practical skills in presentation, digital communication, and networking. It helps students communicate effectively and build professional connections.

**6 May 2025****WOW, Internship cu ERASMUS+ (online)**

Time: 14:00
Organizer: Erasmus+ Office
Place: ZOOM ID: 681 379 2868; Password: 1234
Brief description of the activity: Learn how to access funding to finance your dream internship abroad!

AI Use in Accounting Research: An Author, Reviewer, and Editor Perspective

Time: 18:00-19:00
Organizer: The Faculty of Accounting and Management Information Systems and Center for Studies in Accounting and Management Information Systems
Place: Room B505
Speaker: Professor Andrei FILIP, IESEG School of Management, France
Brief description of the activity: A research seminar intended to provide an overview of opportunities and pitfalls of employing AI in accounting research.

Ethics in Leadership (Webinar)

Time: 17:00-18:00
Organizer: Bucharest Business School
Place: Registration form: <https://forms.gle/ubsBJw5djugq31qd9>
Connection details: <https://ase.zoom.us/j/92154543584?pwd=rScFK7P4TCKCVkP7Wh11Af1XCNDfjQ.1>
Meeting ID: 921 5454 3584; Passcode: 573696
Hosts: Professor PhD Madalina MEGHISAN-TOMA, Vice-Dean, Bucharest Business School (BBS)
Associate Professor PhD Ramona IGRET, Vice-Dean, Bucharest Business School (BBS)
Guest Speaker: Dr. Caroline CLARINVAL
Brief description of the activity: The online session would focus on the vital role of ethics in leadership and explore the critical intersection of health, education and leadership

Cultural Differences in Business Communication: Why U.S. Strategies May Not Work in Europe

Time: 18:00
Organizer: Faculty of Theoretical and Applied Economics (ETA)
Place: BVB Amphiteater, ASE București, <https://ase.zoom.us/j/98006739001?pwd=5YDaX8hSgIz0RbF8pXPpfJm1TkBBB7.1>
Speaker: Dr. Sorin NASTASIA, Associate Professor, Department of Applied Communication Studies at Southern Illinois University Edwardsville USA; Director of the International Studies degree program within the College of Arts and Sciences
Brief description of the activity: This workshop examines the impact of cultural variations on business communication, with a focus on the contrasting approaches between the United States and Europe.

**7 May 2025**

Digital Marketing, Viral Marketing, Content Marketing, Marketing Fundamentals

Time: 10:30 - 11:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Paul Bran Building, 5-7 Mihail Moxa Street; Room 3 M VII

Speaker: Luis Fabio Vlana Rodrigues

Lecturer and Researcher, The Hague University of Applied Sciences

Brief description of the activity: The course introduces key concepts in digital marketing. It covers strategies in viral and content marketing, along with basic marketing principles.

Business in China - Getting Acquainted with the Chinese Business Environment

Time: 10:30 - 11:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; Room 4310

Speaker: Yabo Qian (Lecturer, The Hague University of Applied Sciences in the Netherlands)

Brief description of the activity: The course introduces key aspects of the Chinese business environment. It covers cultural, economic, and regulatory factors affecting business operations in China.

The Fractional CMO: A New Marketing Leadership Model and When It Works (online)

Time: 11:30

Organizer: Marketing Faculty

Place: <https://ase.zoom.us/j/98720724253?pwd=l3bfnn5SXFmPASu0fEAODqAJGuErEr.1>

Meeting ID: 987 2072 4253; Passcode: 619766

Speaker: Professor Sebastian Hohenberg (PhD)

Chair of Digital Transformation, University of Muenster

Brief description of the activity: Presentation on the fractional CMO, a part-time, outsourced position that fulfills the role of marketing director for companies without committing to the cost of a full-time internal role.

Life Cycle Assessment, Sustainability, Circular Economy

Time: 12:00 - 13:20

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; Room 4202

Speaker: Marco Ruggeri (Researcher, Sapienza University of Rome)

Brief description of the activity: The course explores sustainability through life cycle assessment and circular economy principles. It focuses on reducing environmental impact across product life cycles.

**7 May 2025**

Leadership and Strategic Change

Time: 12:00 - 13:20

Organizer: Faculty of Business Administration in Foreign Languages

Place: Paul Bran Building, 5-7 Mihail Moxa Street; Room 3 M VIII

Speaker: Marge Sassi (Senior lecturer (PhD), Tallinn Technical University (TALTECH))

Brief description of the activity: Identifying and evaluating different leadership styles in relation to strategic change.

Managing Liabilities and Debt Risk: The Key to Financial Security; The Role of Liabilities in Maintaining Liquidity: Challenges and Risks of Excessive Debt

Time: 12:00 - 13:20

Organizer: Faculty of Business Administration in Foreign Languages

Place: Paul Bran Building, 5-7 Mihail Moxa Street; Room 3 M VII

Speaker: Piotr Oleksyk (PhD, Wroclaw University of Economics and Business)

Brief description of the activity: The course analyzes the role of liabilities in financial stability. It addresses debt risk, liquidity management, and the challenges of excessive borrowing.

Life Cycle Assessment, Sustainability, Circular Economy

Time: 13:30 - 14:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Paul Bran Building, 5-7 Mihail Moxa Street; Room 3 M VIII

Speaker: Marco Ruggeri (Researcher, Sapienza University of Rome)

Brief description of the activity: The course explores sustainability through life cycle assessment and circular economy principles. It focuses on reducing environmental impact across product life cycles.

Doing Business in Africa

Time: 13:30 - 14:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; Room 4012

Speaker: Jean Gabain BOISSY (Lecturer, The Hague University of Applied Sciences)

Brief description of the activity: The course offers insights into the business environment in Africa. It explores opportunities, challenges, and strategies for operating on the continent.

**7 May 2025****Presentation Skills, Digital Communication, Networking**

Time: 15:00 - 16:20

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavesco Building, 2-2a Calea Grivitei; Room 4209

Speaker: Filipe Carrera (Guest professor, Universidade Europeia (Lisbon))

Brief description of the activity: The course develops practical skills in presentation, digital communication, and networking. It helps students communicate effectively and build professional connections.

Pay it Forward: Experiences Gained in International Projects (online)

Time: 16:00

Organizer: Faculty of Administration and Public Management

Place: <https://ase.zoom.us/j/97956835039?pwd=YzmBXwpuQyMOxfHsFjdPWYGTetWPAI.1>

Meeting ID: 979 5683 5039

Passcode: 398478

Speaker: Professor Daniela-Luminita CONSTANTIN (PhD), Bucharest University of Economic Studies

INSPPiR2eS Global Pitching Research Competition 2025 – BUES Chapter

Time: 18:00-19:20

Organizer: The Faculty of Accounting and Management Information Systems and Center for Studies in Accounting and Management Information Systems

Place: Room B505

Speaker: Professor Robert FAFF (PhD), Corvinus University of Budapest, Hungary, and UQ Business School and Bond Business School, Australia

Brief description of the activity: Local BUES competition (mainly for PhD students) that feeds into the InSPiR2eS Global Pitching Research competition.

**8 May 2025**

Building the Start-up Team

Time: 9:00 - 10:20

Organizer: Faculty of Business Administration in Foreign Languages

Place: Paul Bran Building, 5-7 Mihail Moxa Street; 3M8

Speaker: Daan van der Linde (Lecturer, Van Hall Larenstein University of Applied Science in Velp)

Brief description of the activity: What are the criteria for building a successful team?

Introduction to IFRS / Accounting for R&D

Time: 10:30 - 11:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; 4202

Speaker: Dr. Nadine Zbiegly

Head of Center for International Relations; Lecturer, University of Augsburg)

Brief description of the activity: The course introduces the basics of IFRS standards. It also covers accounting practices related to research and development activities.

Leadership Simulation Game Focusing on: Leadership, Performance Management, Decision Making and Giving/Receiving Feedback

Time: 12:00 - 13:20

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; 4208

Speaker: Marge Sassi (Senior lecturer (PhD), Tallinn Technical University (TALTECH))

Brief description of the activity: The course explores sustainability through life cycle assessment and circular economy principles. It focuses on reducing environmental impact across product life cycles.

Business in China - Getting Acquainted with the Chinese Business Environment

Time: 10:30 - 11:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; 4012

Speaker: Yabo Qian (Lecturer, The Hague University of Applied Sciences in the Netherlands)

Brief description of the activity: The course introduces key aspects of the Chinese business environment. It covers cultural, economic, and regulatory factors affecting business operations in China.

**8 May 2025**

Sport, Sustainability, and Social Impact: Interdisciplinary Perspectives on Well-being (online)

Time: 18:00

Organizer: Faculty of Agrifood and Environmental Economics (EAM)

Place: <https://ase.zoom.us/j/92723033577?pwd=EpopRHTOmMVQj1PoumJtiDwYpOgVAV.1>

Speaker: Iván Ramírez-Bravo and Dušan Stupar, PhD candidate and coordinator of the sports innovation line, Department of Didactics of Music, Plastic and Body Expression. Faculty of Sport Science. University of Extremadura (Spain) and Faculty of Sport and Psychology, Educons University, Serbia

Brief description of the activity: Design and development of an application to monitor mental load and group

Workshop: Financial planning: More Green, Please! (online)

Time: 11:00

Organizer: Faculty of Finance and Banking

Place: <https://ase.zoom.us/j/98968449609?pwd=DYf2Zk0H1tPqNkbt3qJziEYX4Fmf4D.1>

Meeting ID: 989 6844 9609; Passcode: 643505

Speakers: Professor Andreea-Maria STOIAN (PhD), Faculty of Finance and Banking, BUES; Associate Professor Filip IORGULESCU (PhD); Associate Professor Konstantinos ABELIOTIS (PhD), Harokopio University of Athens, Kallithea, Greece

Brief description of the activity: The Workshop explores the intersection of traditional finance and environmental responsibility, focusing on how banks and financial institutions can drive sustainable development, and underlines the role of the financial sector in combating climate change.

Workshop: What are the Benefits of Choosing Erasmus Mobility? (online)

Time: 15:00

Organizer: Faculty of Business and Tourism

Place: Zoom Meeting

<https://ase.zoom.us/j/95893162217?pwd=BS3QKRGAAADBMAbJNT2baMx0lORS1fr.1>

Meeting ID: 958 9316 2217 Passcode: 727350

Product Index Management - Classical Approach vs. AI Approach (online)

Time: 11:15

Organizer: The Faculty of Accounting and Management Information Systems

Place: Zoom (Meeting ID: 958 1023 3692, Passcode: 629903)

Speaker: Jan KRÓLIKOWSKI (PhD), Lodz University of Technology

Brief description of the activity: A set of product indexes will be taken from a sample company database. Firstly the traditional methods of querying data will be explained. Then, modern spreadsheet functions will be introduced, and all functions will be rewritten with the support of AI.



8 May 2025



Dissemination of BUES Doctoral Research Results at the International Level (online)

Time: 18:00

Organizer: Faculty of Management

Place: [https://ase.zoom.us/j/3100097053?](https://ase.zoom.us/j/3100097053?pwd=cmxUc1EyWkpWMHdlOFBpK2ZvMjJoZz09&omn=92928512745)

[pwd=cmxUc1EyWkpWMHdlOFBpK2ZvMjJoZz09&omn=92928512745](https://ase.zoom.us/j/3100097053?pwd=cmxUc1EyWkpWMHdlOFBpK2ZvMjJoZz09&omn=92928512745)

Meeting ID: 310 009 7053; Passcode: 100375

Speakers: Professor Claudiu CICEA (PhD); Professor Nadia CIOCOIU (PhD), Director Management Doctoral School; Professor Simona STEFAN (PhD)

Brief description of the activity: Increasing the visibility of research conducted at the Bucharest University of Economic Studies

Exploring the Origins of Japan's Manga and Anime (online)

Time: 15:00

Organizer: Center for Japanese Studies, BUES

Place: <https://ase.zoom.us/j/91832562745?pwd=pj9kor2KwA5fuFplsGvXBEvZEA0OX.1>

Speaker: Associate Professor George T. SIPOS (PhD), West University of Timișoara (RO)/
Gannon University (USA)

Brief description of the activity: An interactive lecture dedicated to lovers of Japanese culture. We will explore the cultural origins of the manga and anime phenomena, analyzing the connections between contemporary pop culture and traditional Japanese culture.

Research Seminars in Finance, Economics and Banking (RSiFEB), online

Time: 16:00

Organizer: Faculty of Finance and Banking, BUES

Place: TBA on the seminar page: <https://www.fma.org/FEARN>

Speaker: Professor Marco PAGANO (PhD), University of Naples Federico II

Brief description of the activity: Virtual seminars featuring researchers at the forefront of their fields. The FEB-RN consists of the following universities: Aalborg University Business School (Denmark), University of Antwerp (Belgium), University of Minho, School of Economics and Management (Portugal), Fundacao Getulio Vargas (Brazil), University College Dublin (Ireland), University of Bath (United Kingdom), Tor Vergata University of Rome (Italy), University of Belgrade, Faculty of Economics and Business (Serbia), University of Zaragoza, School of Economics and Business (Spain), Bucharest University of Economic Studies (Romania), Phenikaa University (Vietnam), Poznan University of Economics and Business (Poland), University of Ljubljana, School of Economics and Business (Slovenia), EM Normandie Business School (France), The Stockholm School of Economics in Riga (SSE Riga) (Latvia), Aristotle University of Thessaloniki (Greece), Massey University, School of Economics and Finance (New Zealand), Rabat Business School (Morocco), University of Chile-School of Economics and Business (Chile), The Banking and Finance Academy of the Republic of Uzbekistan (Uzbekistan), The University of Economics in Bratislava (Slovakia), Corvinus University of Budapest (Hungary), Cyprus University of Technology (Cyprus).

**9 May 2025**

Digital Marketing, Viral Marketing, Content Marketing, Marketing Fundamentals

Time: 10:30 - 11:50

Organizer: Faculty of Business Administration in Foreign Languages

Place: Victor Slavescu Building, 2-2a Calea Grivitei; Room 4012

Speaker: Luis Fabio Viana Rodrigues,

Lecturer and Researcher, The Hague University of Applied Sciences

Brief description of the activity: The course introduces key concepts in digital marketing. It covers strategies in viral and content marketing, along with basic marketing principles.

Tourism and Services: Current Trends in Business Administration Research (online)

Time: 18.00

Organizer: Faculty of Business and Tourism

Place: Zoom Meeting

<https://ase.zoom.us/j/95030375466?pwd=YHTYrl7X0mF8eKk1WQ5FvwxbaihtJe.1>

Meeting ID: 950 3037 5466 Passcode: 751393

Speaker: Professor Grazia CALABRÒ (PhD), University of Messina, Italy

Brief description of the activity: Doctoral seminar with international participation. PhD students from the Doctoral School of Business Administration will take part.

ESG Disclosure and SME: an Adaptive Neural Network Approach (online)

Time: 14:30

Organizer: Faculty of Cybernetics, Statistics and Economic Informatics

Place: Zoom Meeting Link:

<https://ase.zoom.us/j/99943824250?pwd=YoOfldXLEn2Nl9faIWfijNzeVti0vU.1>

Meeting ID: 999 4382 4250 Passcode: 933125

Speaker: Professor Giacomo Di TOLLO (PhD), Polytechnic University of Marche, Ancona, Italy

Brief description of the activity: Presentation of a study which aims to build a Neural Network approach to assess whether some indicators of the business' operational aspect may be used to predict Environmental, Social, and Governance (ESG) disclosure among SMEs

**9 May 2025**

EU Back-2-University

Organizer: Faculty of International Business and Economics (REI)

Speaker: Alexandru MATERİ, Civil Servant, European Parliament

Time & Place: 9:00-10:20: Room URA A1; 10:30-11:50 Room URA A1; 18:00-19:20 Room 3MII

Brief description of the activity: The event offers students the opportunity to discover the European Union from the inside, through a direct meeting with a European official returning to the university where they began their educational journey. The REI guest works within the European Parliament and will share personal and professional experiences in a top European institution. In this way, students can understand how decisions made at the European level impact their daily lives. Information will be provided about the activities of the European Parliament, as well as about career opportunities in the EU, including scholarships and internships.

Dialogue et découverte : Intégrer une entreprise franco-roumaine après des études en économie

Time: 13:30

Organizer: The Centre de Réussite Universitaire (CRU), ASE

Place: Local de l'Université Roumano-Américaine, salle 115

Speaker: Matei DURA, directeur de Marketing, Mediaposte Hit Mail, Corina LASCU-CILIANU, professeur des universités, docteur ès lettres

Brief description of the activity: Comment se faire embaucher dans une entreprise franco-roumaine et comment s'y intégrer efficacement ? Conseils donnés aux étudiants par un professionnel roumain qui a fait ses études en Roumanie et en France, et qui travaille actuellement en Roumanie.

CLOSING REMARKS

Time: 15:00

Place: International Relations Office Meeting Room, Piața Romană, No. 8



BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Piața Romană, no. 6, sector 1,
Bucharest, ROMANIA

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