



ERASMUS+ PROGRAMME



INTERNATIONAL ACCREDITATION



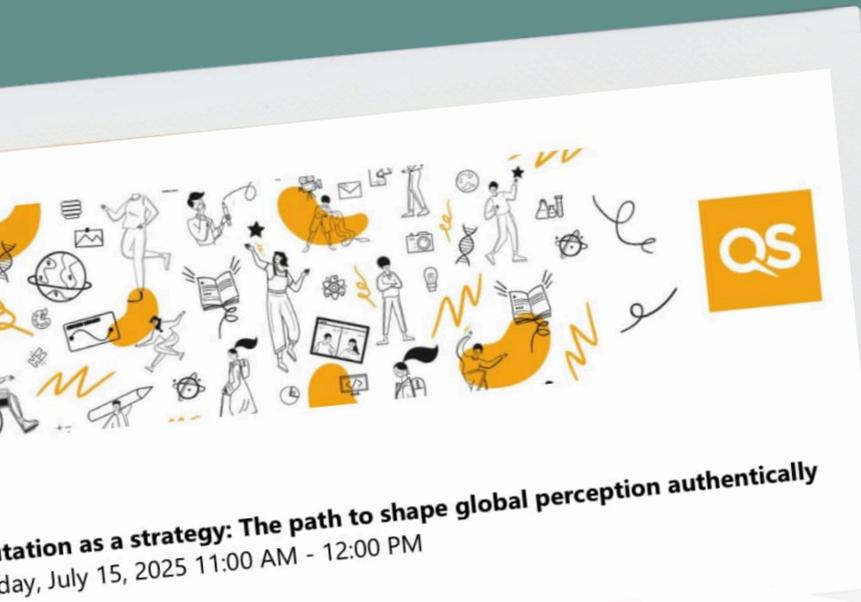
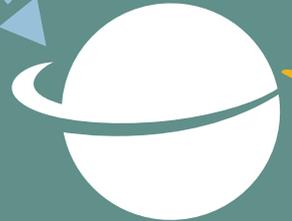
INTERNATIONAL RANKINGS



INTERNATIONAL COOPERATION

Newsletter

July 2025



ation as a strategy: The path to shape global perception authentically
day, July 15, 2025 11:00 AM - 12:00 PM



Internationalization at home

2nd July

- **Meeting with President of Fresno State University in US Mr. Saúl Jiménez-Sandoval**

Today we welcomed to our University the President of Fresno State University in US Mr. Saúl Jiménez-Sandoval. Fresno State, officially known as California State University, Fresno, is a distinguished public research university located in the vibrant city of Fresno, California. Established in 1911, this institution has a rich history of educational excellence. Fresno State is dedicated to transforming lives through education, research, and community service. The university aims to be a leading force in creating knowledge and engaging with local and global communities. With over 100 undergraduate programs and a wide array of graduate and doctoral options, Fresno State caters to diverse educational interests. Noteworthy colleges include the College of Arts and Humanities, Craig School of Business, Lyles College of Engineering, and the College of Health and Human Services. The university places a strong emphasis on practical research that addresses community needs. Numerous centers and institutes focus on vital areas, such as agriculture, health, and social sciences, fostering innovation and development.

Fresno State values partnerships with local businesses and organizations, encouraging student participation in community service and outreach programs that enhance the region's well-being. Recognized for its significant contributions to education and community development, Fresno State consistently ranks among California's top public universities.

President of Fresno State had a meeting with the Rector of our University, Professor Nicolae Istudor and the vice-rector for international relations, Professor Constantin Marius Profiroiu.

He toured the university and met part of the IRO team. Mr. President appreciated our university for its openness and interest in the relationship with the University of Fresno.

An MoU will be signed in the near future and we'll start collaboration on agri-businesses, food security and cyber security areas of research as well as teacher/researcher exchanges while the possibility of signing an Erasmus agreement was also prospected.



3rd July

- **Online meeting with representatives from Ankara University**

Under the coordination of our Vice-rector for international relations Prof. Constantin Marius Profiroiu, we had today a first extended meeting with representatives of the top management of Ankara University. We reviewed the main areas of collaboration that will be the subject of a future Memorandum of Understanding and an Inter-institutional Agreement within the Erasmus + program.

Founded in 1946 in the Turkish capital Ankara, Ankara University was the first higher education institution to be found in the Turkish Republic. A public institution, Ankara University now has a large enrollment (almost 70,000 students) in its 17 faculties. It's currently ranked 701+ in the QS World University Rankings. The university also offers 16 undergraduate and 18 graduate programs taught in English.

11th July

- **Ms. Ivana Marinkovic, Associate Director Central and Eastern Europe of EFMD Global**

Today, our Vice-rector for International Relations Prof. Constantin Marius Profiroiu had a fruitful meeting with Ms. Ivana Marinkovic, Associate Director Central and Eastern Europe of EFMD Global and the FABIZ management team. Discussions centered on the important role of international accreditation and of EFMD accreditation in particular.

Consistent and strong support for obtaining these international accreditations from the BUES management was highlighted as an important element in the internationalization process.

FABIZ is in the process of EFMD accreditation and will serve as a model for the EFMD accreditation of other study programs of our University.

14th July

- **Visit of Ms. Julia Costin, Honorary Consul of Romania in Colorado, and Ms. Ioana Engstrom, Honorary Consul in New Mexico.**

Our Vice-rector for International Relations Prof. Constantin Marius Profiroiu welcomed to our University Ms. Julia Costin, Honorary Consul of Romania in Colorado, and Ms. Ioana Engstrom, Honorary Consul in New Mexico.

The discussions focused on exploring concrete avenues for collaboration in key areas of interest: education, research, academic conferences, and cultural exchange.



15th July

- **QS webinar "Reputation as a Strategy: The Path to Shape Global Perception Authentically"**

Representatives from the Bucharest University of Economic Studies (BUES) attended the QS webinar "Reputation as a Strategy: The Path to Shape Global Perception Authentically". The session explored strategic approaches for universities to build and manage their global reputation in an authentic and sustainable manner.

Our University was represented by Professor Constantin Marius Proftoiu, Vice-Rector for International Relations, together with staff from the International Rankings and Accreditation Unit within the International Relations Office. Participation in this high-level event is part of the university's ongoing commitment to enhancing its international visibility and academic standing.

The insights gained during the webinar will inform institutional strategies to strengthen BUES's global brand and positioning in international rankings.

22nd July

- **Partnership with the Romanian United Foundation .**

The Bucharest University of Economic Studies (BUES) is pleased to announce the establishment of a strategic partnership with the Romanian United Foundation (RUF) in the United States of America, through the GlobalRomania initiative. The purpose of this collaboration is to strengthen the connection between BUES and the network of Romanian professionals in the academic and economic diaspora.

The objectives of this partnership include the creation of a global map of BUES' alumni, the facilitation of their reconnection with the academic and economic environment in Romania, and the development of mentorship, networking, and civic engagement opportunities for new generations of students and graduates. Additionally, the partnership aims to promote collaborative research and innovation, as well as to channel resources and expertise from the diaspora to support impactful initiatives in Romania. This initiative contributes to building a strong global community that supports meaningful projects for Romania's development and brings the academic diaspora closer to the country. At the same time, the partnership provides an institutional framework through which BUES strengthens its commitment to internationalization and the valorization of its alumni network. By involving graduates in strategic initiatives and fostering an active dialogue between the diaspora and the Romanian academic environment, BUES aims to build lasting bridges between education, research, and the global socio-economic landscape.

Reputation as a strategy: The path to shape global perception authentically
Tuesday, July 15, 2025 11:00 AM - 12:00 PM

Reputation as a strategy:
The path to shape global perception authentically

Welcome

Narayani Prakash
Senior Product Manager

Benjamin BAQUE
Services and Support Manager

Why QS?

- 800+ Higher education experts in 100 countries
- 6,950+ Universities evaluated in the QS World University Rankings
- 100k Number of students we support to enroll in partner universities each year
- #1 We are the global market leader for student insights and guidance (Google trends, 2023)
- 1 billion It's our goal to empower a billion future learners

ROMANIAN UNITED FOUNDATION

22nd July

- **Partnership with the Romanian United Foundation .**

Today, our colleagues from the Faculty of International Business and Economics had a first working meeting with our partners from Faculty of Economics and Business Zagreb (the 128th triple-accredited faculty in the world), a meeting that foreshadows the upcoming applied accreditation workshop that the team of colleagues from Zagreb will conduct together with colleagues from Faculty of International Business and Economics at the end of October this year.

Thanks to Prof. Sanja Sever Mališ, Dean of FEB Zagreb for the guidance provided and for setting the prospects for a successful accreditation process of our University's study programs.

24th July

- **Meeting with Prof. Vered Holzmann**

Today, Prof. Constantin Marius Profiroi, vice-rector for International Relations welcomed to our University Prof. Vered Holzmann from Israel.

Prof. Vered Holzmann is the Dean of the School of Management & Economics at The Academic College of Tel Aviv-Yaffo. She is also the Head of the MBA program and the Head of the International Relations Office.

The bilateral discussions focused on taking stock of cooperation opportunities that will form the basis of a future Memorandum of Understanding to be signed between the two institutions, including on the development of a potential dual degree study program.

The good cooperation so far under the agreement already concluded under the auspices of the ERASMUS+ program was underlined and we are looking forward to welcoming the first incoming students next year.

International missions

1st July

- **Erasmus+ Blended Intensive Programme**

Between 23–28 June 2025, students from the Faculty of Law from Bucharest University of Economic Studies, together with Assoc. Prof. Dr. Horațiu Radu, took part in the Erasmus+ Blended Intensive Programme "Current Trends and Developments in International Investment Law and International Commercial & Investment Arbitration", organised by Open University of Cyprus.



2nd July

- **UNICA**

This year, UNICA, the Network of Universities from the Capitals of Europe, celebrates its 35th anniversary!

UNICA's strength lies in its diverse community, and this anniversary is not only a celebration but a reaffirmation of the commitment to academic freedom, inclusive education, and democratic values.

Our University is proud to be part of this academic community!



3rd June

- **Blended Intensive Programme (BIP) "Generation Wine: Blending Flavours and Culture", Portugal.**

A group of our students recently took part in the Blended Intensive Programme (BIP) "Generation Wine: Blending Flavours and Culture", hosted by Instituto Politécnico do Porto in beautiful Porto, Portugal this past June.

This unique international experience combined academic learning with cultural immersion — and, of course, wine! As part of the programme, students enjoyed an unforgettable wine experience at a traditional Portuguese winery, discovering the rich heritage, flavors, and techniques that make this region's wines so exceptional.

We're proud of our students for embracing this opportunity to grow both personally and professionally, and for representing our institution with such enthusiasm and curiosity.

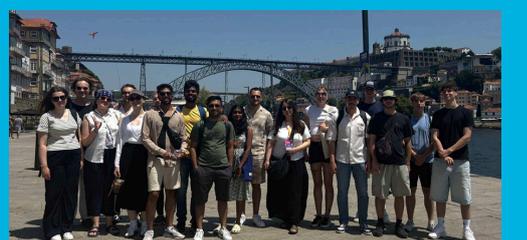
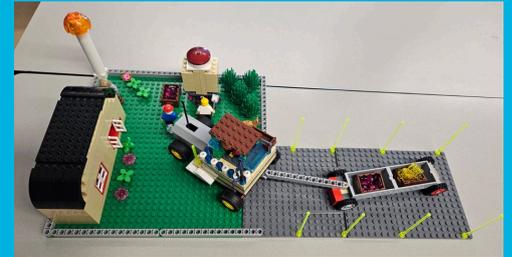
4th July

- **Erasmus+ Blended Intensive Program (BIP) "Interpreting as a Tool in Business Communication"**

Between 30 June and 4 July, group of PhD students from the Doctoral School of Economics I took part in the Erasmus+ Blended Intensive Program (BIP) "Interpreting as a Tool in Business Communication" at ISCAP – Porto Accounting and Business School, Polytechnic Institute of Porto.

Through expert-led workshops, they honed presentation, negotiation and cross-cultural collaboration skills in real-world scenarios. On the final day, each participant pitched an innovative business idea receiving peer feedback on both content and delivery.

We are proud of our students for their successful participation and engagement in the event, and we thank our partner for the excellent collaboration!



12–19th July

- **Blended Intensive Programme Erasmus+ in Croatia**

Between July 12–19, students from the Faculty of International Business and Economics at the Bucharest University of Economic Studies, accompanied by Professor Robert Aurelian Şova, PhD, and Professor Cristiana Tudor, PhD, took part in the Erasmus+ Blended Intensive Programme titled "ESG Investments: A Pathway to Sustainable Success", hosted by the University of Rijeka – Faculty of Tourism and Hospitality Management (FTHM), Croatia.

This mobility was part of an international educational initiative carried out in partnership with the following institutions: University of Rijeka, Croatia (host), University of Maribor, Slovenia, University of Belgrade, Serbia, Bucharest University of Economic Studies, Romania, and Ionian University, Greece.

14th July

- **France's National Day**

Bonne fête nationale à tous les Français!

Vive la France!

Vive l'amitié franco-roumaine !



AACSB Activities – July 2025

In July 2025, as part of its alignment with the international standards of excellence promoted by AACSB, the Bucharest University of Economic Studies (ASE) recorded a series of significant developments. These include the full implementation of the Assurance of Learning (AoL) process across all academic programs, the establishment of the International Advisory Board (IAB) as a strategic structure for internationalization and governance, and the preparation and submission of the first draft of the Progress Report to the AACSB mentor – a document summarizing key actions undertaken since the iSER submission and reaffirming the institution's commitment to continuous improvement and academic excellence.

1. Full implementation of the Assurance of Learning (AoL) process

ASE has finalized the implementation of AoL across all 87 academic programs under AACSB accreditation (25 bachelor's, 55 master's, 7 doctoral). In 78 programs (88.64%), the AoL loop has been closed through two cycles of direct measurement and the implementation of improvement measures. The process includes the evaluation of final-year theses using standardized rubrics, structured questionnaires for doctoral programs, and exit surveys. AoL is now fully integrated into ASE's quality assurance system, supported by implementation guides, digital tools, and coordination mechanisms at the program, faculty, and institutional levels.

2. Establishment of the International Advisory Board (IAB)

In July 2025, ASE officially approved the creation of the International Advisory Board (IAB), a strategic structure outlined in the university's Internationalization Strategy (2016–2027) and the iSER submitted to AACSB. The IAB comprises prominent international academics, industry leaders, and representatives of multilateral organizations (e.g., University of Cambridge, University of Chicago, Sciences Po Toulouse, Kelley School of Business – Indiana University, UNICA, GLOBIS Corporation).

Its role is to advise ASE on strengthening its international reputation, expanding academic partnerships, adapting its academic offer to global labor market needs, and supporting the acquisition and maintenance of international accreditations. The Board meets at least once a year and is coordinated by the Vice-Rectorate for International Relations.

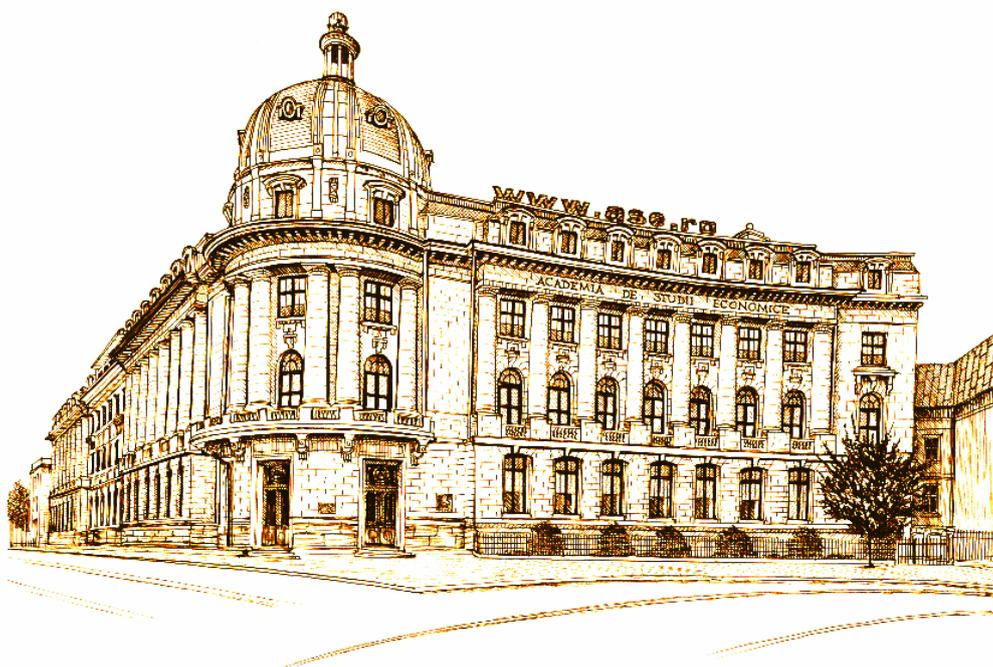
3. Preparation and submission of the first AACSB Progress Report

Between June and August 2025, ASE prepared and submitted the first draft of the Progress Report to its AACSB mentor. This milestone document summarizes actions taken since the iSER submission (September 2024) and demonstrates ASE's institutional capacity to address the Accreditation Committee's recommendations.

Key areas of progress highlighted in the report include:

- the revision of the institutional mission and vision in line with the new Law on Higher Education (2023);
- the update of the 2024–2029 Strategic Plan with clearly defined responsibilities, deadlines, and financial allocations;
- the restructuring of risk analysis, focusing on five critical areas flagged by AACSB;
- the revision of faculty qualification criteria and implementation of an annual review process;
- the development of a digital infrastructure for research and strategic management;
- the launch of new international engagement initiatives, such as International Week, participation in European projects, and the activation of the global alumni network.

The final version of the Progress Report is scheduled for submission to AACSB by the official deadline of 1 September 2025.





INTERNATIONALIZATION ACTIVITIES CARRIED OUT BY THE FACULTIES WITHIN BUES

University internationalization is a key pillar of institutional development in contemporary higher education, reflecting universities' commitment to academic excellence, global competitiveness, and international cooperation. This process entails the integration of an international dimension into teaching, research, institutional governance, and academic services, through a variety of tools and policies: academic mobility, study programs in foreign languages, strategic partnerships, participation in international university alliances, and the pursuit of prestigious accreditations. In this context, the Bucharest University of Economic Studies (BUES) plays an active role in promoting internationalization by diversifying its international academic offerings, increasing its visibility in global rankings, and participating in European initiatives such as the European University Alliances. The institution also aims to strengthen an open and intercultural organizational culture that supports the development of globally competitive graduates and fosters the production of internationally relevant knowledge.





Center for Japanese Studies

On July 16, as part of the collaboration with the Japanese Cultural Center of Babeş- Bolyai University in Cluj-Napoca, we received a visit from Mr. SATO Haruhiko from Ehime

University in Japan, who is currently participating in an exchange program at the university in Cluj. Mr. Sato spent a day in Bucharest, where the students of the ASE Center for Japanese Studies introduced him to our university and the most important landmarks of the capital—all in Japanese.



The month of July was largely dedicated to preparations for the 12th edition of the international conference on Japanese studies, Japan: Pre-Modern, Modern and Contemporary, which will take place at ASE from September 8 to 10. Additionally, efforts were focused on preparing students, grouped according to their proficiency level, for the international Japanese Language Proficiency Test (日本語能力試験), which will be held in December. This year, our students will be participating in large numbers for the first time.



*Updates from the University of Hyōgo Satellite
Office – July 2025*



The University of Hyōgo Satellite Office continues to pursue its mission of promoting academic exchange and international cooperation through targeted outreach across Europe.

In July, the Satellite Office focused on strengthening institutional partnerships and expanding the visibility of the University’s English-language undergraduate program—the Global Business Course (GBC)—across Germany and Romania.

One of the key accomplishments of the month was the successful facilitation of GBC partnership agreements with two high schools—one in Germany and one in Romania—both of which offer Japanese language education. These agreements mark an important step in creating a pipeline for high school students interested in pursuing international higher education in Japan and will serve as a model for future outreach efforts in other regions.

In parallel, the Satellite Office engaged in discussions with PhD students from the Faculty of Management at the Bucharest University of Economic Studies (ASE) regarding the possibility of an academic exchange program next semester. These conversations highlighted a shared interest in enhancing mobility and academic collaboration at the graduate level.

In preparation for the upcoming SPRING Program, scheduled for the end of October 2025, the Satellite Office also began logistical and academic planning. The program will bring a group of PhD students from the University of Hyōgo to Romania, where they will visit several partner universities, including ASE. This initiative aims to promote cross-cultural learning and foster educational ties between Japan and Romania.





Center for American Studies – BUES Bucharest

The American Studies Center at the Bucharest University of Economic Studies had the pleasure of welcoming Ms. Julia Costin, Honorary Consul of Romania in Colorado (USA), and Ms. Ioana Engstrom, Honorary Consul of Romania in New Mexico (USA).

The meeting, held in the presence of Professor Marius Profiroi, Ph.D., Vice-Rector of ASE, included discussions on potential cooperation in academic mobility, research, and cultural exchange between Romania and the United States.

The event highlights the Center’s ongoing focus on strengthening international partnerships and promoting Romanian-American academic dialogue.



Bucharest Business School

Professor Andrew Papadopoulos
Management Marketing Class ROCA Executive MBA
École des sciences de la gestion (ESG UQAM), Montreal, Canada.



Professor Dan NICOLAE
University of Chicago
Data Science and AI International Summer School - speaker

Professor Radu PRODAN
University of Insbruck
Data Science and AI International Summer School - speaker





Professor Cornelia CARAGEA
University of Illinois Chicago
Data Science and AI International Summer School - speaker

Professor Anna FENSEL
Wageningen University & Research, the Netherlands
Data Science and AI International Summer School - speaker



Chief AI Officer Ioan TOMA
Onlim GmbH, Austria
Data Science and AI International Summer School - speaker

Researcher/Machine Learning Engineer Joze ROZANEC
Jožef Stefan Institute, Slovenia
Data Science and AI International Summer School - speaker



Lecturer & Senior Researcher Wiktor Sowinski-Mydlarz
London Metropolitan University, UK
Data Science and AI International Summer School - speaker

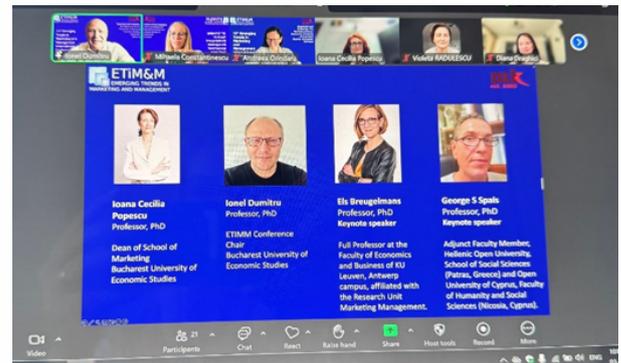
Researcher Scientist Roberto AVOGADRO
SINTEF AS, Norway
Data Science and AI International Summer School - speaker



Researcher Scientist Nikolay Nikolov
SINTEF AS, Norway
Data Science and AI International Summer School - speaker

During the period of July 3-4, 2025, the Faculty of Marketing organized the 10th edition of the International Conference Emerging Trends in Marketing and Management (ETIMM).

This year, at the ETIMM conference, two remarkable and inspirational keynote speakers participated as special guests, bringing forward topics about the future of marketing:

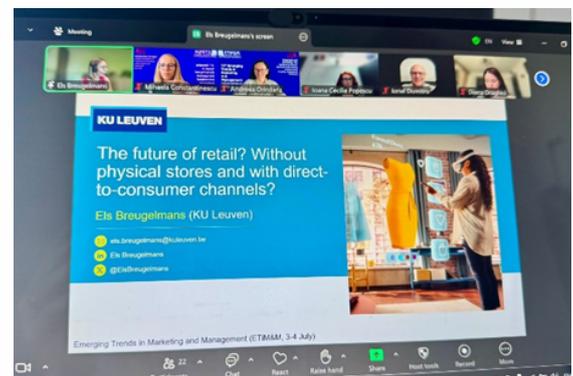


The future of retail: without physical stores and with direct-to-consumer channels?

Prof. Dr. Els Breugelmans

**Faculty of Economics and Business of KU Leuven, Antwerp campus
Full Professor, affiliated with the Research Unit Marketing Management**

Her scientific research focuses on empirically modeling retail issues, including topics such as omni-channel purchasing behavior, retailer-manufacturer relationships, and loyalty programs. Her research has been published in top academic journals. She is AE of the Journal of Retailing and International Journal of Research in Marketing, and a member of the editorial review boards of Journal of Marketing and the Journal of the Academy of Marketing Science. She is often consulted by the written and spoken media to voice her opinion about recent retailing trends and evolutions



Charting the Path Ahead: Marketing Where Innovation Meets Humanity and Data

Prof. Dr. George S. Spais

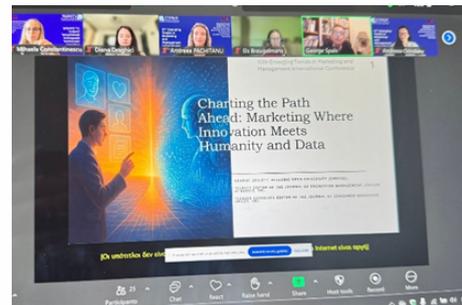
**Hellenic Open University, School of Social Sciences (Patras, Greece) and 2. Open University of Cyprus, Faculty of Humanity and Social Sciences (Nicosia, Cyprus)
FCIM, Adjunct Faculty Member**

His expertise includes promotion management, digital promotions, digital marketing, and marketing education. His research works have appeared in international, refereed, and indexed scholarly journals, conference proceedings and book chapters. He serves as deputy editor (since 2024), senior associate editor (2023-2024), associate editor of the Journal of Promotion Management (2014-2023), and senior associate editor of the Journal of Consumer Behaviour (since 2024) and as associate editor of the same journal (2023-2024).

He is an Editorial Advisory Board Member of the Asia Pacific Journal of Marketing and Logistics , FIIB Business Review/FBR and Journal of Business Case Studies.

He is an elected Fellow Member (FCIM) and certified Chartered Marketer of the Chartered Institute of Marketing (UK). He worked as a freelance marketing consultant for small-medium sized profit and non-profit organizations and as a marketing consultant for the entrepreneurship-consulting program of the Small Enterprises' Institute of the Hellenic Confederation of Professionals, Craftsmen, and Merchants ("IME GSEVEE"). He is a trainer and educator for major significant Greek agencies, associations, and unions.

He is a member of the Academy of Marketing Science (USA), the European Marketing Academy of the European Institute for Advanced Studies in Management (Belgium), the Marketing Academy (UK), the American Marketing Association (USA), the Marketing Educators' Association (USA), the EuroMed Academy of Business of the EuroMed Research Business Institute (Cyprus), the Greek Marketing Academy (Greece), Hellenic Institute of Marketing (Greece), and the Hellenic Adult Education Association.



Faculty of Accounting and Management Information Systems



Professor Paweł Kossecki

Cardinal Stefan Wyszyński University, Warsaw, Poland

On 28 July 2025, Professor Paweł

Kossecki met with the management team of the Faculty of Accounting and Management Information Systems to discuss potential areas of collaboration between their universities. The discussion focused on several key opportunities for academic cooperation, including:

- establishing Erasmus+ agreements to facilitate student and faculty exchanges;
- encouraging joint participation in academic conferences and events;
- developing collaborative initiatives for PhD students, such as workshops and research seminars.



☑ Testimonial

Associate Professor Mihai Dinu, PhD



- ☑ Associate Professor Mihai Dinu, PhD, participated in an ERASMUS+ Teaching mobility at Universidad Católica de Valencia San Vicente Mártir 🇪🇸, where he contributed to the development of exam topics, student assessment, and academic exchange .

This mobility adds value to the student knowledge assessment process at the Faculty of Agri-Food and Environmental Economics and is part of the activities carried out for the international accreditation process.

The activity was coordinated by Prof. Andreea Apetrei Kalveram (@andreeaapetrei), whose role in the education of #EAM students is particularly important!

The collaboration between the two universities will continue through new academic projects and ERASMUS+ mobilities!



INTER-INSTITUTIONAL AGREEMENTS

AUGUST/2025



Top Agreements

- Prague University of Economics and Business
- Montpellier Business School
- LMU Munich
- Ankara University

August Highlights at BUES New Inter-Institutional Agreements Signed

We are proud to announce that the Bucharest University of Economic Studies (ASE) has recently established Erasmus+ partnerships with four prestigious universities across Europe and beyond. These new agreements expand mobility opportunities for both students and academic staff, reinforcing ASE's strategic commitment to internationalization and academic excellence.



New Partnerships Formed



Prague University of Economics and Business Czech Republic

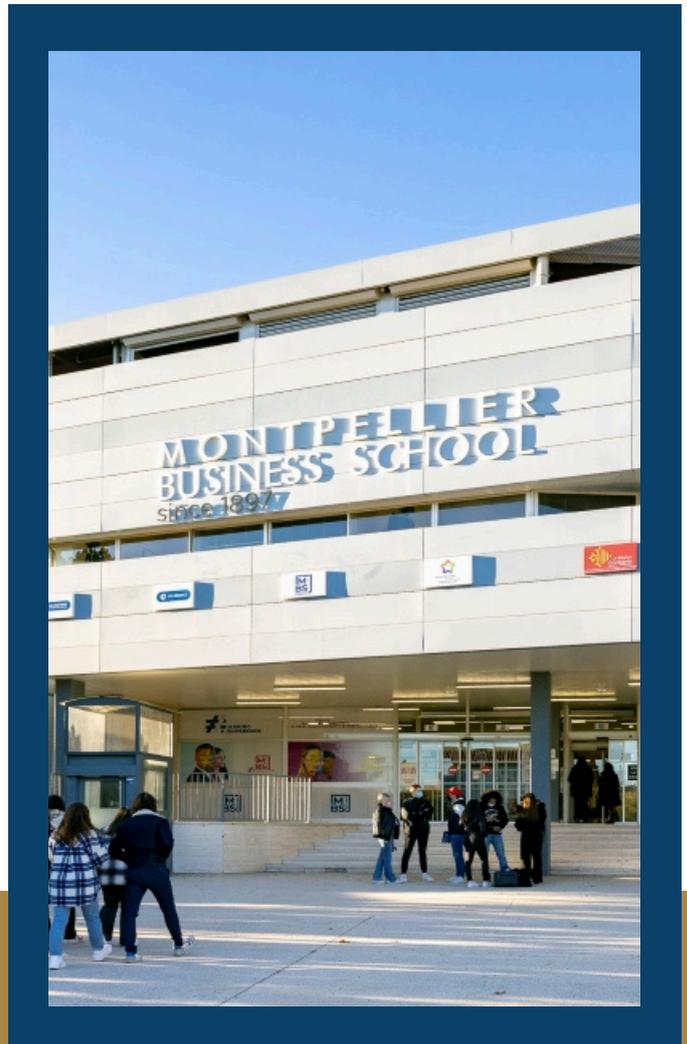
One of the leading economic and business universities in Central and Eastern Europe, Prague University of Economics and Business (VŠE) holds triple accreditation (EQUIS, AMBA, AACSB) and is renowned for its strong international focus and high-quality research.

Montpellier Business School France

Founded in 1897, Montpellier Business School is a top-ranked Grande École with a strong emphasis on responsible management, innovation, and diversity. It holds the prestigious triple crown accreditation and offers cutting-edge programs in business and management.

This Erasmus+ mobility is Ideal for students that study in the areas of Management, Entrepreneurship, Marketing, and Sustainability.

www.international.ase.ro





LMU Munich Germany

Ludwig-Maximilians-Universität München (LMU) is consistently ranked among the top 100 universities in the world. With a tradition dating back to 1472 and more than 44 Nobel laureates, LMU is a hub of excellence in economic research and higher education focused on academic exchange in Economics, Finance, and Social Sciences.

Ankara University Turkey

Established by the founder of modern Turkey, Mustafa Kemal Atatürk, Ankara University was the country's first university of the Republic. It now ranks among the top public research institutions in Turkey, offering a wide range of academic disciplines. The Erasmus+ mobilities here are open to students and faculties in Political Science, Public Administration, Economics, Law, and Cultural Studies.

www.international.ase.ro



TESTIMONIALS

ERASMUS+

2024-2025



MY YEAR OF NO *REST & RELAXATION*



You know, when you do apply for an Erasmus+ study mobility, you think that all of your days over there will look like this. And by that I mean, that you will be confused in the library 90% of the time.

Well, those are not necessarily fake news. You will be spending some time in the library, being confused about what you are studying, or what you are supposed to do over there, and most of all, what you are doing there, in a new country, when you could have just stayed at home. **Wrong.**



Wroclaw University of Economics and Business - Wrocław, Poland



University of National and World Economy - Sofia, Bulgaria



University of Applied Sciences in Elbląg - Elbląg, Poland

Your entire Erasmus+ won't just be about the time spent alone. It will be about the time spent with the friends you make along the way. I can only remember the great memories I made with everyone who was also involved in the study mobilities. But you are correct...

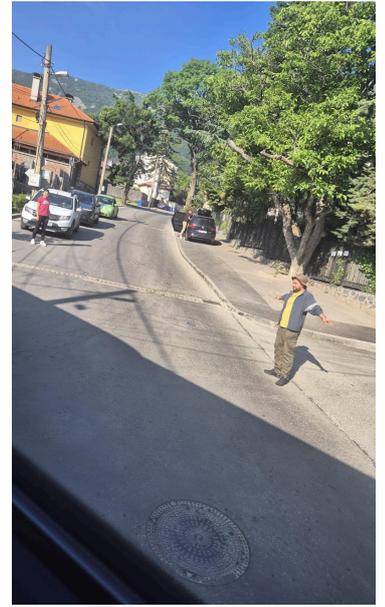
Times are never easy, and sometimes the unexpected happens as well. But those experiences are okay. They help you grow and plant the seeds for your curiosity and your adventures ahead.



University of West Attica - Athens, Greece



University of Applied Sciences in Elblag - Elblag, Poland



University of National and World Economy - Sofia, Bulgaria

Take these three pictures for example. You never know when you will have to warn people again about first smelling before drinking from a random bottle at your grandma's house in the countryside, or dealing with the rope game, teaming up with the Greeks against the Polish (we lost, obviously), or just stopping the traffic in Bulgaria because the bus carrying the team had to reverse for 300 meters in the middle of the day.



University of National and World Economy - Sofia, Bulgaria



Bucharest University of Economics - Bucharest, Romania

But this is exactly the point. Your Erasmus+ will not be all about studying. Undoubtedly, it is a wonderful experience for you to broaden your knowledge and to gain some international experience from a university that might be following a different curriculum, and to live in an international and intercultural environment that will help you become the best version of yourself. But that is not all...



Bucharest University of Economics -
Bucharest, Romania

Yes, there will be work to do, and yes, there will be classes you must attend and exams that you have to pass. But besides that there will be group projects that you'll have to be involved in, to bring your perspective to the table, and to get along with people from diverse backgrounds.

But it will be fun! Because all this is what Erasmus+ study mobilities or programmes are about. Forcing you to overcome your comfort zone and shaping you into the best version of yourself, even if you might encounter some challenges on the way.



University of West Attica - Athens, Greece

And in the end, it is all about what stays with you after the experience. It can be an excellent teacher, a very insightful course, or the coffee breaks with your classmates during the long exhausting university days.



University of Applied Sciences in Elbląg - Elbląg, Poland

But it can also be achieving the dreams you have chosen to follow, exploring the world, and connecting with people like you.

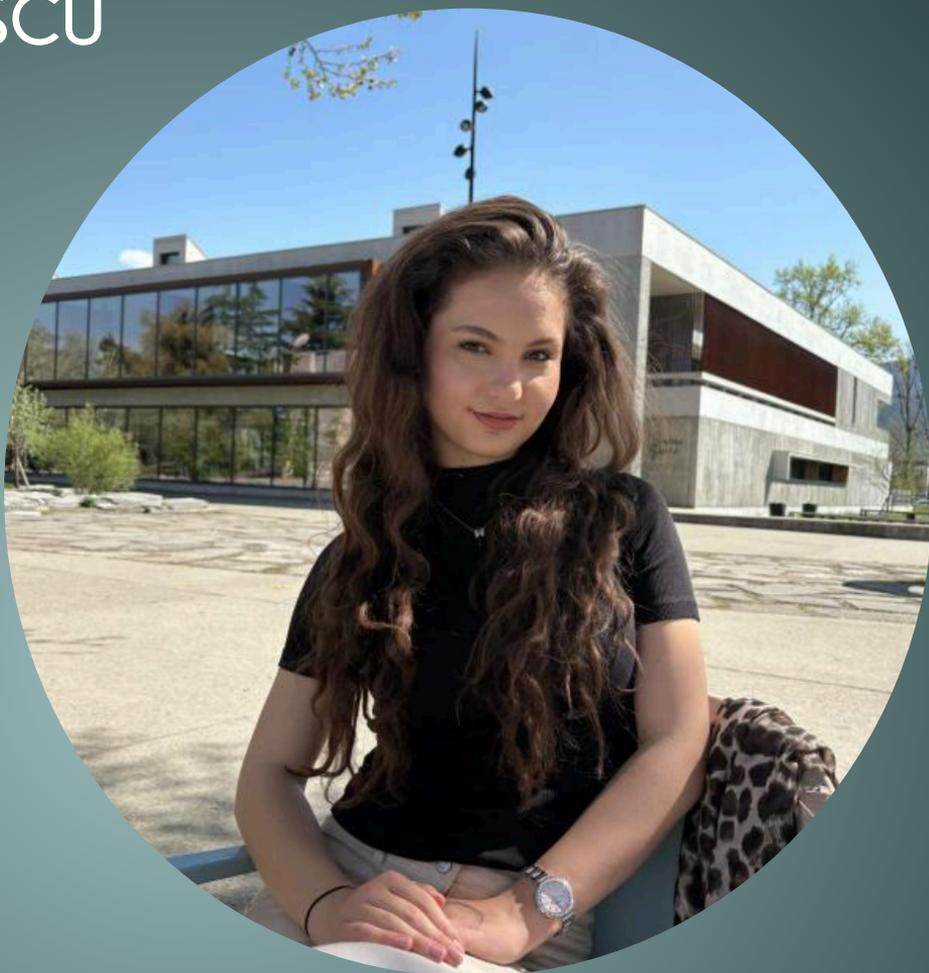
In the end, it is not the question "**What if?**" that guides you. It is and it will always be the statement starting with "**I have done it**".

And I am telling you this from the perspective of someone who had five Erasmus+ experiences in the last academic year, and approximately 20+ Erasmus+ mobilities overall, including three full academic terms abroad.

BUT I DO BEG YOU NOT TO TRUST ME.
AND I DARE YOU TO TRY IT FOR YOURSELF!

TESTIMONIAL ERASMUS+

STEFANIA TENESCU
CSIE | 3RD YEAR



Hello! My name is Stefania and I had the opportunity to spend one year abroad through the Erasmus+ mobility program in France. I studied at **Université Grenoble Alpes**, where I experienced not only a new academic environment but also a vibrant multicultural atmosphere.

For me, France had always been a dream. Through this Erasmus experience, I wanted to improve my French, discover the culture, and grow on a personal level. Looking back, I can proudly say I achieved all of these goals — and even more.

I studied alongside French students, improved my language skills, and explored my field of study, Computer Science, in a completely different format that opened my eyes to new opportunities in this domain.

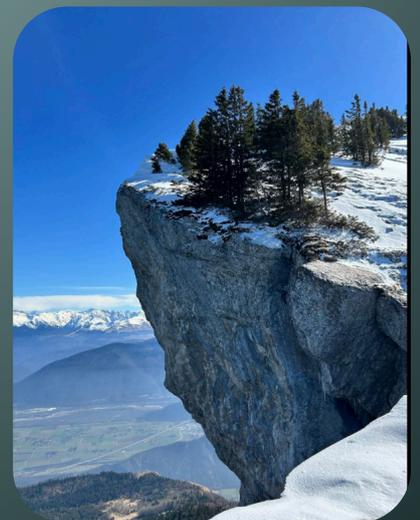
I met people from all around the world with whom I traveled, danced, and constantly stepped out of my comfort zone.

Most importantly, I proved to myself that I am capable of achieving anything I set my mind to — because moving alone to a foreign country is not easy, but it is definitely not impossible.



If I still haven't convinced you to step into the unknown, then how about hiking on rocky trails or exploring crystal-clear mountain lakes? Imagine skiing in the French Alps with your university colleagues or trying out exciting water sports. All of this is possible in this vibrant university city nestled in the mountains, where everything feels within reach.

I left not only with unforgettable memories, but also with lifelong friendships that made the experience truly priceless.





MOBILITY LOCATIONS

Country	Regional budgetary instrument
Basic Salary	Asia (Region 5)
Transportation Allowance	Rp500.000
Meal Allowance	Rp500.000
Performance Allowance	Rp1.200.000
Overtime	Rp400.000
Bonus	Rp800.000
Total Earnings	Rp13.400.000
Income Tax (21%)	Rp500.000

Paid on: August 19, 2025

Prepared by:

Benjamin

Benjamin Shah
HR Manager



What is Erasmus+ KA171?

Erasmus+ Key Action 171 (KA171) enables mobility for students, academic, and administrative staff between higher education institutions from EU Programme Countries and those from Non-EU Partner Countries.

KA171 Budget – What Does It Mean for ASE?

Receiving a budget under the KA171 action means that ASE Bucharest has been selected at the European level to receive dedicated funding for Erasmus+ international mobility with countries outside the European Union.

01. ASIA (REGION 5)

- Indonesia,
- Malaysia
- South Korea
- Thailand

02. CENTRAL ASIA (REGION 6)

- Kazakhstan
- Turkmenistan
- Uzbekistan

03. LATIN AMERICA (REGION 10)

- Chile
- Peru
- Mexico



04. NEIGHBOURHOOD EAST (REGION 2)

- Armenia
- Azerbaijan
- Georgia
- Republic of Moldova
- Ukraine

05. SOUTH-MEDITERRANEAN COUNTRIES (REGION 3)

- Israel
- Jordan
- Morocco

05. SUB-SAHARAN AFRICA (REGION 9)

- South Africa

06. USA AND CANADA (REGION 12)

- Canada
- United States of America

07. WESTERN BALKANS (REGION 1)

- Albania
- Bosnia and Herzegovina

INTERNATIONAL COOPERATION

JULY'S HIGHLIGHT



**NEW
AGREEMENTS
SIGNED WITH
COUNTRIES SUCH
AS MOROCCO,
BRAZIL AND
GEORGIA**



**INTERNATIONAL
MOBILITIES**



**NEW ATTENDANCES
AT
INTERNATIONAL
EVENTS**

More info at

WWW.INTERNATIONAL.ASE.RO

MoUs signed in July



Universidad de Artemisa Cuba

Agreement initiated by the **Faculty of Business and Tourism**

Universidad de Artemisa is a prominent provincial university located in Artemisa, Cuba. Founded in 2012, it has rapidly developed into one of the region's key institutions of higher education, known for its dedication to community-oriented learning and applied research. It is particularly recognized for its contributions to educational sciences, agroecology, and sustainable rural development.

Website link:

<https://uva.uart.edu.cu/?lang=en>



University of Rome Tor Vergata Italy

Agreement initiated by **DRI**

University of Rome Tor Vergata is a prominent public university located in the southeast of Rome, Italy. Established in 1982, it has grown into one of Italy's leading institutions of higher education, with a strong emphasis on research, innovation, and sustainability

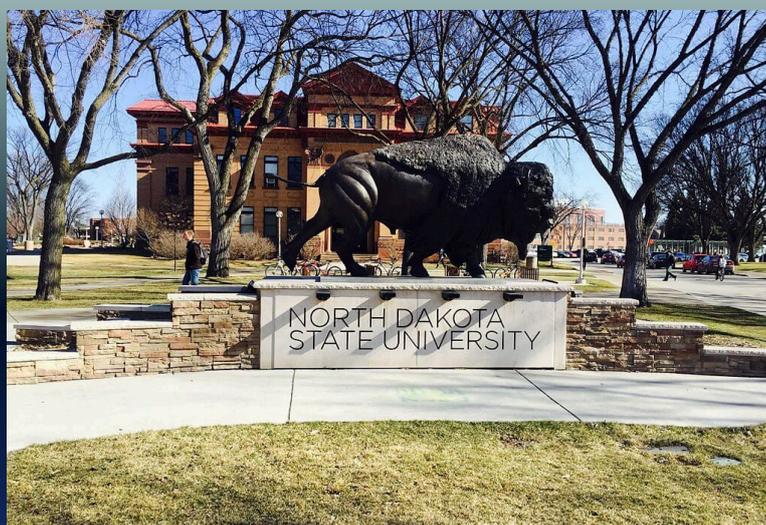
Website link:

<https://web.uniroma2.it/>

North Dakota State University USA

Agreement initiated by the **Faculty of Agrofood and Environmental Economics**

North Dakota State University (NDSU) is a distinguished public, land-grant research university located in Fargo, North Dakota, USA. Founded in 1890 (initially as North Dakota Agricultural College), it was later renamed NDSU in 1960, evolving into the state's flagship institution of higher education. It has grown into one of the nation's prominent research universities, particularly known for advancing applied sciences, agriculture, engineering, and biotechnology.



Website link:

<https://www.ndsu.edu/>

MoUs signed in July



Isparta University of Applied Sciences (IUAS) Turkey

Agreement initiated by the **Faculty of Business and Tourism**

Isparta University of Applied Sciences (IUAS) is a public applied-sciences university located in Isparta, Turkey. Established on May 18, 2018, it was formed when several faculties, vocational colleges, and graduate units separated from Süleyman Demirel University to create a specialized institution focused on practical, industry-aligned education

Website link:

<https://isparta.edu.tr/en/>



Kazimieras Simonavičius University Lithuania

Agreement initiated by the **Faculty of Business and Tourism**

Kazimieras Simonavičius University is a private, state-accredited research university located in Vilnius (with a second campus in Klaipėda), Lithuania. Founded in 2003 as the Vilnius Academy of Business Law, it adopted its current name in 2012 in honor of Kazimierz Siemienowicz, a pioneering 17th-century military engineer and rocketry innovator

Website link:

<https://ksu.lt/>

Ankara University Turkey

Agreement initiated by **DRI**

Ankara University is a distinguished public research university situated in Ankara, the capital of Turkey. It is particularly recognized for its contributions in medical and health sciences (through its flagship School of Medicine established in 1945 and ranked among Turkey's top medical schools).



Website link:

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

MoUs signed in July



Anadolu University Turkey

Agreement initiated by the **Faculty of International Business and Economics**

Anadolu University is a prestigious public university located in Eskişehir, Turkey. Officially established in 1958 (and reorganized in 1982 by merging multiple institutions including a medical school), it has evolved into a flagship institution in Turkey with a national and global impact.

Website link:

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

VSB – Technical University of Ostrava Czech Republic

Agreement initiated by the **Faculty of International Business and Economics**

VSB – Technical University of Ostrava (VSB-TUO) is a public technical and economic university based in Ostrava, Czech Republic. Originally founded in 1849 as a mining academy in Příbram and relocated to Ostrava after World War II, it has grown into one of the Czech Republic's leading polytechnic universities, combining deep historical roots with modern research and industry collaboration.



Website link:

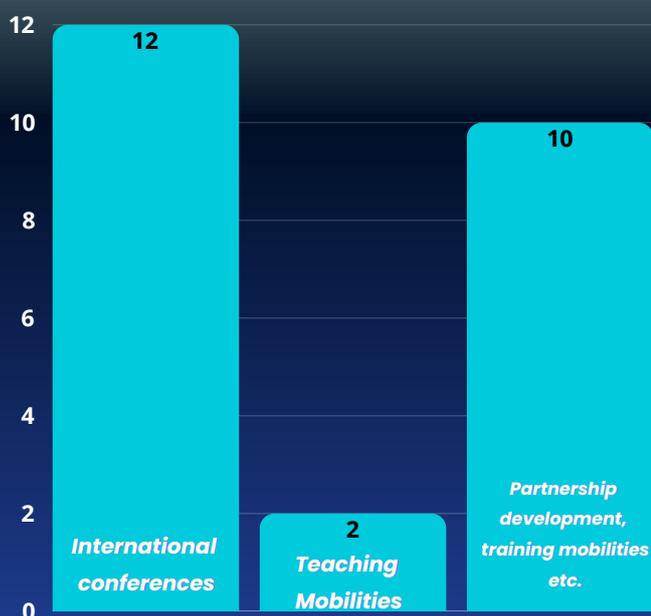
<https://www.vsb.cz/cs/>



INTERNATIONAL MOBILITIES



INTERNATIONAL MOBILITY FIGURES FOR JULY



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.

An overview of activities that took place in July includes:

Between June 26th and July 4th, Tudor Ciprian, Researcher at the Bucharest University of Economic Studies, completed a research and documentation mobility at Universidad de la República in Uruguay, upon the invitation of Prof. Ernesto Mordecki. Budget: PNRR – National Recovery and Resilience Plan.

Between June 28th and July 5th, Emanuelle-Ioana Perța (Muntean), PhD student at the Bucharest University of Economic Studies, participated in a scientific conference in Spain. Budget: CSUD.

Between June 29th and July 6th, Prof. Mihail-Ovidiu Tănase, Professor at the Faculty of Business and Tourism, took part in a physical mobility in Latvia, together with 12 students, under the BIP programme – Redefining experiential tourism through innovation and sustainability, carried out in partnership with the University of Foggia and the Latvia University of Life Sciences and Technologies. Budget: Erasmus.

Between June 29th and July 5th, Prof. Ștefania Cristina Curea, Professor at the Faculty of Accounting and Management Informatics, participated in the International Staff Week at the University of Economics in Varna, Bulgaria. Budget: Erasmus.



Between June 29th and July 5th, Prof. Alexandra Lavinia Horobeț, Professor at the Faculty of International Economic Relations, participated in the International Staff Week at the University of Economics in Varna, Bulgaria. Budget: Erasmus.

Between June 29th and July 3rd, Vladimir-Aurelian Enăchescu, staff member in the Department for Teacher Training, participated in the 17th Annual International Conference on Education and New Learning Technologies in Spain. Budget: Research Fund – State Budget.

Between June 29th and July 3rd, Monica-Elisabeta Păduraru, staff member in the Department for Teacher Training, participated in the 17th Annual International Conference on Education and New Learning Technologies in Spain. Budget: Research Fund – State Budget.

Between June 30th and July 4th, Prof. Sînziana-Maria Rîndașu, Professor and Vice-Dean at the Faculty of Accounting and Management Informatics, participated in the 8th Erasmus+ International Staff Week at the University of Thessaly, Greece. Budget: Erasmus.

Between July 1st and July 5th, Bianca-Raluca Cibu, PhD student at the Bucharest University of Economic Studies, participated in the *International Forum on Knowledge Assets Dynamics (IFKAD 2025)* held in Italy. Budget: PEPER – Place-based Economic Policy in EU's Periphery – fundamental research in collaborative development and local resilience. Projections for Romania and Moldova.



Between July 1st and July 5th, Ioana Ioanăș, PhD student at the Bucharest University of Economic Studies, participated in the International Forum on Knowledge Assets Dynamics (IFKAD 2025) held in Italy. Budget: CSUD.

Between July 1st and July 5th, Prof. Victor Dragotă, Professor at the Faculty of Finance, Insurance, Banking and Stock Exchange, participated in the 13th Portuguese Finance Network (PFN) Conference in Vilamoura, Algarve, Portugal, where he presented the paper "Democracy, Pandemic Crisis, and Dividend Policy." Budget: Research Fund – State Budget.

Between July 2nd and July 6th, Prof. Mădălina-Vanesa Teodorescu, Professor at the Faculty of Business Administration in Foreign Languages, participated in the international conference 41st EGOS held in Greece. Budget: PNRR – National Recovery and Resilience Plan.

Between July 2nd and July 6th, Prof. Simona-Irina Goia, Professor at the Faculty of Business Administration in Foreign Languages, participated in the international conference 41st EGOS held in Greece. Budget: PNRR – National Recovery and Resilience Plan.

Between July 2nd and July 6th, Prof. Raluca-Mariana Grosu, Professor at the Faculty of Business and Tourism, participated in the international conference 52nd EBES Conference organized by the Eurasia Business and Economics Society (EBES) in Turkey. Budget: Research Fund – State Budget.



Between July 2nd and July 10th, Prof. Margareta-Stela Florescu, Professor at the Faculty of Public Administration and Management, participated in working meetings with members of the University of Verona, Italy, focusing on academic collaboration, international experience exchange, and exploration of potential future research projects. Budget: ASE-RISE – Promoting research excellence through interdisciplinarity, digitalization, and integration of Open Science principles to increase international visibility.

Between July 5th and July 13th, Prof. Camelia-Iuliana Lungu, Professor at the Faculty of Accounting and Management Informatics, participated in the Erasmus+ Blended Intensive Programme (BIP) on Doctoral Studies Supervision (2023-1-ES01-KA131-HED-000120640-5) held in Spain. Budget: Erasmus.

Between July 5th and July 13th, Prof. Mădălina Dumitru, Professor at the Faculty of Accounting and Management Informatics, participated in the Erasmus+ Blended Intensive Programme (BIP) on Doctoral Studies Supervision (2023-1-ES01-KA131-HED-000120640-5) held in Spain. Budget: Erasmus.

Between July 5th and July 13th, Prof. Valentin-Florentin Dumitru, Professor at the Faculty of Accounting and Management Informatics, participated in the Erasmus+ Blended Intensive Programme (BIP) on Doctoral Studies Supervision (2023-1-ES01-KA131-HED-000120640-5) held in Spain. Budget: Erasmus.



Between July 6th and July 10th, Prof. Ramona-Ștefania Igrat, Professor at the Faculty of Management, participated in the programme Learning Agility in the Era of Disruption, held by Alba Graduate Business School in Athens, Greece, and accompanied Romanian MBA students. Budget: Erasmus.

Between July 8th and July 11th, Prof. Simona Andreea Apostu, Professor at the Faculty of Cybernetics, Statistics and Economic Informatics, participated in the 32nd APDR Congress held in Portugal, with the theme "Sustainable Transformation and Spatial Interaction of People and Places: Urban and Rural Landscapes for mobility, migration and tourism." Budget: Research Fund – State Budget.

Between July 8th and July 9th, Prof. Vasile Alecsandru Strat, Professor and Dean of Bucharest Business School, participated in the CLC East Core Partners Meeting – One Water held in Poland. Budget: BBS.

Between July 9th and July 13th, Andra Sandu, PhD student at the Bucharest University of Economic Studies, presented a scientific paper at the CIME Conference held in Italy. Budget: JobKG – A Knowledge Graph of the Romanian Job Market based on Natural Language Processing.



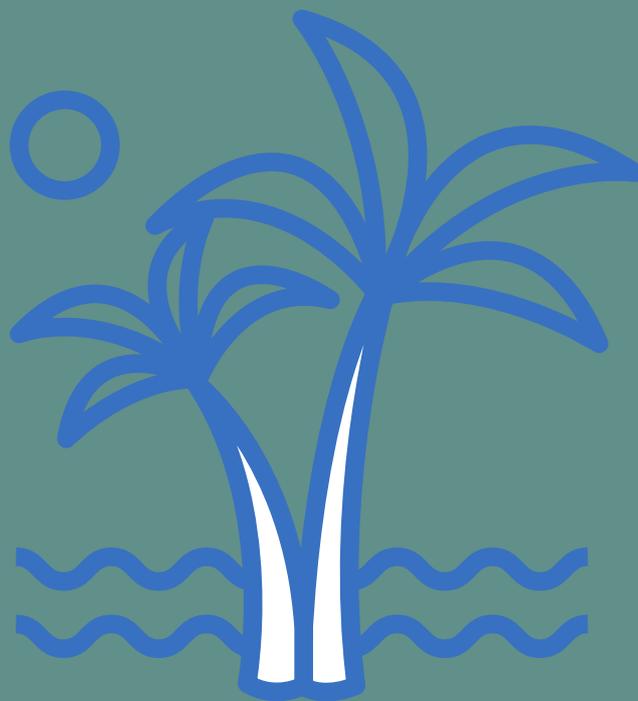
Between July 12th and July 19th, Prof. Cristiana-Doina Tudor, Professor at the Faculty of International Economic Relations, conducted a teaching mobility at the University of Rijeka, Croatia. Budget: Erasmus.

Between July 16th and July 19th, Prof. Robert Aurelian Şova, Professor at the Faculty of Accounting and Management Informatics, undertook a research and documentation mobility related to project 194/31.07.2023 PNRR/2023/C9/MCID/I8 in Croatia. Budget: PNRR – National Recovery and Resilience Plan.

Facultati	Indicatori	MANAGEMENT ACADEMIC	Administrarea afacerilor cu predare în limbă străină	Administrative și management public	Business & Turism	BRS	Contabilitate și informatică de gestiune	Drept	Economie agronomă și a mediului med. Fizică și sport	Economie teoretică și aplicată	Finanțe, asigurări, bănci și burse de valori	Cibernetică, statistică și informatică economică	Relații economice internaționale	Marketing	Management	Personal administrativ – DFPD	Cercetatori	Doctoranzi studenți	TOTAL	
Conferințe internaționale	finanțate departament cercetare - fond participare conferințe				1						1	1					2			5
	finanțate din alte surse		2				1												4	7
	Milioni de prețuri (finanțate din programul ERASMUS)				1								1							2
	• Mobilități de formare Erasmus; • Stagii de documentare; • Intalniri pentru dezvoltare parteneriate; • Alte obiective.			1			6						1			1	1			10
	TOTAL	0	2	1	2	1	6	0	0	1	1	1	2	0	1	3	0	4	24	



TRAVEL IS MORE THAN A JOURNEY OF MILES – IT’S A JOURNEY OF GROWTH



INTERNATIONAL RELATIONS
OFFICE



INTERNATIONAL
ACCREDITATION



INTERNATIONAL
RANKINGS



ERASMUS+
PROGRAMME



INTERNATIONAL
COOPERATION

JULY- 2025