



INTERNATIONAL
COOPERATION



INTERNATIONAL
RANKINGS



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ERASMUS+
PROGRAMME

NEWS LETTER



March - 2025

Internationalization at home

3rd March

- **BIPerfect Week Kicks Off at Bucharest University of Economic Studies!**

We are excited to officially open the BIPerfect Week (March 3-7, 2025) at the Bucharest University of Economic Studies! This dynamic event brings together three Blended Intensive Programs (BIPs), welcoming participants from Greece, Italy, Portugal, Poland, Lithuania, Israel, Georgia, and South Africa.

The opening session was led by Professor Marius Profiroiu, Vicerector for International Relations, marking the beginning of a week full of academic collaboration, cultural exchange, and innovation. The BIPs are expertly organized and coordinated by Professor Andreea Serban, Director of the Doctoral School of Economics I, ensuring an enriching experience for all involved.

Stay tuned for insights, discussions, and memorable moments from this international academic gathering!

4th March

- **The visit of the Utah Tech University delegation**

Happy to welcome to our University Mr. Shadman Bashir, LLM, the Director of International Office at Utah Tech University in the US.

The possibility to conclude a partnership and to have our academics teaching courses on cyber security at the American university was overviewed during discussions, based on our strategical approach of enhancing the global outreach of ASE.

07th March

- **BIP coordinated by Professor Andreea Ţerban from Doctoral School of Economics I**

Our 3 BIPs (Blended Intensive Programmes) coordinated by Professor Andreea Ţerban from Doctoral School of Economics I during 3rd and 7th of March successfully finished. They offered the possibility to participants to engage in insightful seminars and workshops targeting aspects related to: SDGs, European Union policies, sustainability, resilience, inclusion, economic convergence, etc. A key moment of our programs was the workshop in Sinaia, which explored Interculturality and Tourism in the EU. Also, this experience was further enriched by study visits to the National Bank of Romania and the Palace of the Parliament, providing valuable insights into economic and policy frameworks within the European context.



A heartfelt thank you to our 11 partners for 9 countries for the great collaboration and for joining us: University of West Attica (Greece), University of Applied Sciences in Elbląg (Poland), University of Minho (Portugal), Vilnius Tech University (Lithuania), Università Politecnica delle Marche (Italy), Wroclaw University of Economics and Business (Poland), School of Hospitality and Tourism, Polytechnic of Porto (Portugal), Porto Accounting and Business School, Polytechnic of Porto (Portugal), Tel-Aviv Yaffo (Israel), Ilia State University (Georgia), University of South Africa (South Africa).



17th March

- The delegation from KET Schools of Management Kohinoor Business School (KBS) and Kohinoor Management School (KMS) Mumbai (India)

Today Prof. Constantin Marius Profiroiu, Vice-rector for International Relations welcomed to our University a delegation of students from KET Schools of Management Kohinoor Business School (KBS) and Kohinoor Management School (KMS) Mumbai (India), accompanied by Prof. Dr. Preeti Sharad Shirodkar.



During their stay at the university with the Faculty of International Business and Economics the Indian students will attend lectures and interact with Romanian students and their professors. Dr. Shirodkar will also hold 2 interesting workshops: “Where the Reel and Real Meet: Decoding Bollywood and Gender Stereotyping” and “(Re)presentation of Indian Mythology in Indian Literature”.



Prof. Profiroiu highlighted the fact that our university wants to develop cooperative relations with prestigious universities in India in the context of accelerating the internationalization process of ASE.



18th March

Today we had the pleasure to receive the working visit to our University by Ms. Anna Orlova, Regional Director for the UK & Europe, Times Higher Education (THE).



20th March

- The meeting was to explore potential cooperation between our University and QS

Today at the initiative of our Vice-rector for International Relations Prof. Constantin Marius Profiroiu, we had an online meeting with Mr. Leonardo Andrade, Director of Client Partnership Europe, Quacquarelli Symonds (QS), and Mr. Martin Serrano, Co-founder of 1Mentor. The objective of the meeting was to explore potential cooperation between our University and QS, in order to increase the professional impact of our alumni.

20th March

- Celebrating International Francophonie Day at Our University

On March 20, our university marked International Francophonie Day through a series of events held under the slogan "I educate, so I act." This theme reaffirmed the fundamental role of education in shaping more balanced, inclusive, and responsible societies.

Francophonie goes beyond language—it serves as a bridge between cultures, a catalyst for creativity, and a driver of intellectual and human exchange. It is a true celebration of cultural dialogue, sharing, and friendship.

This year's festivities were enriched by a variety of special events organized by the Center for University Success – CRU ASE (Center for Francophone Studies and the Faculty of International Economic Relations). These activities brought together Francophone and Francophile students from our university, guided by the dedicated faculty who teach French:

"Français à ciel ouvert" series :

- "Le français en route", role-playing game, How is the activity carried out in the European Parliament?, activity at Casa Europa, European Public Space, March 11, 2025, with the participation of 23 LMA, REI, ASE students, year 1, edition. 2nd, part 1. Activity coordinator: Olivia Rusu;
- "Le français en route", role-playing game, How is activity carried out in the European Parliament?, activity at Casa Europa, European Public Space, 18 March 2025, with the participation of 27 LMA, REI, ASE students, year 2 and 3, edition. 2nd, part 2. Activity coordinator: Olivia Rusu;
- Visit to the French Institute in Bucharest – March 20, 2025, with the participation of students from the Faculty of Management and the Faculty of Business Administration in Foreign Languages. Activity coordinator: Emilia Motoranu.

"Français en classe" series :

- Musical evening "My favorite francophone chanson", 4th edition, March 10, with the participation of LMA, REI, ASE students, year 1. Activity coordinators: Monica-Alina Toma, Olivia Rusu.
- Masterclass en présentiel et en ligne – "L'IA dans la recherche académique à travers le prisme des vertus de l'Éthique à Nicomaque d'Aristote : quelles valeurs éthiques préserver?", March 11, 2025, with the participation éthiques préserver?", March 11, 2025,



with the participation of LICOM, REI, ASE students, year 1. Invited – university professor Mădălina Croitoru, University of Montpellier, France. Activity coordinator: Olivia Rusu.

- Francophone Workshop: « Je m'éduque donc j'agis » #JournéedelaFrancophonie #Mon20mars – March 18, 2025 - Journée Internationale de la Francophonie. Special guest, Mrs. Nadia Tunsu, CEF AUF Bucharest, who gave a presentation on the theme "Agir pour l'employabilité francophone". Activity coordinator: Onorina Botezat. The following three workshops were organized within this event:

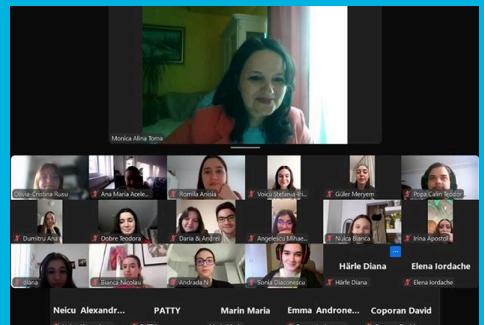
1. Interactive workshop: "Voyage au cœur de la Francophonie", animator: Onorina Botezat;
 2. Interactive workshop: "Les différences culturelles dans le monde des affaires", host: Alexandra Moraru;
 3. Interactive workshop: "L'Acrostiche : une façon sympa de parler de moi", animator Monica-Lucreția Luca-Husti;
 4. Interactive workshop: "L'éducation aux images : le cinéma francophone", animator Monica-Alina Toma.
- Round table / Le café pédagogique - first edition, "Ethique et l'IA dans l'enseignement supérieur: quel besoin de formation pour les professeurs et les étudiants?", March 21, 2025, with the participation of LMA, FABIZ, APLR, LICOM master year 1, ERASMUS REI students. Activity coordinators: Monica Lucretia Luca-Husti, Maria-Antoaneta Lorentz.
 - "Learn français à travers le cinéma" workshop, with the participation of LMA, REI, ASE students, year 1, March 26, 2025, edition I, Activity coordinators: Monica-Alina Toma, Olivia Rusu.

20th March

- We welcome Professor Goranka Knežević, PhD, Rector of Singidunum University, Serbia

We are honored to welcome Professor Goranka Knežević, PhD, Rector of Singidunum University, Serbia, as she joins us for a teaching mobility at the Faculty of Agrifood and Environmental Economics, within our university.

From March 20-22, 2025, Professor Knežević will share her expertise with master's students in the program Sustainable Development of Businesses and Economic Organizations. Her insights into corporate sustainability reporting will provide invaluable knowledge for future leaders in sustainable business.



22nd March

- Strengthening ASE's Ties with Japanese Universities through Student Collaboration

We are committed to expanding ASE's academic partnerships with Japanese universities by fostering joint activities between our students and their Japanese peers.

On Saturday, March 22, 2025, we had the pleasure of hosting a collaborative lesson with professors and students from Aichi Gakuin University. This interactive session provided students with the opportunity to engage in meaningful discussions and explore topics of mutual interest.

We are especially delighted to see how teamwork played a key role in breaking language barriers. Even beginner students successfully communicated in Japanese, supported by their more advanced peers and the Japanese students.

Such initiatives not only enhance cultural and academic exchanges but also empower students to develop valuable skills for the future. We look forward to more inspiring collaborations ahead!

25th March

- Online meeting with Utah Tech University

We are pleased to see important steps forward in establishing a comprehensive framework of cooperation with Utah Tech University. The finalization of an agreement for faculty and student mobility was discussed today, as well as the possibility to collaborate on the area of cybersecurity research. Future discussions will focus on the possible conclusion of an Erasmus agreement and the visit of representatives from Utah Tech University to our university.

International missions

3rd March

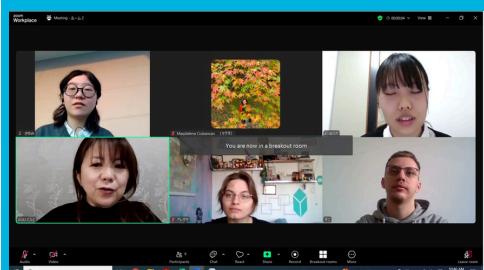
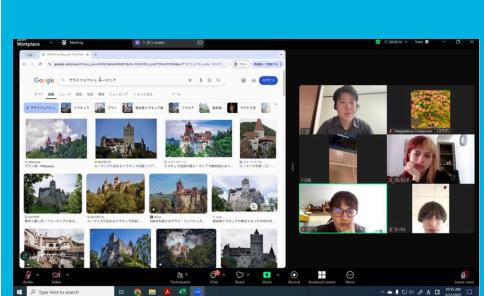
- Happy Liberation Day, Bulgaria!

With the occasion of the National Day of Bulgaria, we would like to congratulate all our Bulgarian students and partners.

07-14th March

- Erasmus+ Short Mobility Program at the University of West Attica, Greece.

A group of PhD students from the Doctoral School of Economics I, coordinated by Professor Andreea Serban, participated in an Erasmus+ Short Mobility Program at the University of West Attica, Greece, from March 7-14, 2025. During the visit, the doctoral students attended courses and debates, presented their doctoral research findings, and met with the host university's PhD students.



07-14th March

- **Erasmus+ Short Mobility Program at the Kelley School of Business, Indiana University, U.S.**

A group of talented students from the Accounting and Management Information Systems Faculty, coordinated by Professor Cătălin Albu, is currently participating in an Erasmus+ Short Mobility Program at the Kelley School of Business, Indiana University, from March 7-14, 2025.

This incredible opportunity allows them to engage with international academic perspectives, enhance their skills, and build valuable connections in a globally recognized business environment.

We extend our sincere gratitude to our hosts at the Kelley School of Business for their warm welcome, insightful sessions, and dedication to fostering international collaboration.

Wishing them a successful and inspiring week in the U.S.!

25th March

- **National Day of the Hellenic Republic!**

On the occasion of the National Day of the Hellenic Republic, we would like to extend our warmest congratulations to all our Greek partners and students.

Χρόνια Πολλά!

25th March

- **Asia-Pacific Association for International Education (APAIE) 2025 Conference and Exhibition in Delhi, India**

Between March 24 - March 28, 2025 a delegation of our University is attending the Asia-Pacific Association for International Education (APAIE) 2025 Conference and Exhibition in Delhi, India, which theme is “Cultivating Global Citizens for the Future: The Higher Education Imperative in the Asia Pacific and Beyond.”

Based at the Study in Romania booth alongside the other Romanian Universities' representatives, our delegation aims to promote ASE's programs and to develop new international partnerships.



30th March

• Blended Intensive Program at Fontys University of Applied Sciences in Eindhoven, Netherlands.

This week, another 5 students from the Faculty of International Business and Economics have benefited from the opportunities of the Erasmus+ program by participating in a Blended Intensive Program at Fontys University of Applied Sciences in Eindhoven, where they took part in an online business simulation focused on managing the sales, finances, design, and supply chain of an electric bicycle company in the transition to a circular economy, competing against teams from 7 countries and proudly securing 3rd place.



ASE's mobilities for international missions

Faculties		Indicators	Manag.	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	2																	
Teaching missions (funded from the Erasmus+ programme)	funded from other sources	2		1	2						1		1	1		2			9	
• Erasmus+ staff training;																				
• Documentation internships;																				
• Partnership development meetings;																				
• Other objectives.		4		1	1						3		1	1	1	1	6	4	23	
TOTAL		1	8		2	1	2				4	1	2	4	1	3	6	6	41	

Number of delegates from each faculty and department between 05.01.2025 - 31.03.2025

Traditional Japanese Calligraphy Workshop 書道

On Friday, March 14th, we were delighted to have author Martin Kumamoto, who held a traditional Japanese calligraphy workshop for ASE students.

Martin Kumamoto is the pseudonym of a Romanian author who has been living in Japan for over ten years, being also a qualified instructor (7 dan) of traditional Japanese calligraphy.

Our students, including the Japanese, learned about the three styles of Japanese calligraphy and tried to write some characters, carefully guided by Kumamoto-sensei.

We thank the Embassy of Japan for the calligraphy materials.





Erasmus testimonial

Condrea Flaviu

Mobility objectives:

1. Participation in training sessions for the development of professional skills and interpersonal.
2. Creating networking relationships for future academic partnerships.
3. Promotion of the Academy of Economic Studies in Bucharest as an educational partner.

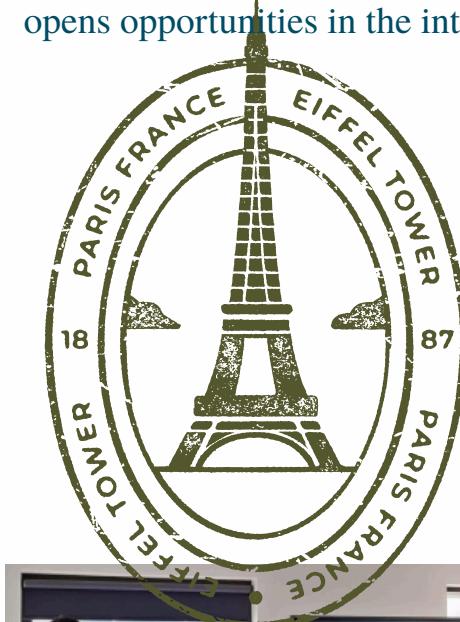
Results obtained:

1. Creating partnerships:

As part of the mobility, we have established collaborative relationships with three international universities each

having complementary specificities and objectives:

- *Rezow University (Poland)*: Institution recognized for its programs of management and economy, with potential for the development of joint projects research and student exchanges.
- *Seeburg University (Germany)*: Innovation-oriented university with an interest emphasized for educational technology and online degree programs. We discussed possibilities of collaboration within initiatives related to digitization.
- *Riga Stradins University (Latvia)*: A prestigious university active in the fields such as public health and social sciences. Collaboration with this institution can opens opportunities in the interdisciplinary field.





2. Extensive networking:

Networking activities created an ideal setting to establish professional relationships and personal with representatives from various European countries, including Latvia, Poland, Germany, Austria, North Macedonia, Estonia, Hungary and Turkey. The discussions facilitated the exchange of ideas, cultural perspectives and good practices, thus strengthening an international network of collaboration in the field of education.

3. Professional development:

Participation in activities such as the presentation of institutions, networking round tables and the discussion panel contributed significantly to the development of communication skills intercultural, academic presentation and professional networking.

Also, the experience allowed a better understanding of current trends in education international, including the use of artificial intelligence and post-pandemic adaptations.

The event included the presentation of each participating institution. I had the opportunity to present The Academy of Economic Studies in Bucharest, emphasizing the educational programs, the initiatives of internationalization and areas of interest for collaboration. The main purpose was to create of initial relations with representatives of other institutions, and the discussions were focused on opportunities to future partnerships.

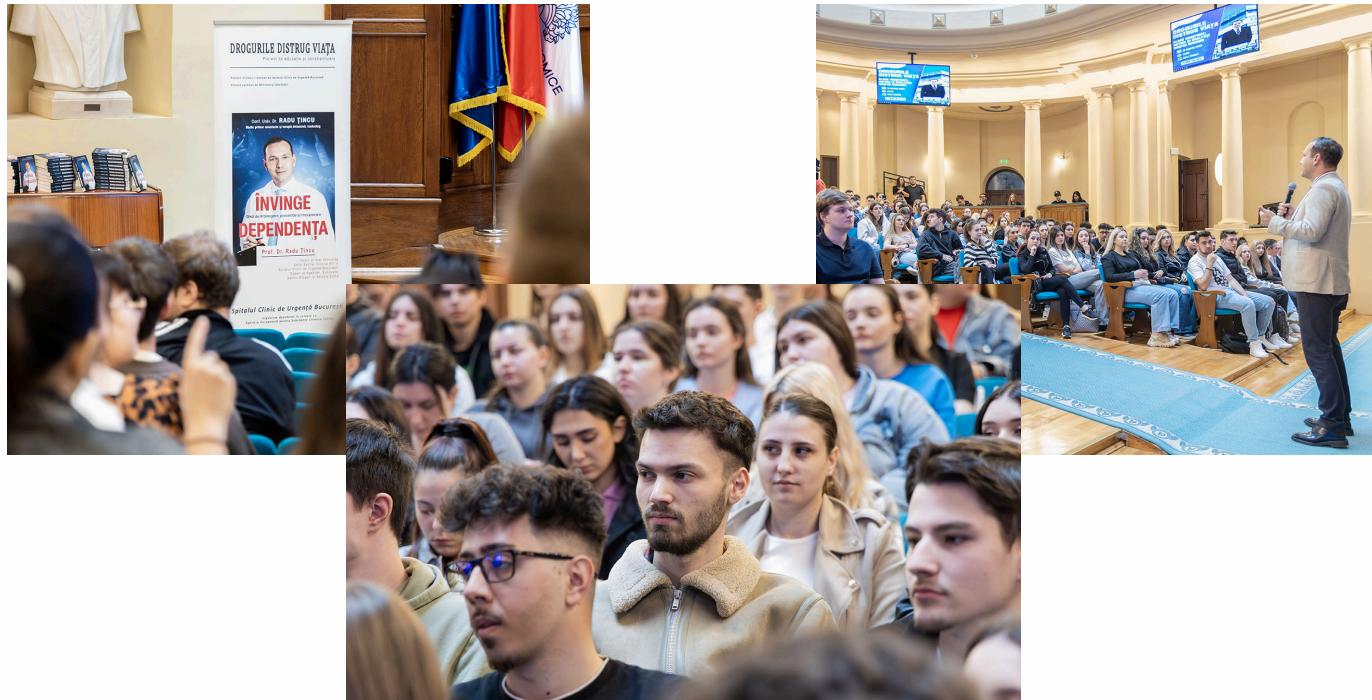


BREAKING NEWS //

Latest News from the University:

On March 10, ASE Aula Magna hosted a high-impact event dedicated to raising awareness of the real effects of drugs. The topic was explored from a scientific and medical perspective by Prof. Univ. Dr. Radu Țincu, a primary care physician, ATI toxicologist, and European expert in addictions.

Participants had the opportunity to debunk myths, ask questions, and gain a deeper understanding of the real risks associated with drug use. The interactive discussions provided essential insights into long-term consequences and lesser-known dangers, contributing to a better-informed perspective on this critical issue.



On March 15-16, the **NATIONAL UNIVERSITY ATHLETICS CHAMPIONSHIP** was held in Bacău. At this competition, ASE was represented by 4 students, who obtained 4 medals, as follows:

- 1 Valentina NECOARĂ (Faculty of International Economic Relations) - 1st place in the pole vault competition;
- 2 Răzvan DOROFTEI (Faculty of Business and Tourism) - second place in the pole vault competition;
- 3 Matei Alexandru IONESCU (Faculty of International Economic Relations) - second place in the weight throw test;
- 3 Răzvan DOROFTEI (Faculty of Business and Tourism) - third place in the high jump test;
- 4 Rareș HNATIUC (Faculty of Administration and Public Management) - IV place at 60m.



Discover the ASE Campus with the Interactive Map!

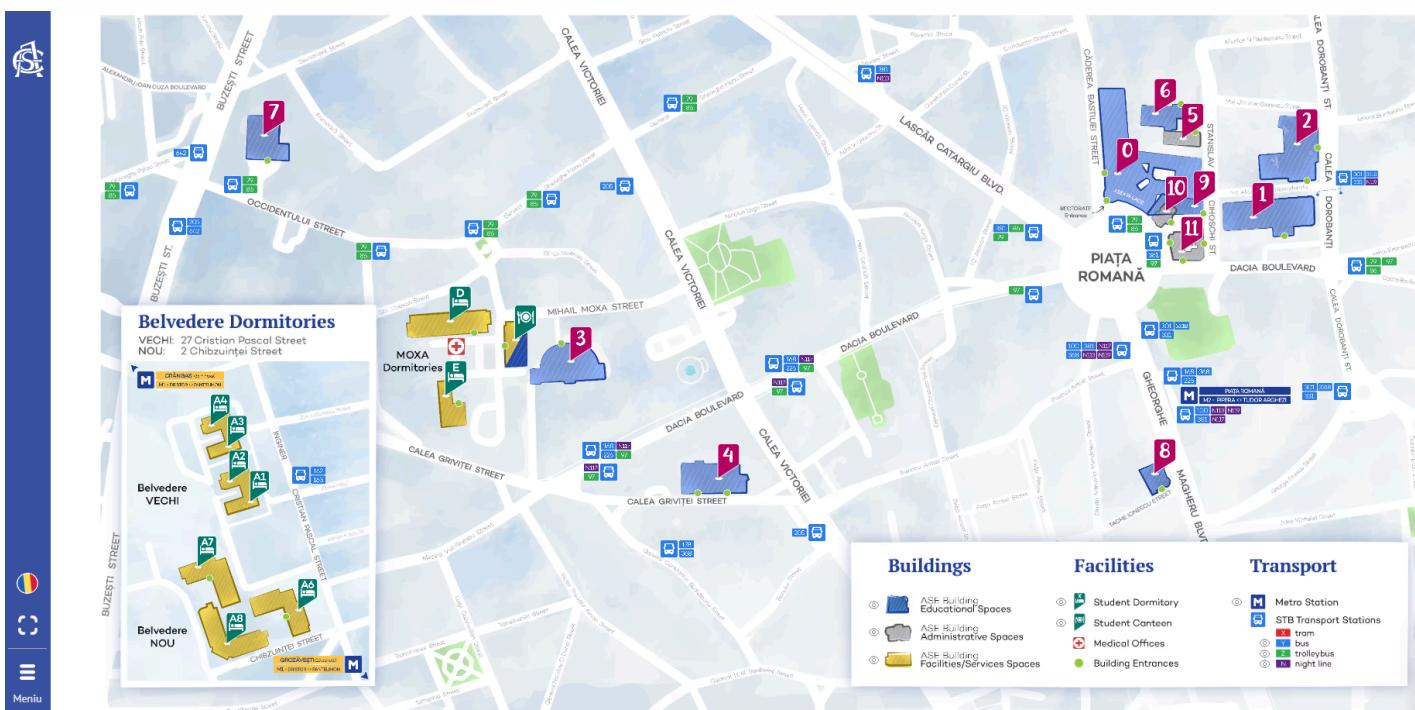


We are excited to announce the launch of our interactive campus map, designed to help you navigate ASE with ease—whether you're a prospective student or already part of the ASE community.

With this tool, you can quickly locate:

- ✓ University buildings
- ✓ Administrative offices
- ✓ Canteens
- ✓ Student dormitories
- ✓ Available transport options
- 💡 Access the map now and explore all our facilities!

<https://turvirtual.ase.ro/harta-interactiva>



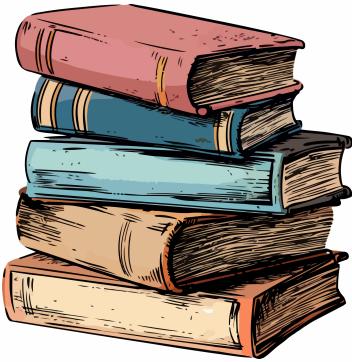
The **ASE chatbot** gives you quick answers to your questions.

Whether you are interested in our faculties, admissions process, admissions timeline, documents required for enrollment or other information, our chatbot is here to help.

Access the ASE chatbot on the university website ase.ro and let it guide you step by step through each stage of the admission process.



www.ase.ro



The ASE stand at the **GAUDEAMUS Book Fair**, the foyer of the "Marin Sorescu" Theatre, Craiova. ASE publishing house awaits you with interesting events and books! Also, the representative of the Educational Marketing Service is at the disposal of those interested with information and materials about the offer and **ADMISSION 2025** at ASE.



Ground Floor, Virgil Madgearu Building – Where Beauty Meets Avant-Garde Science!

A stunning fusion of aesthetics and cutting-edge research, brought to life by ASE specialists and researchers. Don't just walk by take a moment to admire and be inspired by this remarkable display of knowledge and creativity!

Congratulations to the incredible team behind this interdisciplinary project, a testament to the fruitful collaboration between ASE faculties!

