



Newsletter

APRIL - 2025

april's highlight

April 6, 1913 –
The founding day
of the Academy of
High Commercial
and Industrial
Studies



INTERNATIONAL
ACCREDITATION



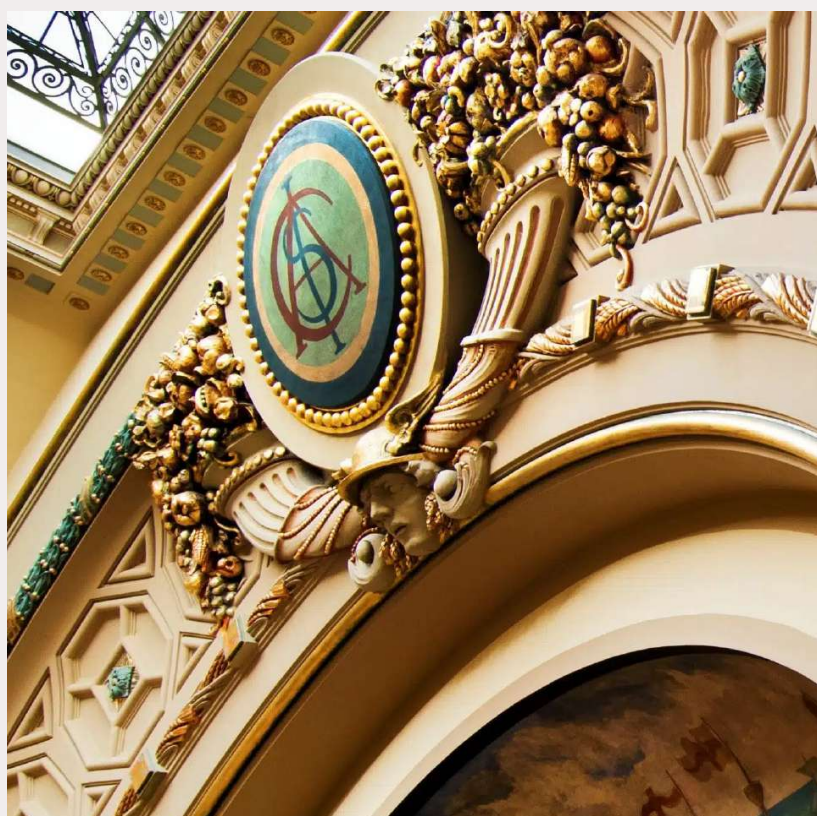
INTERNATIONAL
RANKINGS



ERASMUS-
PROGRAMME



INTERNATIONAL
COOPERATION



APRIL

Bucharest, Piata
Romana

ROMANIA

Join us!

HAPPY
ANNIVERSARY
ASE!

Internationalization at home

1st April

- **112th anniversary of the founding of our University**

On the occasion of the 112th anniversary of the founding of our University, we also celebrated today its international dimension, in an event that brought together members of our academic community and their experiences impacting on the internationalization process of BUES. The comprehensive perspective offered by Prof. Constantin Marius Profiroiu, Vice-Rector for International Relations, on the internationalization process of our University was joined by the remarkable experience in organizing Blended Intensive Programmes of Prof. Andreea Șerban, Director of the Doctoral School Economics 1, the good practices obtained in BIP programs in France and Ireland by Prof. Corina Marinescu from the Faculty of Management and the exciting lessons learned by our students Andreea Bratu and Albert Istrate during their Erasmus+ mobilities for studies.

On our anniversary, we celebrate the profound impact of global collaboration, cultural exchange, and shared knowledge that enriches our university and empowers us to lead boldly in an interconnected world.

7th April

- **Erasmus+ BIP: Unity in Diversity – Communicating across Cultures**

We've officially kicked off the Erasmus+ BIP: Unity in Diversity – Communicating across Cultures, coordinated by the Department of Modern Languages and Business Communication from the Faculty of international Business and Economics, with the support of the International Relations Office.

From April 7–11, students from across Europe are gathering at ASE Bucharest to dive into intercultural communication, explore cultural dimensions, and collaborate on creative team projects. This week's highlights include:

- Ice-breaking sessions, creative cultural workshops, and guided tours around Bucharest and BUES
- A cultural immersion trip to Bran Castle, exploring how stereotypes meet reality
- Daily teamwork and brainstorming for impactful final projects

A huge thanks to our amazing partners for making this program possible:



University of Artois, Arras, France
University of Lisbon, Lisbon, Portugal
Charles University, Prague, Czech Republic
SSML Internazionale, Benevento, Italy.

15th April

- **Cherry Blossom Festival – Hanami**

The Japanese Studies Center of BUES happily participated in the Cherry Blossom Festival – Hanami – on April 12 (Saturday) in the Japanese Garden within King Mihai I Park (formerly Herăstrău) from Bucharest.

We enjoyed another year at this festival alongside our dear Japanese Studies Center volunteers. It was a little bit cold, but we welcomed the holiday under the budding cherry blossoms.

We would like to thank the Embassy of Japan in Romania for the invitation to participate in Hanami this year as well. We were delighted to share a bit of Japanese culture with the children who visited us.

16th April

- **The conference "Working Romania #futureofwork"-
The Future of Romania's Labor Market – Education,
Generation Z, and Competitiveness**

Romania is at a critical crossroads in preparing its workforce for the future. In a global context marked by rapid technological, economic and social transformations, both the education system and the labor market must evolve to ensure a generation of professionals who are competitive and well-adapted to the demands of tomorrow.

Here are the auspices under which the conference "Working Romania #futureofwork" took place on April 15, the Business Review's event dedicated to human resources and the employment landscape.

Our University was represented by Prof. Constantin Marius Proftoroiu, Vice-rector for international relations who was a speaker on the panel "The Future of Romania's Labor Market – Education, Generation Z, and Competitiveness".



Prof. Profiroiu highlighted the fact that the internationalization of higher education enhances human capital development, equipping students with global perspectives and skills that are essential for thriving in the future workforce. He has also shared his opinion on the future of work in our country stating that “the number 1 problem in Romania is related to the quality of human resources. A country that does not invest in human resources and that is not aware of what will happen in 20-30 years as a result of the lack of investments, will be an irrelevant country.”

29th April

- **The visit of the Professor Dr. Joe Francom, Director of the Department of Computer Science at Utah Tech University, U.S.A.**

On April 29, 2025, Professor Dr. Constantin Marius Profiroiu, BUES Vice-Rector for International Relations, met with Professor Dr. Joe Francom, Director of the Department of Computer Science at Utah Tech University, U.S.A.

The meeting focused on exploring new opportunities for academic collaboration, including the establishment of a bilateral agreement to support student and faculty mobility. Both institutions also discussed the next steps toward building a strong and lasting partnership.

We are excited about the prospects of expanding BUES’s international network and creating more opportunities for our academic community!

30th April

- **The visit of the delegation from Al-Mustaqbal University, Babylon City, Iraq.**

On April 30, our university welcomed the delegation from Al-Mustaqbal University, led by Prof. Dr. Hasan, Rector. During the meeting, discussions focused on opportunities for academic collaboration, with particular interest in student and faculty exchange, joint research initiatives, and the development of double degree programs.

The delegation also visited key facilities of our university and expressed interest in future cooperative projects within the framework of internationalization.



7 - 12 April

- **Eurasia Higher Education Summit- EURIE in Istanbul, Republic of Türkiye.**

Between April 7 and 12, a delegation from our university led by the Rector Prof. Nicolae Istudor and composed of Prof. Constantin Marius Profiroiu, Vice-rector for international relations, Prof. Georgiana Camelia Georgescu, Dean of the Faculty of Finance & Banking and Ms. Corina Petrea from the IRO will attend the Eurasia Higher Education Summit-EURIE in Istanbul, Republic of Türkiye.

EURIE is the annual international higher education conference and exhibition, connecting the dynamic higher education sector in the Eurasian region to the world. EURIE conference addresses current issues in internationalization of higher education and key topics in higher education management with the participation of prominent speakers and sector leaders. With numerous panels, plenary talks, roundtables and workshops, participants have the opportunity to explore trends, best practices and innovative solutions in international education.

- **Signing of the MoU with Prof. Mustafa Kurt, Rector of Marmara University.**

On this occasion a collaboration agreement was signed with the Rector of Marmara University Prof. Mustafa Kurt. During the meeting, the possibilities of collaboration between the two universities were discussed and it was agreed to initiate joint research projects as well as mutual support for participation in various European and international networks.

Marmara University is one of the oldest educational institutions in Turkey being established on 16 January, 1883 and one of the top public universities in Istanbul, being ranked #1001-1200 in QS World University Rankings 2025.

- **Study in Romania pavilion.**

We engaged in insightful sessions focused on the internationalization of higher education and connected with delegations from Turkey, India, Iraq, Malaysia, Cyprus, Palestine and Uzbekistan at the ASE stand in the Study in Romania pavilion.



- **Memorandum of Understanding with Girne American University of Cyprus.**

The participation of our University's delegation at the Eurasia Higher Education Summit in Istanbul was materialized through several bilateral meetings with partners from the region, including the signing of a new Memorandum of Understanding with Girne American University of Cyprus, on which occasion the directions of collaboration in the field of student and teacher exchanges between the two universities were established.

At the same time, the Rector, Prof. Nicolae Istudor and the Vice-rector, Prof. Constantin Marius Profiroiu participated in various panels on topical issues such as "Holistic Leadership for Better Work and Life with an Emphasis on Quantum Leadership", "Power of Transnational Education", "Behavioral AI and Assurance of Quality", "Reimagining Leadership", etc.

Prof. Georgiana Georgescu, dean of FABBV, attended also the "Women's Leadership in Higher Education" panel.

10th April

- **Blended Intensive Erasmus + Program "Developing Alternative Food Systems for Nürtingen, Germany.**

From April 6 - 13, a group of students from ASE Bucharest participates in the Blended Intensive Erasmus + Program "Developing Alternative Food Systems for Nürtingen", organized in Germany. The students are coordinated by professors Daniela Trașcă from the Faculty of Theoretical and Applied Economics and Simona Goia from the Faculty of Business Administration in Foreign Languages. For 10 days, the students develop business solutions for healthy and sustainable food alternatives for the residents of Nürtingen.

10th April

- **Erasmus+ mobility at the Institute of Agricultural Economics in Belgrade, Serbia.**

From April 7th to 11th, 43 students from the Faculty of Agri-Food and Environmental Economics participated in an inspiring Erasmus+ mobility at the Institute of Agricultural Economics in Belgrade, Serbia.

Coordinated by Assoc.prof. Roxana Patarlageanu, the group took part in research activities and workshops focused on agri-food economics, sustainability, and the green transition. The program encouraged international dialogue, innovative thinking, and meaningful academic exchange with peers and professionals from Serbia.



This experience strengthened both academic and intercultural skills, preparing students to face the global challenges of agriculture and the environment with a broader perspective.

Erasmus means more than mobility — it's about growth, connection, and building a sustainable future together.

12th April

- **2025 EUA Annual Conference #EUA2025AC in Riga, Latvia.**

This week, the Vice-rector Prof. Dan Gabriel Dumitrescu attended the 2025 EUA Annual Conference [#EUA2025AC](#) in Riga, Latvia.

The focus of the conference this year was on [#sustainability](#) and [#resilience](#). The role of universities in reaching sustainable development is an unquestionably essential part of this collective effort that requires the involvement of society as a whole. Participants looked at sustainability (and resilience) through multiple lenses: funding, publishing, inclusion, leadership, academic careers, knowledge security, and more. Beyond this annual conference, the EUA will also continue to pay special attention to sustainability this year, by putting “Spotlight on Sustainability.” This new initiative will foster the dialogue on sustainability between universities in Europe – and beyond – and will highlight the role that universities play in achieving the SDGs.

On the margins of the EUA conference, Prof. Dumitrescu also attended the [#UNICA](#) Rectors' Panel “Competitiveness & Inclusiveness in R&I in Europe: a UNICA perspective”, a conversation that explored the success rates of universities from Widening countries in Horizon Europe.

22-30th April

- **The visit of our university's delegation to the Université de Strasbourg (France) .**

Between April 22nd and April 30th, 2025, Professor Monica Dudian and Professor Liliana Crăciun from the Faculty of Theoretical and Applied Economics, have been invited by the Université de Strasbourg (France) to carry out a teaching mission for bachelor level students from the Gestion des Entreprises et des Administrations (GEA) program.

This international mobility reflects the faculty's ongoing commitment to fostering academic cooperation and exchange at the European level.



Teaching activities
carried out by foreign
professors:

Faculty of Agrifood and Environmental Economics

- **Profesor Jonel Subic, Director to the Institute of Agricultural Economics,**
A brief description of the activity carried out:
seminar-based teaching activities



- **Andreea Apetrei Kalveram, Catedratic, Erasmus+ academic coordinator, Universidad Católica de Valencia San Vicente Marti.**
A brief description of the activity carried out: seminar-based teaching activities

Faculty of Accounting and Management
Information Systems



- **Profesor Gabriel Donleavy (Professor of Accounting), University of New England.**

A brief description of the activity carried out: The presentation is based on a paper that seeks to clarify the concept of accountability. It distinguishes hard accountability from soft accountability and focuses on the former. It explores the roots of accountability in ethics, the major world religions, and on the subset of biology called neuroscience. It considers what factors make accountability effectively enforced in practice. In considering that, it frames the analysis in stages three and four of the Kohlberg paradigm of ethical development. Several barriers to progressing from stage three to four are considered with particular focus on tribalism and familism. Lastly, it considers the limits of accountability, and argues that time, foreseeability, capacity and interpersonal closeness play major parts in establishing those limits.





- **Profesor Goharik Khachatryan, Northern University Yerevan, Armenia.**

A brief description of the activity carried out: The Faculty of Accounting and Management Information Systems welcomed Prof. Dr. Goharik Khachatryan – Northern University Yerevan, Armenia, as a guest lecturer at the Marketing course on April 10, 2025. Prof. Dr. Goharik Khachatryan visited the Bucharest University of Economics Studies as part of an Erasmus teaching mobility. The topic presented was „Exploring Sustainable Consumption: The Impact of Green Marketing on Consumer Purchase Behavior,,

- **Profesor Ilias Makris, Head of the Department of Accounting and Finance, University of the Peloponnese.**

A brief description of the activity carried out: Doctoral workshop on sustainable finance



Faculty of Marketing



- **Profesor Sebastian Hohenberg, PhD., Chair of Digital Transformation (Head of the Research Group); Center for Business Transformation (Co-Director), University of Münster, Germany.**

A brief description of the activity carried out: Between March 28 and April 4, the Faculty of Marketing hosted a delegation from the University of Münster, Germany, composed of Prof. Dr. Sebastian Hohenberg, Hendrik Martin Schierwater (PhD student, Research & Teaching Associate), and master's students from the International Marketing module of their MBA program.

The visit began with a workshop entitled “SPATIAL MARKETING RESEARCH: Leveraging 3D Virtual and Interactive Spaces (3VIS) to Study Marketing Phenomena,” delivered by Prof. Dr. Sebastian Hohenberg.

Doctoral students from the Faculty of Marketing gained insights into conducting research in virtual environments, including the metaverse, 3D labs, virtual reality (VR), and augmented reality (AR).



During the meeting, the leadership of the Faculty of Marketing held discussions with the representatives of the University of Münster on potential avenues for collaboration, both in the area of academic research and in the development of new study programs. Between March 31 and April 4, MBA students in the International Marketing program, together with faculty members from the Faculty of Marketing, participated in a series of events and company visits. These included a visit to Autonom, where a workshop was led by Alina Stepan, Country Manager Romania for Ipsos, as well as a corporate visit to Auchan.



- **Profesor Goharik Khachatryan, PhD., Chair of Economics and management, Northern University din Yerevan, Armenia.**

A brief description of the activity carried out: Dr. Goharik Khachatryan, with over 20 years of experience in the fields of economics and marketing, delivered a series of lectures for students of the Faculty of Marketing, as well as for students from other faculties. These included three sessions focused on sustainable marketing and green consumer behavior, along with a lecture on sustainable consumption.

In addition, a research and academic collaboration workshop was held for faculty members and PhD students of the Faculty of Marketing. The session addressed potential collaborations within the Erasmus+ program, research and publishing opportunities, and the exchange of best practices in teaching and doctoral research.



- **Associate Professor Rami Aldweeri, PhD., Associate Professor of Digital Marketing, University of Jordan.**

A brief description of the activity carried out: Mr. Rami Aldweeri, Associate Professor at the University of Jordan, was invited to deliver a lecture as part of the Cybermarketing course within the Bachelor's program at the Faculty of Marketing. His presentation focused on the use of social media influencers in the online promotional strategies of organizations.

Mr. Aldweeri was also invited to the Integrated Marketing Communication course within the English-taught CRM Master's program, where he delivered an engaging session addressing key topics shaping today's digital marketing landscape. These included social media marketing, online branding, online consumer behavior, and mobile CRM.



- **Profesor Samo Bobek, PhD., Full Professor of Business Informatics, Head of E-Business Department at Faculty of Economics and Business Maribor, University of Maribor, Slovenia.**

A brief description of the activity carried out: Prof. Samo Bobek, PhD., from the University of Maribor, Slovenia – a recognized expert in e-business and Head of the Department of E-Business – was invited to deliver a lecture within the Customer Relationship Management Master's program. His session proved to be a true intellectual challenge, focusing on Digital Marketing and the impact of Artificial Intelligence on this field.





Faculty of Finance and Banking

3 March 31 – April 4, 2025: UNWE Erasmus+ Mobility at the FABBV

- Chief Assist. Elena RALINSKA, PhD., University of National and World Economy (UNWE), Sofia, Bulgaria.
- Assist. Zlatin SARASTOV, PhD., University of National and World Economy (UNWE), Sofia, Bulgaria.



A brief description of the activity carried out: Between March 31 and April 4, 2025, the Faculty of Finance, Insurance, Banking and Stock Exchange (FABBV) hosted 14 students and two faculty members from the University of National and World Economy (UNWE) in Sofia, Bulgaria, through the Erasmus+ mobility program.

The participants took part in seminars and lectures delivered by FABBV faculty members, covering topics such as financial controlling, capital markets, investments, and financial reporting. Their visit also included institutional visits, networking sessions, and participation in the student scientific session “The ABC of the Financial World,” where they presented research papers alongside FABBV students. This exchange program aimed to deepen both theoretical and practical knowledge while also strengthening international academic collaboration.

28-30 April 2025: Workshop Academic Writing



- Profesor Peter Claeys , Universidad Pontificia y Comillas, Spain.

A brief description of the activity carried out: Between April 28–30, 2025, the CEFIMO Research Center, together with the Faculty of Finance, Insurance, Banking and Stock Exchange (FABBV) and the Doctoral School of Finance (SDFIN), organized the Academic Writing course delivered by Professor Peter Claeys.

The course was designed for PhD students and academic staff who wish to develop, refine, or improve their academic writing skills and increase their chances of publication. The sessions were scheduled as follows:

- Monday, April 28, from 15:00 to 18:00 – Virgil Madgearu Hall
- Tuesday, April 29, from 13:30 to 15:00 – Virgil Madgearu Hall; from 15:00 to 16:30 – Room 3M4
- Wednesday, April 30, from 15:00 to 18:00 – Robert Schuman Hall

Additionally, on April 29, from 16:30 to 18:00 in Room 3M4, Professor Peter Claeys delivered a presentation within the “Currency, Finance, Banking – CEFIMO” research seminar. He shared the latest findings of his research on the topic: "European Governments' Fiscal Behaviour and Public Debt Holders: What Is the Financial Connection?"



April 28 – May 2, 2025: Virtual Mobility Component of the BIP – Green Banking and Beyond: When Traditional Finance Meets Environmental Responsibility



- **Profesor Konstantinos ABELIOTIS, Harokopio University of Athens, Kallithea, Greece.**



- **Assistant Maciej Andrzej TUSZKIEWICZ, University of Economics in Katowice, Katowice, Poland.**



- **Associate Professor Marie GAUTHIER, Université de Bordeaux, Bordeaux, France.**

A brief description of the activity carried out: The Blended Intensive Program (BIP) Green Banking and Beyond: When Traditional Finance Meets Environmental Responsibility, organized by ASE-FABBV, aimed to develop participants' knowledge, skills, and practical perspectives at the intersection of traditional finance and environmental responsibility. The program combined theoretical principles, practical applications, and international collaboration.

It emphasized the essential role of the financial sector in addressing climate change and its capacity to integrate sustainability principles into banking and investment strategies.

Partner universities included: Harokopio University of Athens (Kallithea, Greece), University of Economics in Katowice (Katowice, Poland), and Université de Bordeaux (Bordeaux, France).

Doctoral School of Business Administration

April 10, 2025

**Prof. Vera Amicarelli, PhD. - University of Bari Aldo Moro, Italy
Member of Italian Commodity Science Academy (AISME), IGWT (International Society of Commodity Science and Technology) and Italian Circular Economy Stakeholders Platform (ICESP).**

A brief description of the activity carried out: Doctoral Seminar (online) - Circular Economy Measurement. Evidence From the Food and Non-food Sectors.





- **Prof. Chae BONGSUG, Kansas State University - College of Business**
A brief description of the activity carried out: Between April 23–29, Professor Chae taught the course "Artificial Intelligence – Business Technologies and Applications" to first-year Master's students in the Business Analytics program. The course provided a detailed overview of key technologies and applications in the field of artificial intelligence, with a focus on machine learning and deep learning. Professor Chae highlighted the role of Python in business analytics and covered essential methods of supervised and unsupervised learning, as well as core concepts based on neural networks.



- **Researcher Babak Mehmanpazir, Dean, EM Strasbourg Business School – University of Strasbourg**

A brief description of the activity carried out: As part of the Master's program in Business Strategy and Leadership, Professor Babak Mehmanpazir delivered the course International Business and Sustainable Development. His teaching combined a strong academic foundation with applied examples from his professional experience, providing students with an in-depth understanding of the interaction between international business and sustainable development. The interactive lectures and interdisciplinary approach encouraged critical thinking and equipped participants with valuable tools to integrate sustainability principles into global business strategies.



- **Assistant Professor Maria Grith, University Rotterdam, Econometric Institute.**

A brief description of the activity carried out: As part of the Master's program in Business Strategy and Leadership, Dr. Maria Grith delivered the course Financial Management. Her contribution added significant value to the program through her academic expertise and openness to international perspectives on financial management.



- Associate Dean Lars Huemer, BI Norwegian Business School.

A brief description of the activity carried out: The course provides a strategic perspective on the energy industry, covering both competition and cooperation within the energy ecosystem.

Topics addressed include:

- Fundamentals of competitive strategy
- Strategic analysis applied to the energy sector
- Cooperation strategies and partnerships
- How value is created in a collaborative context
- An essential course for those seeking to understand the strategic dynamics behind the energy transition.



- Professor Johannes Christian Fieseler, BI Norwegian Business School.

A brief description of the activity carried out: Dr. Christian Fieseler is a visiting professor at the Faculty of Business Administration in Foreign Languages (FABIZ), contributing to the Entrepreneurship and Technology course within the master's program Digital Business and Innovation. During his visit, he leads interactive seminar sessions featuring debates, case studies, and prototyping activities, aimed at exploring the development and optimization of digital platforms. Key topics include performance measurement, the design of fair and accessible systems, strategic planning, user experience design, and cultivating meaningful organizational culture.



- Associate Professor Alexandre Duarte, PhD in Communication Professor, Universidade NOVA de LISBOA

A brief description of the activity carried out: Between April 4–6, 2025, Professor Alex Duarte delivered an intensive module within the MBA in Creative and Cultural Industries program, focusing on the theme “Identity, Branding, and Communication.” The activity began with a STORYdoing Masterclass open to the general public, which attracted 30 external participants in addition to the enrolled MBA students. This was followed by two days of interactive classes with the MBA cohort.

Professor Duarte employed case studies, hands-on exercises, and open discussions to explore brand identity development and strategic communication within the creative industries. During his visit, he also held meetings with the academic team to discuss curriculum alignment and future collaboration opportunities. All sessions were conducted as scheduled, and participant feedback was overwhelmingly positive.





- Associate Professor Liliana-Magdalena Țuroiu, European School Brussels IV (Laeken).

A brief description of the activity carried out: Between April 11–13, 2025, as part of the MBA in Cultural and Artistic Business Administration program, Bucharest Business School hosted a three-day intensive module delivered by guest professor [Professor's Name], focusing on Governance and Cultural Diplomacy in the Creative and Cultural Industries. The course combined theoretical frameworks with practical applications and featured contributions from distinguished guests in the diplomatic and cultural fields, including Ambassador Livia Rusu and Claudiu Florian (Director of the Romanian Cultural Institute in Beijing).

A special highlight was the online session with Ambassador Simona-Mirela Miculescu, the Permanent Delegate of Romania to UNESCO. The module concluded with a strategic workshop in which students presented cultural diplomacy project proposals, reflecting both their active engagement and the program's international orientation.



Faculty of International Business and Economics

- Associate Professor Roxana-Magdalena Bârlea, Coordinator for Romanian Language within the LANSAD Department, Aix-Marseille Université, France

A brief description of the activity carried out: Participation in the French Civilization course, organized by the Department of Modern Languages and Business Communication, Faculty of International Business and Economics.



La Provence - histoire, langue, culture et clichés
Invitat - Conf.univ.dr Roxana Bârlea

INTER-INSTITUTIONAL AGREEMENTS



Wrote by: Flaviu Condrea

Agreements signed in April:

Institutional Agreements:

- Caucasus University – Georgia
- Georgian American University – Georgia
- Agreements signed through FABIZ:
- BSP Berlin – Germany
- Em Lyon Business School – France
- Lodz University of Technology – Poland
- Skema Business School – France
- Paris School of Business – France
- Thomas More – Belgium

We are proud to highlight our international partnerships with some of Europe's top business schools:

Read More on our website
www.international.ase.ro

- **Those agreements reflect a strong international focus and commitment to academic collaboration.**

These partner institutions are reputable and located in influential economic hubs like Germany, France, Poland, and Belgium. The presence of top-tier business schools like Em Lyon and Skema enhances the global prestige and networking opportunities for all the students, professors and administrative staff at our University



We are proud to highlight our international partnerships with some of Europe's top business schools:

With campuses across France and in key global hubs like the U.S., Brazil, China, and South Africa, SKEMA offers students a truly global learning experience.

Read More on their website
www.skema.edu



SKEMA BUSINESS SCHOOL



BSP BERRLIN

Is a renowned private university located in the heart of Germany's vibrant capital. Known for its innovative programs in business, management, psychology, and law, BSP places a strong emphasis on combining academic excellence with practical experience.

This collaboration opens doors to international exchange, cutting-edge learning, and valuable connections to Berlin's thriving business ecosystem.

BSP Business & Law School is a private, state-recognized university of applied sciences based in Berlin, Germany. It was founded in 2009 and has quickly developed a strong reputation for offering high-quality, practice-oriented education

Read More on their website
www.businessschool-berlin.de

Spotlight on Em Lyon Business School

We are proud to partner with Em Lyon Business School, one of Europe's leading institutions for management and entrepreneurship education. With a legacy dating back to 1872, Em Lyon is consistently ranked among the top business schools in Europe.

Read More on their website
www.em-lyon.com



THOMAS MORE UNIVERSITY

We proudly join forces with Thomas More, the largest university of applied sciences in Flanders, Belgium. Known for its strong focus on innovation, entrepreneurship, and hands-on learning, Thomas More offers a wide range of English-taught programs in business, technology, and communication.

Partnering with Excellence: Thomas More

As the largest institution of its kind in Flanders, Thomas More is celebrated for its innovative programs, practical training, and international outlook. Through this partnership, our students gain access to diverse study opportunities, develop real-world skills, and experience academic life in one of Europe's most dynamic regions.

Read More on their website
www.thomasmore.be

Consolidating International Prestige

HIGHLIGHTS FROM APRIL

April began with key actions strengthening ASE's global visibility — from rankings and accreditation steps to strategic data reporting. Here's how we're making our mark internationally.



EXPANDING OUR PRESENCE IN GLOBAL RANKINGS

In early April, BUES Bucharest submitted its institutional data for inclusion in the *Times Higher Education Interdisciplinary Science Rankings 2025*. By joining this new initiative, ASE continues to pursue global benchmarking and increase its visibility in international ranking ecosystems that value interdisciplinary research and innovation.

This marks a step forward in promoting our university's contributions at the intersection of economics, social sciences, and technology — and reflects our commitment to transparency, global standards, and academic excellence.

**Interdisciplinary Science
Rankings**
Powered by 

In association with
 **SCHMIDT
SCIENCE FELLOWS**

APRIL 1ST – 4TH

DATA REPORTING AND GLOBAL BENCHMARKING



The International Accreditations and Rankings Unit has completed the submission of data to the **AACSB Staff Compensation and Demographics Survey (SCDS)** via the DataDirect platform. This effort was coordinated by the International Relations Office in collaboration with the Human Resources Department.



While the SCDS reports only one full-time international faculty member, BUES actually hosted 94 international part-time professors in 2023–2024, and expects that number to grow to 105 in 2024–2025.

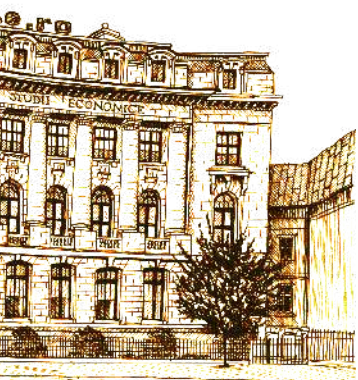
This data contributes to global benchmarking efforts, strengthening BUES's role within the AACSB community and highlighting its international academic ecosystem.

PROGRESS ON INTERNATIONAL ACCREDITATION: AACSB

The first week of April also marked important developments in our AACSB Initial Accreditation process. On April 2, the International Accreditation and Rankings Unit met online with Ms. Natalia Ilin, Accreditation Manager for EMEA, to address key aspects of ASE's AACSB accreditation journey.



Discussions focused on two strategic areas: managing newly launched and discontinued programs in the reporting framework, and the application of Standard 3 related to faculty qualification and classification — especially regarding faculty members teaching across multiple disciplines under AACSB's taxonomy. Following the discussions, final adjustments were made to the 2025 Action Plan.



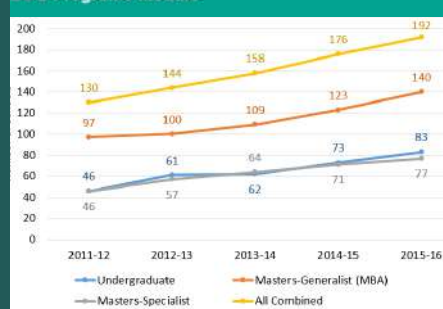
Global Engagement through

INTERNATIONAL CONFERENCE

The month of April placed BUES on key international stages, where we connected with academic leaders, expanded our global network, and strengthened our voice in the global education landscape.

APRIL 7TH – 30TH

BSQ Programs Module



BUES submitted institutional data for the AACSB BSQ Programs Module Survey 2024–2025, with the support of the Education Management Service and the General Secretary of the University. This detailed and high-stakes survey captures the full landscape of business programs offered, their classification by discipline, delivery mode, and scope of accreditation.

Particularly relevant for BUES's strategic positioning is the accurate reporting of all degree programs — including those delivered in multiple languages and formats — as this data feeds directly into AACSB's myAccreditation platform and public profiles. The process required close internal coordination and rigorous validation to ensure alignment with accreditation criteria.

AACSB ICAM 2025 – Business Education at a Crossroads

From April 7–9, BUES was represented at the AACSB International Conference and Annual Meeting (ICAM) 2025 in Vienna by Prof. Liviu Adrian Cotfas, Director of International Relations. The event brought together over 1,200 participants from more than 60 countries, offering a dynamic platform to exchange ideas and shape the future of business education.

The agenda addressed pressing topics such as AI integration, enrollment challenges, curriculum transformation, and sustainability. Highlights included Quick Learn sessions delivering immediate, actionable takeaways, visionary keynotes, and the bold "Evolve or Expire" debate on the future of business graduates — exploring whether companies will still hire business graduates in five years.

Participants also engaged in Affinity Group Meetings — dedicated networking sessions fostering shared learning among institutions facing similar challenges. BUES also used this opportunity to share recent updates on its AACSB accreditation process during a dedicated discussion with our mentor, Assoc. Prof. Jana Péliová, Vice-Rector for Accreditation and Quality at the University of Economics in Bratislava (UEBA), during ICAM 2025



"ICAM is more than a conference — it's a space for reflection, alignment, and inspiration. Discussing our progress with Prof. Jana Péliová helped us sharpen our focus and reaffirm our path toward accreditation and global relevance."

— Prof. Liviu Adrian Cotfas, Director of International Relations

INTERNATIONAL COOPERATION

APRIL'S HIGHLIGHT



**NEW
AGREEMENTS
SIGNED WITH
COUNTRIES SUCH
AS JAPAN,
TURKEY,
MOROCCO, ITALY,
INDIA AND
CYPRUS**



**INTERNATIONAL
MOBILITIES**



**NEW ATTENDANCES
AT
INTERNATIONAL
EVENTS**

More info at

WWW.INTERNATIONAL.ASE.RO

MoUs signed in April



Okayama University Japan

Agreement initiated by REI

Okayama University is a prestigious national university located in Okayama City, Japan. Founded in 1949, it has grown into one of Japan's leading institutions of higher education, known for its strong emphasis on research and innovation. It is particularly recognized for its contributions to medical and environmental sciences.

Website link:

http://www.okayamau.ac.jp/index_e.html



IIM (Indian Institute of Management) India

Agreement initiated by FABIZ

Indian Institute of Management (IIM), founded in 1996, is one of India's leading management institutions and is recognized for its exceptional academic offerings, groundbreaking research, and global impact. Located in Indore, Madhya Pradesh, IIM Indore has earned a reputation for excellence in management education, both nationally and internationally.

Website link:

<https://www.iimb.ac.in/>

Rabat Business School Morocco

Agreement initiated by FABIZ

Rabat Business School (RBS) is a leading institution in Morocco and Africa, dedicated to shaping responsible and multicultural future leaders. Accredited by the AACSB since 2020, RBS stands out for its diverse faculty, with 66% of permanent professors representing 22 different nationalities.



Website link:

<https://rbs.uir.ac.ma/>

MoUs signed in April



Girne American University Cyprus

Agreement initiated by DRI

GAU is recognized for its global presence, with seven international campuses across three continents. The university is accredited by the Higher Education Planning Evaluation Accreditation and Coordination Council (YÖDAK) and the Council of Higher Education (YÖK) in Turkey.

Website link:

http://www.okayama.ac.jp/index_e.html



Tor Vergata University of Rome Italy

Agreement initiated by DRI

The university is a member of the European Union's Young Universities for the Future of Europe (YUFE) alliance. Its mission emphasizes sustainable development, aiming to contribute to education, scientific research, and technological innovation in alignment with the United Nations Sustainable Development Goals.

Website link:

<https://www.iimb.ac.in/>

Marmara University Turkey

Agreement initiated by DRI

The university is distinctive for its multilingual education, providing instruction in Turkish, English, French, German, and Arabic. This approach caters to a broad international community, with students from 73 countries enrolled. Marmara University maintains a robust global presence, holding over 700 Erasmus agreements and numerous partnerships with institutions across Europe, Asia, and beyond.



Website link:

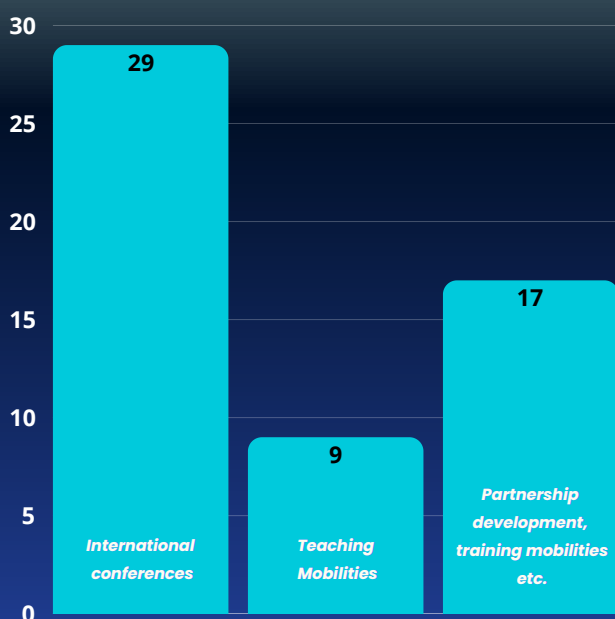
<https://www.marmara.edu.tr/>



INTERNATIONAL MOBILITIES



INTERNATIONAL MOBILITY FIGURES FOR APRIL



Where Global Connections Spark Innovation: BUES Expands Internationally

Bucharest University of Economic Studies (ASE) is dedicated to fostering a global academic environment, offering students and staff a range of international mobility opportunities.

Through programs like **Erasmus+**, **BUES** facilitates study exchanges, internships, and teaching placements across numerous partner institutions worldwide. These initiatives aim to enhance academic experiences, promote cultural exchange, and strengthen global networks.

In April, 55 international mobilities were carried out in countries such as Japan, Turkey, Spain, Serbia, Italy, France, Morocco, and more:

Between 1st-6th of April, Prof. Liliana Ionescu-Feleagă, Professor at the Faculty of Accounting and Management Information Systems (**CIG**), and also the Dean of the Faculty, participated in a **teaching mobility program in Moldova at ASEM Chisinau** under the Erasmus+ programme. Budget: Erasmus+.

Between 1st-6th of April, Prof. Bogdan Ștefan Ionescu, Professor at the Faculty of Accounting and Management Information Systems (**CIG**), took part in a **teaching mobility program in Moldova at ASEM Chisinau** within the Erasmus+ programme. Budget: Erasmus+.

Between 1st-5th of April, Prof. Bogdan-Gabriel Nistoreanu, Professor at the Faculty of Business Administration (in Foreign Languages), **FABIZ**, participated at **the 2025 Career Professionals Development Institute** in Italy. Budget: DRI.

Between 2nd-5th of April, Prof. Vasile Alecsandru Strat, Dean of Bucharest Business School (**BBS**), was in France, where he served as a **panel member for the AMBA reaccreditation of AUDENCIA Business School**, a Triple Crown-accredited institution. Budget: BBS.

Between 2nd-6th of April, Ioana Nagiț, PhD student, attended an international conference in Italy. Budget: CSUD.

Between 4th-5th of April, Prof. Daniela-Livia Trașcă, Professor at the Faculty of Theoretical and Applied Economics (formerly Economics), **ETA**, attended the **Blended Intensive Programme 'Social Innovation' at HfWU Nürtingen-Geislingen in Nürtingen**, Germany, under the Erasmus+ BIP scheme. Budget: Erasmus+.

Between 4th-15th of April, Prof. Simona-Irina Goia, Professor at the Faculty of Business Administration (in Foreign Languages), **FABIZ**, participated in the **Blended Intensive Programme 'Social Innovation' at HfWU Nürtingen-Geislingen in Nürtingen**, Germany, through Erasmus+ (BIP). Budget: Erasmus+.

On 4th of April, Edita Carmen Bokor Enciu, PhD student, gave a **presentation at the New Trends in Management Conference in Debrecen**, Hungary. Budget: CSUD.

Between 5th-26th of April, Paul-Livius Modran, PhD student, took part in the **International Conference on Smart Technologies & Education in Chile**. Budget: CSUD.

Between 6th-13th of April, Prof. Andreea Claudia Șerban, Professor at the Faculty of Theoretical and Applied Economics (formerly Economics), **ETA**, participated in the **International Week "Innovations, Creativity and Teaching Excellence for the Future"** at the Masaryk Institute of Advanced Studies, Czech Technical University in Prague, Czech Republic. During the IW meetings, she aimed to **initiate and negotiate an Erasmus agreement with the host institution** and, as in previous IW participations, to pursue new Erasmus or MoU agreements with other participating institutions. Budget: Erasmus+.

Between 6th-10th of April, Prof. Eva Cristina Petrescu, Professor at the Faculty of **Marketing**, participated in the **General Assembly in Oslo, Norway, as part of the MYRIAD-EU project** ("Multi-hazard and Systemic framework for enhancing Risk-Informed Management and Decision-making in the EU"). Budget: MYRIAD-EU- „Multi-hazard and systemic framework for enhancing Risk-Informed Management and Decision-making in the E.U.”

Between 6th-9th of April, Prof. Liviu-Adrian Cotfas, Professor at the Faculty of Economic Cybernetics, Statistics and Informatics, **CSIE**, and also the Director of the International Relations Department, attended the **AACSB International Conference and Annual Meeting in Austria**. During the visit, he held discussions with the AACSB representative regarding the university. Budget: DRI.

Between 6th-11th of April, Prof. Mihaela-Cornelia Dan, Professor at the Faculty of Business Administration (in Foreign Languages), **FABIZ**, was in Bulgaria to **develop bilateral relations with faculty from St. Kliment Ohridski University of Sofia and partners from the Bulgarian entrepreneurial ecosystem**, aiming to identify common ground for future research projects. She also attended training sessions focused on entrepreneurship and economic development. Budget: Erasmus+.

Between 6th-11th of April, Prof. Ionela Dumitru, Professor at the Faculty of Business Administration (in Foreign Languages), **FABIZ**, took part in the same collaborative mission in Bulgaria, focusing on bilateral cooperation and entrepreneurial development as outlined above. Budget: Erasmus+.

Between 7th-12th of April, Prof. Constantin-Marius Proftiroiu, Professor at the Faculty of Administration and Public Management (**AMP**) and also the Vice-rector for International Relations, participated in the **EURIE 2025 Education Fair in Turkey**. Budget: DRI.

Between 7th-12th of April, Corina Ioana Petrea from **DRI** also attended the EURIE 2025 Education Fair in Turkey. Budget: DRI.

Between 7th-12th of April, Prof. Nicolae Istodor, Professor at the Faculty of Agrofood and Environmental Economics (**EAM**) and also the Rector of the university, participated in the EURIE 2025 Education Fair in Turkey. Budget: DRI.

Between 7th-12th of April, Prof. Georgiana Camelia Georgescu, Dean of the Faculty of Finance and Banking, **FABBV**, participated in the EURIE 2025 Education Fair in Turkey. Budget: DRI.

Between 7th-11th of April, Prof. Simona Roxana Pătărlăgeanu, Professor at the Faculty of Agrofood and Environmental Economics (**EAM**), participated in a **training mission at the Institute of Agricultural Economics in Belgrade, Serbia**. Budget: Erasmus+.

Between 7th-11th of April, Prof. Mihai Dinu, Professor at the Faculty of Agrofood and Environmental Economics (**EAM**), also undertook a **training mission in Serbia at the same institute in Belgrade**. Budget: Erasmus+.



Between 7th-11th of April, Prof. Raluca Mihaela Drăcea, Professor at the Faculty of Agrofood and Environmental Economics (**EAM**), participated in the **training mission** in Belgrade, Serbia, at the Institute of Agricultural Economics. Budget: Erasmus+.

Between 7th-11th of April, Prof. Raluca Ignat, Professor at the Faculty of Agrofood and Environmental Economics (**EAM**) also took part in the **training mission** at the Institute of Agricultural Economics, Belgrade, Serbia. Budget: Erasmus+.

Between 7th-13th of April, Prof. Miruna Mazurencu-Marinescu-Pele, Professor at the Faculty of Economic Cybernetics, Statistics and Informatics, **CSIE**, participated in a **training session** in Poland at Kozminski University. Budget: Erasmus+.

Between 7th-11th of April, Prof. Elena Preda, Professor at the Faculty of Agrofood and Environmental Economics (**EAM**), attended a **working meeting of the DALIA Project Consortium (Horizon Europe)** in Slovakia, under the project Danube Region Water Lighthouse. Budget: DALIA - Danube Region Water Lighthouse

Between 7th-9th of April, Prof. Stere Stamule, Professor at the Faculty of Business Administration (in Foreign Languages), **FABIZ**, took part in a **Erasmus+ staff mobility training at St. Kliment Ohridski University of Sofia**, Faculty of Economics and Business Administration, to better understand the Bulgarian entrepreneurial environment and develop collaborations. Budget: Erasmus+.

Between 8th-17th of April, Cosmin-Alin Boțoroga, PhD student, traveled to Greece to attend the Applied Economics and Sustainability Conference, presenting his paper "Navigating the Blue Economy: A Socioeconomic Perspective on Marine Resource Sustainability"; and also the **9th International Conference on Applied Theory, Macro, and Empirical Finance (AMEF 2025)** in Thessaloniki, presenting "Assessing Corporate Sustainability: A Quantitative and Financial Analysis of SDG Misalignment and Net Impact". Budget: CSUD.

Between 8th-11th of April, Prof. Dan-Gabriel Dumitrescu, Professor at the Faculty of International Business and Economics (**REI**) and also the Vice-rector for Human Resources Management and European Funds, participated in the **2025 UNICA Rector's Panel and the 2025 EUA Annual Conference in Latvia**. Budget: DRI.

Between 8th-17th of April, Aura Gîrlovan, PhD student, attended the **Applied Economics and Sustainability Conference and AMEF 2025** in Greece, presenting the same research papers as part of her doctoral work. Budget: CSUD.

Between 9th-13th of April, Prof. Alexandra Lavinia Horobet, Professor at the Faculty of International Business and Economics (**REI**), attended the **1st International Workshop on Applied Economics and Sustainability in Athens**, Greece, as a keynote speaker, hosted by Harokopio University. Budget: Research Fund - State Budget.

Between 9th-13th of April, Prof. Daniela Luminița Constantin, Professor at the Faculty of Administration and Public Management (**AMP**), participated in the **EBES Conference on Business and Economics** in Italy. Budget: ESSPIN - Economic, Social and Spatial Inequalities in Europe in the Era of Mega-trends.



Between 9th-11th of April, Prof. Cristian Teodor Negruțiu, Professor at the Faculty of Business Administration (in Foreign Languages), **FABIZ**, visited Bulgaria to **develop cooperation with colleagues from Sofia University St. Kliment Ohridski and representatives of the Bulgarian entrepreneurial ecosystem**. Budget: Erasmus+.

Between 10th-13th of April, Prof. Vasile Alecsandru Strat, Dean of Bucharest Business School (**BBS**), held meetings in Italy to **discuss potential collaborations in joint research projects, research and teaching mobility**, and Executive Education programs at a new business school currently being established. Budget: BBS.

Between 10th-13th of April, Prof. Tănase Stamule, Professor at the Faculty of Business Administration (in Foreign Languages), **FABIZ**, and also the Dean of the Faculty, participated in **discussions in Italy on developing a shared ecosystem for teaching and research between ASE and the University of Salerno**. Budget: DRI.

Between 10th-13th of April, Prof. Cristiana-Doina Tudor, Professor at the Faculty of International Business and Economics (**REI**), **presented the paper "Momentum-Driven Hierarchical Risk Parity: A Dynamic Allocation Framework for Sustainable Investing"** at the 1st International Workshop on Applied Economics and Sustainability, hosted by Harokopio University of Athens, Greece. Budget: Research Fund – State Budget.

Between 10th-13th of April, Prof. Robert Aurelian Șova, Professor at the Faculty of Accounting and Management Information Systems (**CIG**), **presented the paper "ESG Performance, Controversy, and Governance Incidents: A Quantitative Analysis"** at the 1st International Workshop on Applied Economics and Sustainability in Athens, Greece. Budget: Research Fund – State Budget.

Between 10th-16th of April, Prof. Iulia Nicoleta Rășcanu, Professor at the Faculty of International Business and Economics (**REI**), took part in an **Erasmus+ teaching mobility (STA) in Italy at Tuscia University**. Budget: Erasmus+.

Between 10th-16th of April, Prof. Margareta-Stela Florescu, Professor at the Faculty of Administration and Public Management (**AMP**), participated in an **Erasmus+ Staff Mobility for Training in Italy at Tuscia University**. Budget: Erasmus+.

Between 11th-17th of April, Prof. Ana Maria Lupulescu, Professor at the Faculty of Accounting and Management Information Systems (**CIG**) **conducted a research on key arbitration rules (ICC, LCIA, ICSID, VIAC), international treaties (New York Convention), comparative legal analysis across jurisdictions, and to network with key staff and visiting professors at the Austrian-Romanian Society in Austria**. Budget: Erasmus+.

Between 13th-16th of April, Prof. Cosmin Octavian Cepoi, Professor at the Faculty of Finance and Banking, **FABBV**, attended a **training program in Hungary at Corvinus University of Budapest**. Budget: Erasmus+.

Between 13th-17th of April, Prof. Alexandra Lavinia Horobeț, Professor at the Faculty of International Business and Economics (**REI**), **participated in the AMEF 2025 – 9th International Conference on Applied Theory, Macro and Empirical Finance** in Greece. Budget: Research Fund – State Budget.



Between 13th-17th of April, Prof. Cristiana-Doina Tudor, Professor at the Faculty of International Business and Economics (REI), **presented the paper “The Economic and Environmental Nexus of Water Exploitation: A Dynamic Panel Analysis of EU Economies”** (co-authored with Aura Girlovan) at AMEF 2025 in Thessaloniki, Greece. Budget: Research Fund – State Budget.

Between 13th-17th of April, Prof. Robert Aurelian Șova, Professor at the Faculty of Accounting and Management Information Systems (CIG), **presented the paper “On the Role of Sustainable Investments in Managing Tail Risk in Post-COVID Portfolio Optimization”** at AMEF 2025 in Thessaloniki, Greece. Budget: Research Fund – State Budget.

Between 14th-16th of April, Prof. Alexandra Cătălina Chinie, Professor at the Faculty of Business Administration (in Foreign Languages), **FABIZ**, participated in an **Erasmus+ Teaching Mobility in Slovakia at University of Economics in Bratislava**. Budget: Erasmus+.

Between 22nd-30th of April, Prof. Monica Dudian, Professor at the Faculty of Theoretical and Applied Economics (formerly Economics), **ETA**, carried out an **Erasmus+ teaching mission in France at University of Strasbourg**. Budget: Erasmus+.

Between 22nd-30th of April, Prof. Liliana Crăciun, Professor at the Faculty of Theoretical and Applied Economics (formerly Economics), **ETA**, also took part in an **Erasmus+ teaching mission in France at University of Strasbourg**. Budget: Erasmus+.

Between 23rd-26th of April, Prof. Ovidiu-Ioan Dumitru, Professor at the **Faculty of Law** and also the Dean of the Faculty, attended the **General Assembly and Annual Conference of the European Law Faculties Association (ELFA)** in Bulgaria. Budget: DRI.

Between 23rd of April and 1st of May, Prof. Elena Turuianu (Nechita), Professor at the Faculty of Accounting and Management Information Systems (CIG), participated in a **CEEPUS academic mobility** in Poland. Budget: Erasmus+.

Between 23rd-26th of April, Prof. Dragoș-Mihail Mănescu, Professor at the **Faculty of Law**, was invited to attend the **General Assembly and Annual Conference of the European Law Faculties Association (ELFA): “30 YEARS OF ELFA: Legal Education between Traditions and Modernities”** in Bulgaria. Budget: DRI.

Between 24th-30th of April, Prof. Adriana Elena Dârdală, Professor at the Faculty of Economic Cybernetics, Statistics and Informatics, **CSIE**, **presented a paper at The 16th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2025) in Japan**. Budget: Research Recognition – Indexed Article Publication.

Between 25th of April and 2nd of May, Prof. Iustina Alina Boitan, Professor at the Faculty of Finance and Banking, **FABBV**, **conducted a study visit in Cyprus at Larnaca College, aimed at gathering information and identifying opportunities for international cooperation**. The trip was fully funded by an award recognizing the complexity of her indexed article publication efforts. Budget: Research Recognition – Indexed Article Publication.



Between 25th of April and 4th of May, Prof. Nicoleta Crăciun (Chicu), Professor at the Faculty of Business Administration (in Foreign Languages), **FABIZ**, went to Morocco **to promote FABIZ's Francophone track and also to strengthen partnerships with Moroccan institutions.** Budget: DRI.

On 4th of May, Irina Badiu, PhD student, **conducted a field visit in Morocco as part of the PNRR project “Accountable Governance and Responsible Innovation in Artificial Intelligence”**. Budget: PNRR – National Recovery and Resilience Plan.

Between 25th-28th of April, Ciprian Tudor, **Researcher**, participated in the **37th Panhellenic and 3rd International Statistics Conference in Greece**. Budget: PNRR – National Recovery and Resilience Plan.

Between 27th of April and 1 st of May, Prof. Carmen Monica Păunescu, Professor at the Faculty of Business Administration (in Foreign Languages), **FABIZ**, attended **the 2025 EFMD Doctoral Programmes Conference at Manchester Metropolitan University**, United Kingdom. Budget: DRI.

Between 27th-30th of April, Prof. Octavian-Dragomir Jora, Professor at the Faculty of International Business and Economics (REI), **participated as a guest speaker at the international conference “Three Seas Initiative: The Economic Dimension of Intra-EU Cooperation,” organized by the Polish Academy of Sciences in Warsaw**, alongside the Three Seas Summit & Business Forum. Budget: DRI.

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- **NUMBER OF DELEGATES FROM EACH FACULTY AND DEPARTMENT IN APRIL**



TRAVEL IS MORE THAN A JOURNEY OF MILES — IT'S A JOURNEY OF GROWTH

Erasmus testimonial



International Representation at the University of Reims Champagne-Ardenne (URCA)

Between March 31st and April 4th 2025: Camelia Elena Vlăsceanu, Erasmus+ officer, represented ASE during the Erasmus+ Joint Staff Training Week hosted by the University of Reims Champagne-Ardenne (URCA) in France. Organized in collaboration with the University of Milano-Bicocca (Italy) and Karelia University of Applied Sciences (Finland), the program focused on international student support, intercultural training, and strengthening cooperation within the INVEST European University Alliance. This experience opened new opportunities for ASE to connect with peer institutions and explore strategic partnerships.





Erasmus testimonial

Between March 7–14, I had the honor of participating in an intensive academic program at the Kelley School of Business, part of Indiana University—one of the highest-ranked business schools in the United States.

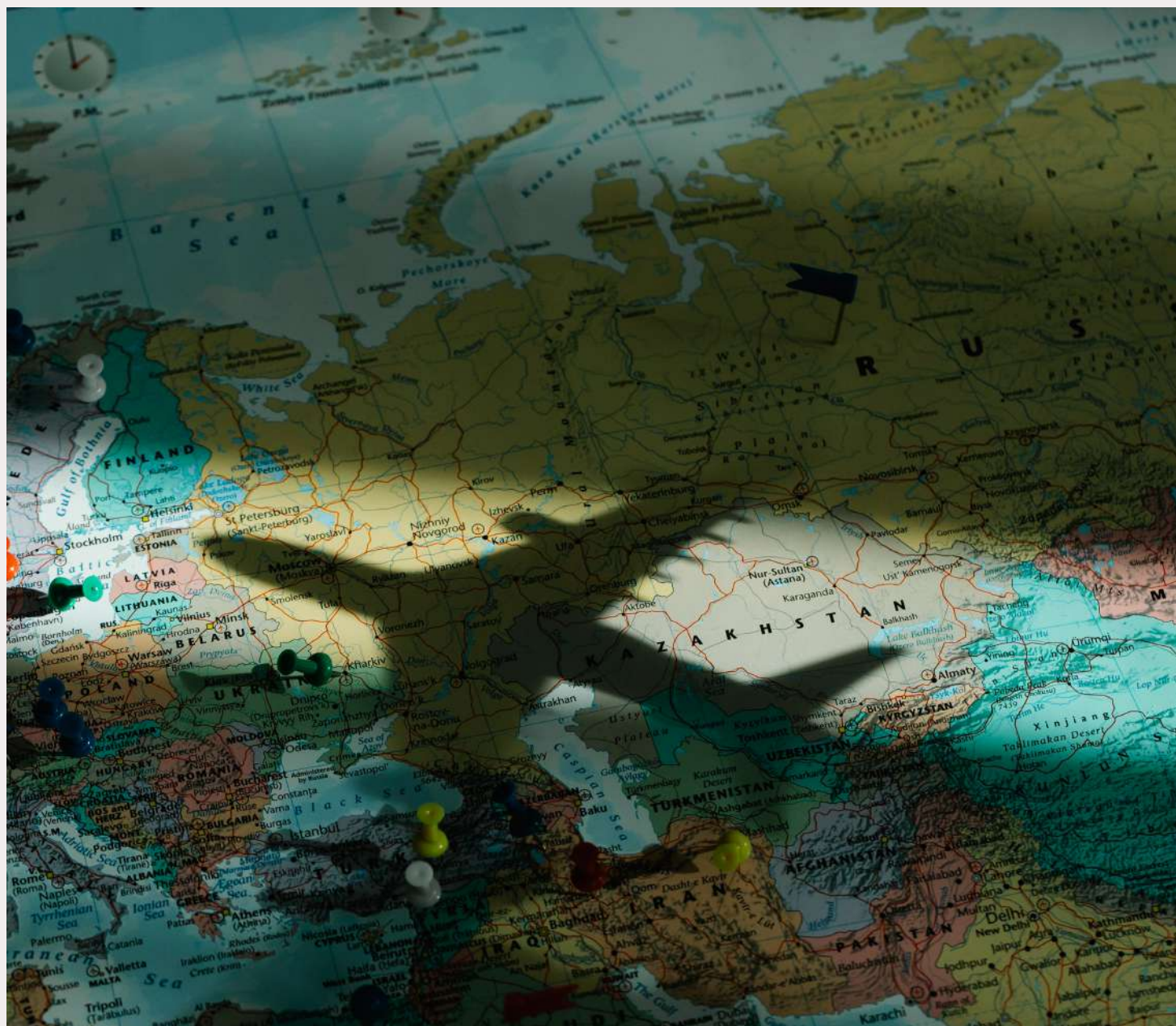
Throughout the week, I took part in interactive courses focused on accounting and taxation, two fundamental areas for gaining a deep understanding of financial processes in the business world. One of the most valuable aspects for me was the opportunity to practically compare the tax systems of Romania and the United States. The differences in structure, approach, and regulation gave me a fresh perspective on the complexity and adaptability of international fiscal policies.

Additionally, the experience was enriched by the beauty of the Indiana University campus—a vibrant, elegant, and extremely well-organized space that truly inspires study and innovation.

This experience would not have been possible without the generous support of the Erasmus Office and the coordinating professors from my home university, to whom I am sincerely grateful for the opportunity and their trust. I also extend my heartfelt thanks to the professors at Kelley School of Business, who welcomed us with openness, professionalism, and a true passion for education.

I wholeheartedly encourage young students to take advantage of such international opportunities. These are transformative experiences that help you not only learn, but also grow, expand your horizons, and gain a clearer sense of your professional path.





INTERNATIONAL
ACCREDITATION



INTERNATIONAL
RANKINGS



ERASMUS-
PROGRAMME



INTERNATIONAL
COOPERATION

APRIL- 2025