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PROGRAMME



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NEWSLETTER

JUNE-2025



University internationalization is a key pillar for enhancing academic quality and global collaboration.



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Internationalization at home

4th June

- **Meeting with Prof. Mohamed F.R.Khan from North Dakota State University**

Today, Prof. Constantin Marius Profiroiu, vice-rector for international relations had a working meeting with Prof. Mohamed F.R.Khan from North Dakota State University, who was visiting colleagues from the Faculty of Agri-food and Environmental Economics Facultatea de Economie Agroalimentara si a Mediului.

Together it was agreed to sign a Memorandum of Understanding to facilitate the development of research teams in the field of agrarian economics and to share best practice experiences in the field.

12th June

- **National Council of Rectors and the Romanian National ERASMUS Plus Agency**

Today, Prof. Marius Constantin Profiroiu, Vice Rector for International Relations, represented our University at the conference on "Internationalization of higher education in Romania: beyond mobility", organized by the National Council of Rectors and the Romanian National ERASMUS Plus Agency (ANPCDEFP) and held at the University of Agronomic Sciences and Veterinary Medicine of Bucharest.

13-14th June

- **DILAN International Conference**

The DILAN International Conference – Innovate and Engage: Bridging Research Communication and Society – was held on June 13–14. The event was organized by the Department of Modern Languages and Business Communication as part of the Erasmus+ project Digital Language and Communication Training for EU Scientists, coordinated by Professor Laura Mureșan.

The official opening was attended by Professor Marius Profiroiu, Vice-Rector for International Relations. On this occasion, the commitment and priorities of the Bucharest University of Economic Studies regarding internationalization were emphasized, along with the institution's continued support for the organization and implementation of such events.



22nd June

• Erasmus+ BIP Program

After three months of intense work, we concluded this week also the virtual part of the Erasmus+ BIP Program “Challenges for the Social Responsibility of Corporations Active in Bucharest. CSR and Social Entrepreneurship.” The participants presented their final projects to representatives of partner companies and evaluators.

At the heart of the business models developed by the students were themes such as food security, recycling, and reducing the carbon footprint.

We thank the companies Biofarm, Wipro, L’Oréal, Reciclador, and the Food Bank of the 6th District Municipality for their feedback and valuable involvement.

What we initially called “Mission Impossible” turned into a successful program, thanks to the dedication and enthusiasm of all participants. It was a meaningful collaboration across countries, faculties, and between our university and the business environment.

And of course, the memories from the physical part of the program, held in Bucharest between May 5–12, are still very much alive in our hearts.

23-24th June

• Assurance of Learning seminar over two days

Today, we have the pleasure of organizing an extremely intense Assurance of Learning seminar over two days, together with AACSB. We enjoy the presence and involvement of one of the most renowned AACSB Standard 5 facilitators, Dr. Anthony Devine.

Dr. Anthony Devine is Director of Learning & Teaching and Senior Lecturer in Accounting at Adam Smith Business School of the University of Glasgow. Leading the Learning & Teaching team, Prof. Devine is responsible for the operational and strategic elements of the Learning and Teaching portfolio. He has significant experience in learning and teaching, gained through his work with external accreditation bodies such as AACSB, where he currently serves as the global lead for Assurance of Learning. Anthony’s research encompasses a range of topics, which include blockchain, technology, governance, accounting, and family business.

The Seminar is attended by 35 members of our academic community actively involved in the process of international accreditation as well as in quality assurance of the educational process.



The seminar was opened by Prof. Dr. Constantin Marius Profiroiu, Vice-Rector for International Relations, who emphasized the particular importance that the implementation of an efficient and comprehensive AoL system has on our academic community and marked the current status of the international accreditation process of our University.

The seminar is organized with the financial support of the project “Developing the internationalization of Bucharest University of Economic Studies by supporting the process of International Accreditation as a prerequisite for strengthening external prestige,” implemented by IRO with funding from the FSS of the Ministry of Education.

The Assurance of Learning (AoL) 1 seminar, part of the institutional endeavors dedicated to the AACSB international accreditation process, concluded today.

Throughout the two-day seminar, 35 academic staff of our University - vice-Deans in charge of teaching activities, program directors, or members of the teams involved in the process of quality assurance of learning - actively participated in thematic sessions on: AoL process philosophy and stages; the definition of general and specific learning objectives; developing assessment tools and data collection methodologies; using the results for continuous improvement of curricula (“closing the loop”).

Participants were also involved in applied activities, which facilitated the understanding and translation of AoL principles into the specific curriculum context of BUES.

Participants demonstrated a high level of motivation, involvement, and seriousness in strengthening the AoL process at the university level. This initiative marks an important step in building an institutional culture oriented towards quality education, transparency, and continuous improvement.

24th June

- **The visit of Professors from Università degli Studi di Roma Tor Vergata in Italy.**

Today, our Vice-rector for International Relations Prof. Constantin Marius Profiroiu welcomed the visiting Professors from Università degli Studi di Roma Tor Vergata in Italy. The discussions focused on planning a future Blended Intensive Programme and a joint Horizon project proposal.



25th June

- Meeting with our university's AACSB mentor, Prof. Jana Péliová.

On June 25, we had a fruitful online meeting with our university's AACSB mentor, Prof. Jana Péliová from the University of Economics in Bratislava.

The meeting aimed at reviewing the evolution of our accreditation process and highlighting the status of the first progress report, with a very applied approach on Standards 3 and 5.

The interventions of our colleagues highlighted the commitment of the accreditation team to respond to these challenges in a simple and flexible manner. Also in this meeting, the conclusions of the AoL workshop were presented and different options for the development of AoL were discussed taking into account the experience already gained.

23-27th June

- Erasmus+ program

This June, we were honored to welcome within the Erasmus+ program esteemed professors and staff from several prestigious Italian universities as part of our academic exchange initiatives.

Special thanks to:

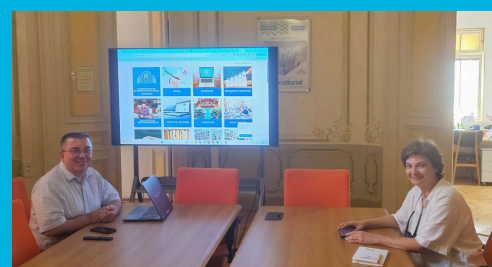
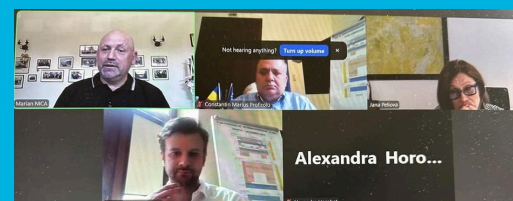
Prof. Donatela Privitera – University of Catania

Nicoleta Panait – University of Ferrara

Laura Barbagallo, Manuela Solitari, Virginia Cherra, Noemi Brandileone and Lucrezia Ferrara – University of Rome Tor Vergata

Their presence enriched our community with new perspectives, research insights, and the warm spirit of collaboration.

Grazie mille for being part of our Italian June – we look forward to many more cross-border academic encounters!



International missions

2nd June

- **Italy's National Day**

With the occasion of Italy's National Day we would like to congratulate all our Italian partners and students.

Buona Festa della Repubblica.



4th June

- **BIP on "Intercultural Awareness and Communication in Workplace", coordinated by Sivas Cumhuriyet University, Turkey.**

From 26 to 30 May 2025, four PhD students and one lecturer from the Faculty of Agrifood and Environmental Economics, Doctoral School Economics II, participated in the Erasmus+ Blended Intensive Program (BIP) on "Intercultural Awareness and Communication in Workplace", coordinated by Sivas Cumhuriyet University, Turkey.

The program brought together participants from partner universities in Greece, Latvia and Portugal.

Participants took part in interactive sessions and cultural visits focusing on: intercultural communication in the professional environment, awareness of cultural differences and international collaboration.

5th June

- **World Environment Day 2025**

On the occasion of World Environment Day 2025, our entire academic community is joining the global community in celebrating our collective responsibility to protect and restore our natural world. This year's observance serves as a critical reminder that the health of our environment is inextricably linked to the well-being of our people, our planet, and our shared future.

5th June

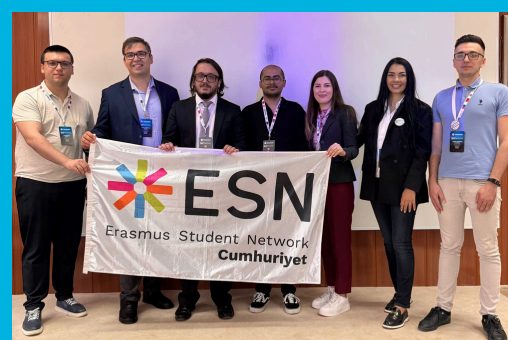
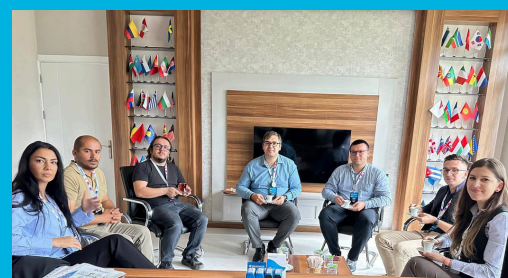
- **AACSB Seminar hosted by VSE Prague**



During their participation in the AACSB Seminar hosted by VSE Prague, our colleagues—Prof. Liviu Cotfas (Director of IRO), along with Daniela Moldoveanu and Alexandra Bucur (Accreditation and Rankings Officers)—had the pleasure of reconnecting with Prof. Smaranda Pantea, a proud BUES alumna and now an associate professor at VSE's Faculty of International Relations.

Specialized in public policy evaluation, Smaranda spoke fondly of her formative years at BUES and was eager to reconnect with the university that helped launch her academic journey.

It's always inspiring to see our alumni making an impact and staying connected—no matter where they are in the world!



5th June

- **EAPAA International Accreditation Commission of the Public Administration Studies Program**

Given our university's commitment to contributing to the provision of quality higher education both nationally and internationally, we are pleased to announce that, between June 5-6, 2025, Professor Dr. Constantin Marius Profiroiu participates as an international expert in the EAPAA International Accreditation Commission of the Public Administration Studies Program at Merito University Gdansk, Gdansk, Poland, together with Professor Polenca Kovač from University of Ljubljana, Professor Bannink from Amsterdam Vrije University, and student Aleksandra Kulka from Gdansk University. The WSB Merito University in Gdańsk is over 20 years old, as its history dates back to 1998, when the first courses in finance and banking were launched. Over the years, the university has been working hard and has continued to expand and refine the range of educational products, and is now recognized among the country's top private institutions of higher learning, boasting numerous distinctions, accreditations, and certificates and delivering all kinds of degree programs, a rich variety of training courses, and MBA programs.

7th June

- **Blended Intensive Programme "Impact of Global Multidimensional transformations of organizational governance" organized by the Complutense University of Madrid.**

Three years after the completion of the TERRAGOV project, we are pleased to see how the cooperation developed within that consortium shows its sustainability: in the period 2-6 June 2025 took place in Madrid the Erasmus+ Blended Intensive Programme "Impact of Global Multidimensional transformations of organizational governance" organized by the Complutense University of Madrid.

Our University students from the Faculty of Public Administration and Management together with their colleagues from the Faculty of Economics and Business in Zagreb and the Complutense University of Madrid explored different relevant perspectives of organizational governance in the current transformative context, developed and presented comprehensive projects and participated in the visit of important Spanish landmarks such as the city halls of Madrid and Toledo.



16-17th June

- **2025 QS Higher Ed Summit Europe in Porto**

Universities are facing a dual challenge of enhancing their international appeal while maintaining a commitment to educational excellence, benefiting the local and the global at the same time.

Our Vice-rector for International Relations Prof. Constantin Marius Profiroiu is attending the 2025 QS Higher Ed Summit Europe in Porto, co-hosted by University of Porto and the ERASMUS + National Agency of Portugal under an extremely challenging topic: “Expanding Horizons: Enhancing Global Appeal Through Educational Excellence”. The 2025 QS Higher Ed Summit: Europe explores the strategies that institutions can employ to position themselves as leaders in the global academic arena and the broader community. By integrating innovative research, fostering inclusive environments, and aligning educational offerings with future skills needs, universities can elevate their reputation and attract a diverse array of students and faculty from around the world.

Our vice-rector for International Relations, was engaged in an intense activity at the QS Higher Ed Summit: Europe 2025. Mr. Vice-Rector participated in numerous panels and seminars, which provided him with a comprehensive understanding of the key trends and insights from the

European higher education landscape, as well as a sneak peek of the QS World University Rankings 2026. Additionally, he attended numerous working meetings with representatives of participating universities. We should mention the working meeting with Mr. Leonardo Andrade, Director of Client Partnership Europe, Quacquarelli Symonds (QS), with whom we discussed details of the future cooperation between our university and QS.



16th June

- **2025 QS Higher Ed Summit Europe in Porto**

We are pleased to announce that our University has become an Associate Member of CIVIS Alliance of European Universities, marking an important milestone in strengthening BUES' internationalisation process and increasing its external prestige.

CIVIS is Europe's Civic University Alliance, formed by 11 leading, research-oriented higher education institutions across Europe (Aix-Marseille Université, National and Kapodistrian University of Athens, University of Bucharest, Université libre de Bruxelles, Universidad Autónoma de

Madrid, Sapienza Università di Roma, Stockholm University, Eberhard Karls Universität Tübingen, University of Glasgow, Paris Lodron University of Salzburg and University of Lausanne) and 6 leading universities in Africa as Associate Members. It brings together a community of more than 470,000 students and 58,000 staff members including 35,000 academics and researchers in Europe alone. Including CIVIS' African members, its community counts more than 720,000 students and 75,000 staff.

We are grateful to our partners in the Universitaria Consortium and friends at the University of Bucharest for their constant support in the process of joining CIVIS.

We are confident that our civic orientation, social engagement, and global perspective will contribute to the Alliance's mission. We look forward to the opportunity to collaborate with the CIVIS Alliance members and to advance our shared vision of excellence in higher education.

18-20th June

- **UNICA annual General Assembly and Rectors' Seminar.**

The UNICA Annual General Assembly and Rectors' Seminar is taking place in Athens, hosted by the National and Kapodistrian University of Athens. This year's theme is "The Key Role of the Humanities in Our Universities."

Our University is represented by Prof. Dr. Constantin Marius Profiroi, Vice-Rector for International Relations.

Alongside the administrative matters discussed during the General Assembly of this prestigious European academic network, the Rectors' Seminar highlights the essential role of the Humanities in higher education. The Humanities contribute significantly to the mission of European universities by cultivating critical thinking, promoting intercultural understanding, and preparing students to engage ethically and responsibly in an increasingly complex world.



23rd June

- **ERACON conference organised by the European Association of Erasmus Coordinators.**

This year's ERACON conference organised by the European Association of Erasmus Coordinators features powerful keynotes and interactive workshops that shape the future of Erasmus+ and global collaboration.

This year's program features two inspiring keynote speakers:

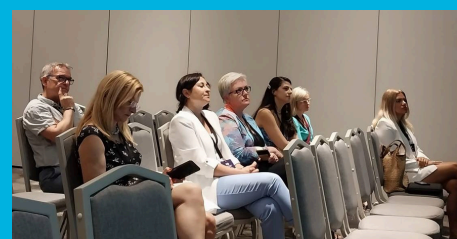
Vito Borrelli – Team Leader, Erasmus+ Higher Education, European Commission (DG Education and Culture) - “The impact of policy developments in higher education on the future of Erasmus+” – offering a strategic vision for upcoming Erasmus+ priorities.

Prof. Luciano Saso – Former Deputy Rector and Erasmus Academic Coordinator, Sapienza University of Rome - “International Relations in the Digital Era” – discussing how digital transformation is reshaping academic collaboration.

Conference workshops explore vital themes in international education, including:

- Erasmus+ Project Writing
- Capacity Building in Higher Education
- Horizon in the Era of AI – with support from advanced AI tools

The Erasmus+ Mobility Barometer: What We Learnt So Far That Will Contribute to the Future – led by Emma Zeniou, Vice-President of EAEC and IR Coordinator, University of Cyprus. The event also features a vibrant University Fair, promoting global academic exchange and U2U Meetings with universities, sparking new partnerships and collaborations. We look forward to the opportunities and insights this international event brings!





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

Some of the students enrolled in the optional Japanese language courses at ASE participated in the 1st Edition of the Japanese Language Contest organized by the Murasaki Center.

Alexandra Dogaru, a first-year student at REI/LMA, won 2nd place.

The award was presented to her on June 15, during a ceremony attended by representatives of the Embassy of Japan in Romania.



In June, we said goodbye to the two Japanese students who spent a year studying at ASE: Yusa SUZUKI (Toyo University) and Rikuri TAKAHASHI (Meiji University). They each recorded a short testimonial in which they talk about their experience in Romania and at ASE.

The testimonials can be viewed on the Facebook and Instagram pages of the ASE Center for Japanese Studies (Japan.ASE).

Facebook

Yusa Suzuki:

<https://www.facebook.com/100049737734943/videos/pcb.1383844423283469/1499470974379854>

Rikuri Takahashi:

<https://www.facebook.com/100049737734943/videos/pcb.1387616832906228/731662762689455>

On June 30, at the invitation of the Embassy of Japan in Romania, Lecturer Dr. Magdalena Ciubăncan, Director of the ASE Center for Japanese Studies, attended a traditional Noh theatre performance held at the National Museum of Art of Romania by the Japanese troupe Yamamoto Nohgakudo.

During the discussions at the dinner that followed, we reiterated our university's openness to hosting or organizing cultural and academic events featuring distinguished Japanese guests.





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



The University of Hyōgo Satellite Office continues to pursue its mission of promoting academic exchange and international cooperation through outreach across Europe. In June, the primary focus of activity was the promotion of the University's English-language undergraduate program—the Global Business Course (GBC)—to high schools and relevant institutions in Germany, the Benelux region, and Romania. These efforts have also helped reinforce the profile of the Bucharest University of Economic Studies (ASE), one of our key academic partners in the region, by highlighting Romania's growing role in fostering international academic collaboration and student mobility between Japan and Europe.

As part of this initiative, the Satellite Office engaged with several Japanese embassies across these countries to request assistance in identifying secondary education institutions where Japanese is taught and where students may have an interest in pursuing higher education in Japan. This outreach led to the identification of numerous high schools and language programs.

Following these leads, the Satellite Office contacted a range of high schools directly, introducing the Global Business Course as an internationally oriented degree designed to cultivate global business leaders through a curriculum taught primarily in English, supplemented by intensive Japanese language instruction.

Through these initiatives, the University of Hyōgo Satellite Office has reaffirmed its role as a facilitator of cross-border academic engagement, helping to build bridges between Japanese higher education and students across Europe.



Centre for Francophone Studies

The Centre for University Success - CRU ASE (Centre for Francophone Studies), the Faculty of International Economic Relations and the Department of Modern Languages and Business Communication have been involved in the development of 3 events attended by over 100 students from our university - Francophone and Francophile students, as well as foreign students from the Romanian Preparatory Year, under the guidance of their professors who teach French and Romanian to foreigners, as follows:

Round table on the theme ‘War economy in times of trade war: towards the end of free trade?’, held on 4 June 2025 in the Aula Magna ASE. The event is part of the programme ‘Face à la Guerre – Dialogues européens’ / ‘Facing War – European Dialogues’, organised by the French Institute in Romania, in partnership with a number of important European and local institutions, from 3 to 5 June 2025, with the participation of over 30 international specialists (researchers, experts, journalists) from France, Ukraine, the Republic of Moldova, Poland, Armenia, Georgia, Ivory Coast and Romania, and 26 students from five French and Romanian universities. The participation of ASE students was supported by professors Antoaneta Lorentz and Monica Luca-Husti.

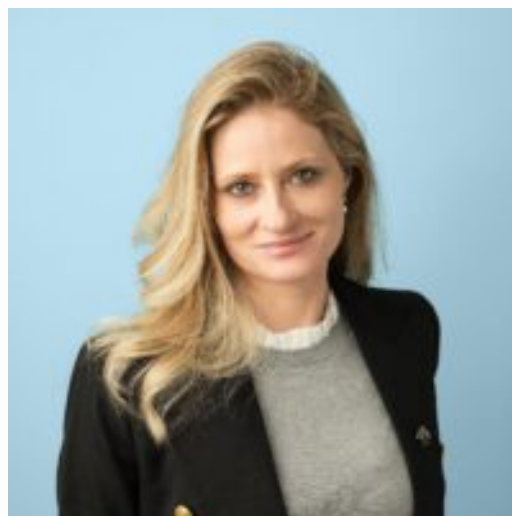
(<https://institutfrancais.ro/bucuresti/evenimente/vocea-europei-in-fata-razboiului-dezbateri-polemici-si-perspective-la-bucuresti/#/>)

Meetings ‘Alumni – APLR students’ class of 2025: intercultural dialogues’, 5 June 2025. Students enrolled in the ‘Preparatory Year of Romanian Language for Foreign Citizens’ programme – class of 2025 had a dialogue with graduates of this programme from previous classes and enjoyed together a unique experience, which included a guided tour of the Museum of National Bank of Romania and the Museum of Romanian National History. These visits were organised by professors Raluca Hurduzeu, Zinaida Fedot and Silviu Mihăilă.





Julia Costin
Honorary Consul
Honorary Consulate of Romania in Colorado



Exploring Academic Collaboration between the Center for American Studies (ASE Bucharest) and Colorado Institutions

An initial online discussion took place between Ms. Julia Costin, Honorary Consul of Romania in the State of Colorado, and Professor Liliana Crăciun, Ph.D., Director of the Center for American Studies at the Bucharest University of Economic Studies. The purpose was to explore opportunities for collaboration in academic research and institutional projects with higher education and research institutions in Colorado. Key areas of interest include demographic trends, public policy, joint research, student and faculty exchange, and collaborative academic initiatives. The initiative aligns with Colorado's strategic priorities in education and research and fosters transatlantic academic engagement.



Associate Professor Nurazilah ZAINAL, PhD
Universiti Teknologi MARA, Shah Alam, Malaysia

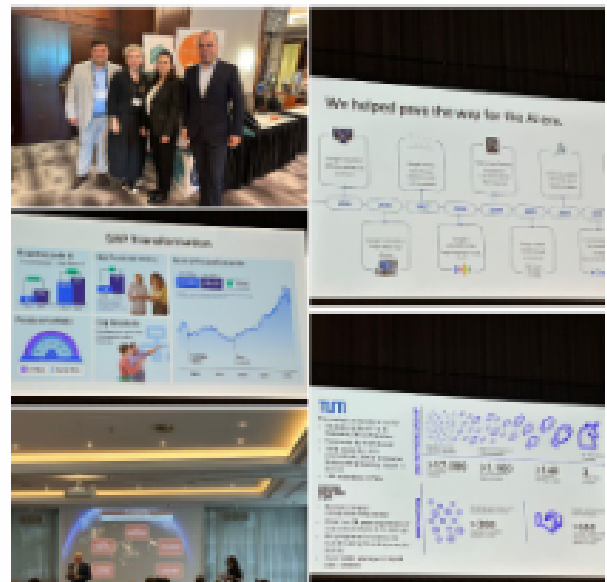


Professor Kamelia ASSENOVA
University of National and World Economy, Sofia, Bulgaria

The 8th International Conference on Economics and Social Sciences, held on June 5–6, 2025, in Bucharest, Romania, focused on the theme "Exploring Global Perspectives: The Future of Economics and Social Sciences." Organized by the Bucharest University of Economic Studies, the event featured a Finance and Banking Minitrack. From abroad, we welcomed - Associate Professor Nurazilah ZAINAL, PhD, with the paper Assessing the Impact of Financial Sector Development on the Efficiency of Islamic Microfinance in Asia: A Data Envelopment Analysis Approach, authors Nurazilah ZAINAL (Universiti Teknologi MARA, Shah Alam, Malaysia), Che Nurul Huda CHE BAHRUN (International Islamic University Malaysia, Kuala Lumpur, Malaysia), Mohammed Hariri BAKRI (Universiti Teknikal Malaysia, Melaka, Malaysia); Professor Kamelia ASSENOVA, PhD, with the paper The Future with Information Technology's Innovations in Banking, authors Kamelia ASSENOVA (University of National and World Economy, Sofia, Bulgaria), Silvia ASSENOVA (Institute of Robotics, Bulgarian Academy of Sciences, Sofia, Bulgaria).

EFMD Annual Conference

Prof. Tănase STAMULE (Dean, FABIZ-ASE), Roxana CLODNITCHI (Vice-Dean, FABIZ-ASE), Sorin ANAGNOSTE (Vice-dean, FABIZ-ASE) and Prof. Georgiana-Camelia GEORGESCU (Crețan) (Dean, FABBV-ASE) joined a vibrant discussion on the evolving role of business and finance schools within the 2025 EFMD Annual Conference (Munich). Highlights: innovation, impact, and knowledge transfer must be part of how we teach and measure success; AI in business education is essential — speed and collaboration matter; the Mittelstand shows us that agility and long-term vision can go hand in hand, internationalisation and inclusion are central to shaping future-ready graduates.





On June 5-6, 2025, the Bucharest University of Economic Studies (ASE) hosted the 8th International Conference on Economics and Social Sciences - Exploring Global Perspectives: The Future of Economics and Social Sciences (icESS 2025). As part of the event, the Faculty of Business and Tourism organized a Minitrack on Business and Tourism, featuring 27 submitted papers. Of these, 22 included contributions from international authors representing 12 countries. Participants attended the event either in person or online.

Below is a list of participants who attended the event in person:

- **Petru SANDU**, Elizabethtown College, Elizabethtown, United States of America – keynote Speaker

Petru SANDU is the founding director of the Family Business and Entrepreneurship Program and the academic liaison for the High Center for Family Business at Elizabethtown College, USA. As a tenured professor of Entrepreneurship and Management at the School of Business, he has been developing curricula and teaching classes of corporate strategy, family business, and entrepreneurship, both at undergraduate and graduate level. He has been a visiting professor in several countries. Dr. Sandu main research interests are family business professionalization, governance, succession, and intergenerational entrepreneurship that were presented at conferences in more than ten countries and published in peer reviewed journals. His teaching and research were rewarded with several awards. He received his Ph.D. from Al. I. Cuza University, Romania, his MBA from The Ohio State University, USA, and the undergraduate degree from the Bucharest University of Economic Studies, Bucharest, Romania. Before moving to the U.S., he founded a family business that is still active. In the Spring semester of 2023, Petru was a Fulbright Senior Scholar at the University of Murcia, Spain, where he was teaching and conducting a research project in Spanish.



<https://www.icess.ase.ro/about/keynote-speakers/>

- Vera AMICARELLI - University of Bari Aldo Moro, Bari, Italy
- Marija MANDARIĆ - University of Kragujevac, Kragujevac, Serbia
- Isabelle FRANK, Assiane TOUKALI, Bruno MACIAS - EHTL, Diekirch, Luxembourg
- Grazia CALABRO - University of Messina, Messina, Italy
- Sonia GAMBINO - University of Messina, Messina, Italy
- Enrico NICOSIA - University of Messina, Messina, Italy
- Giovanni MESSINA - University of Messina, Messina, Italy
- Giuseppe ROMBO - University of Messina, Messina, Italy
- Sonia MALVICA - University of Sassari, Sassari, Italy
- Rodolfo PÉREZ LAVANDERA - University of Artemisa “Julio Díaz González”, Artemisa, Cuba



From June 26 to 28, 2025, the BASIQ 2025 International Conference on New Trends in Sustainable Business and Consumption will take place in Oradea, Romania, organized in partnership with the Faculty of Business and Tourism. The event will feature the following keynote speakers:



Gemma Delicado Puerto is currently the General Coordinator and PI of the EUROPEAN UNIVERSITY ALLIANCE FOR SUTAINABILITY: RESPONSIBLE GROWTH, INCLUSIVE EDUCATION AND ENVIRONMENT. She holds a PhD in Languages and Literatures from the University of Chicago (2006, EE. UU). She also obtained a Master of Arts at Western Michigan University (1999-2001) and attended Kalamazoo College (EE. UU) for a second major in 1998-99. She graduated in English at the University of Extremadura in 1998. Currently she is an Associate Professor for the English Department at the University of Extremadura where she also teaches Spanish as a foreign language. She was awarded the Teaching Excellence in the Humanities in 2017 and in 2023 (5-year evaluation). She was nominated as distinguished alumni by Western Michigan University in 2019. She was appointed Director for International Affairs and Mobility in February 2019. She is currently directing several Ph.D. and MA dissertations related to languages and technology. She done a number of international research visits in prestigious universities like Northwestern University, Chicago, US; Herzen Institute of Technology, Saint Petersburg; the University of Chicago; She published two books, several chapters and numerous articles. She belongs to GExcall research group, but she collaborates with other groups at her institution and at national level. Her research interest deal with the use of IT to teach and learn languages.

Vera Amicarelli is an Associate Professor, Ph.D. in Commodity Science, at the Department of Economics, Management and Business Law at the University of Bari Aldo Moro, Italy. She teaches “Industrial Ecology”, “Quality Environment and Sustainability” and “Resource and Waste Management” in both

bachelor’s and master’s degrees. She is a Professor Committee member in the “Economics and Management” Ph.D. course and advisor of related Ph.D. projects. Her current research interests mainly focus on circular economy measurement; natural resources and waste management; and environmental indicators (water and carbon footprint). Her research has been published in a wide range of international peer-reviewed journals and conference proceedings. She is a member of the Italian Commodity Science Academy (AISME), the International Society of Commodity Science and Technology (IGWT), and the Italian Circular Economy Stakeholders Platform (ICESP). She serves as Reviewer for several international scientific journals, guest editor for various Special Issues in international journals and member of several international research groups.



https://conference.ase.ro/?page_id=204

Participation of Professor Mihai Orzan, Ph.D. – Faculty of Marketing, at the “49th Annual Conference of the American Marketing Society”.

Between May 20–24, 2025, Professor Mihai Orzan, Ph.D., participated in the proceedings of the “49th Annual Conference of the American Marketing Society,” organized by the American Marketing Society in Montreal, Canada.

On this occasion, Professor Orzan presented a paper titled “Detecting Cultural Bias in AI-Generated Advertising Content” during the plenary session entitled “AMS-AFM Session – Presentations from Grant Awardees.”

This participation brought multiple benefits through academic collaboration and the development of fundamental research activities within the Bucharest University of Economic Studies, as well as by fostering relationships with universities from North America. Future collaboration opportunities were discussed, particularly through student and faculty mobility programs, with representatives from Vanderbilt University, Nova Southeastern University, Embry-Riddle Aeronautical University, Elon University, Auburn University, and the University of Nevada, Las Vegas, in the United States of America.

Participation of Representatives from the Faculty of Marketing at the EMAC 2025 Conference

Following the successful organization of the EMAC 2024 Annual Conference at the Bucharest University of Economic Studies, our colleagues — Professor Ștefan Claudiu Căescu, Ph.D., Associate Professor Mihaela Constantinescu, Ph.D., Lecturer Andreea Pachițanu, Ph.D., Lecturer Andreea Orîndaru, Ph.D., and Diana Drăghici — represented the Faculty of Marketing at this year’s edition of the conference, which took place at ESIC University in Pozuelo (Madrid), Spain, between May 25–30, 2025.

During the special session titled “Human Marketing and AI-Generated Marketing,” four outstanding research papers were presented:

1. Comparative Analysis between Human and AI-Generated Marketing Campaigns, from the Consumer’s Perspective

Authors: Andreea Orîndaru, Andreea Pachițanu, Mihaela Constantinescu, Florina Botezatu (Bucharest University of Economic Studies, Romania)

2. Analysis of Online Shoppers’ Attitudes Towards AI-Generated Reviews

Authors: Mihaela Constantinescu, Diana Drăghici, Daniel Pestrea, Mihai Cristian Orzan (Bucharest University of Economic Studies, Romania), Maria Petrescu (Embry-Riddle Aeronautical University, USA)

3. What Gen Z dislikes about the use of AI in marketing?

Authors: Andreea Pachițanu, Andreea Orîndaru, Mihaela Constantinescu, Ștefan Claudiu Căescu (Bucharest University of Economic Studies – Faculty of Marketing)

4. Is There a War Between Human Marketing and AI Marketing Campaigns? A Study on Gen Z Consumers Authors: Andreea Orîndaru, Mihaela Constantinescu, Andreea Pachițanu, Ștefan Claudiu Căescu, Mihai Cristian Orzan, Florina Botezatu (Bucharest University of Economic Studies, Romania).



The Faculty of Marketing team also contributed to another insightful session during the EMAC International Conference (ESIC University, Madrid) titled: "Drafting Global Learning Pathways: The COIL Experience." where participants explored how Collaborative Online International Learning (COIL) fosters cross-cultural understanding, enhances digital competencies, and supports the development of global learning pathways through joint academic projects and virtual exchanges. All participants had the opportunity to experience firsthand how a COIL (Collaborative Online International Learning) project is developed and to establish valuable partnerships for its implementation.

All participants had the opportunity to experience firsthand how a COIL (Collaborative Online International Learning) project is developed and to establish valuable partnerships for its implementation.

Speakers:

- Ștefan Căescu – Vice Dean for International Relations, Bucharest University of Economic Studies, Romania,
- Andrés Gómez – Vice-Rector for International Relations, ESIC University, Spain,
- Brian Brown – Dean, Virginia Commonwealth University (VCU) School of Business, USA,
- Goetz Greve – Vice President for Research and International Affairs, HSBA Hamburg, Germany,
- Svetlana Bialkova – VIHREN Fellow, FEBA, Sofia University, Bulgaria,

Facilitators:

- Rhona Lohan – Academic Coordinator, Bachelor's in International Business, ESIC University,
- Matthew John Schlosser – Academic Coordinator, Bachelor's in Digital Business, ESIC University,
- Mihaela Constantinescu, Andreea Orîndaru, Andreea Ionescu, and Diana Drăghici – Bucharest University of Economic Studies.



Engagement in this new context, aimed at advancing knowledge in the field of human marketing and finding a balance between it and the benefits of artificial intelligence, represents a promising opportunity — one that we are committed to further developing in the future.



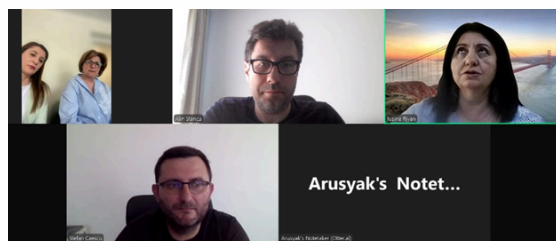
Following the visit of Assoc. Prof. Dr. Goharik Khachatryan to the Faculty of Marketing, we were pleased to continue the dialogue through an online meeting with representatives from Northern University Armenia, on 3rd June 2025.

The discussion focused on identifying concrete opportunities for joint research, academic mobility, and partnerships aimed at fostering internationalization in higher education.

Participants included:

- Dr. Arusyak Ivanyan – Head of International Relations, Northern University Armenia
- Assoc. Prof. Dr. Goharik Khachatryan
- Prof. Dr. Lusine Fljyan – Vice-Rector, Northern University Armenia
- Prof. Dr. Ștefan Căescu – Vice-Dean of Research and International Relations, Faculty of Marketing

We look forward to transforming this fruitful exchange into impactful academic collaboration and long-term partnership!



Erasmus+ Mobility of Faculty of Marketing professors

Between June 16–20, 2025, Associate Professor Andreea Mihaela Barbu, Ph.D., participated in the course titled “Global Collaboration: Fostering Cross-Cultural Partnerships,” organized as part of International Week 2025 at the University of Foggia, Italy. The event promoted the adoption of diverse pedagogical approaches, enhanced research collaboration, and facilitated the exchange of best practices in the field of internationalization.

During this program, professor Barbu engaged with faculty and administrative staff from numerous universities across countries such as Spain, France, Hungary, Germany, Bulgaria, Lithuania, and Poland. Discussions focused on the internationalization strategies of the participating institutions, the promotion of global academic cooperation, and practical aspects of Erasmus+ project management. She also had the opportunity to promote our university, providing an overview of its history, structure, and academic offer, its international outlook, and highlighting its research focus areas, student life, and commitment to academic excellence.

The Faculty of Marketing actively supports its academic staff in expanding their professional horizons and gaining new experiences through Erasmus+ mobility programs dedicated to professional development and training.





Faculty of Agrifood and Environmental Economics
and Doctoral School Economics II

During the month of June, the Faculty of Agrifood and Environmental Economics (EAM) and the Doctoral school Economics II was pleased to be partners of two Blended Intensive Programmes (BIPs) and to attend to one Erasmus+ Short Mobility, as follow.

Blended Intensive Programme - Intercultural Awareness and Communication in Workplace, organized by Sivas Cumhuriyet University from Turkey in the period 26-30 May 2025 (physical component), and 17-21 May 2025, 2-6 June 2025 (virtual component). One lecturer from the Department of Agrifood and Environmental Economics and 4 PhD students from Doctoral School Economics II participated at this mobility.



Erasmus+ Mobility hosted by the University of National and World Economy from Sofia in the period 9-13 June 2025. 5 teachers from the Department of Agrifood and Environmental Economics, 16 PhD students from Doctoral School Economics II and 11 Master students from the Faculty of Agrifood and Environmental Economics participated in this mobility.

Blended Intensive Programme - Waste Management: Sustainable waste practices and future trends, organized by Zagreb University Of Applied Sciences in the period 21 May 2025 (virtual component), and 23-27 June 2025 (physical component). 2 lecturers from the Department of Agrifood and Environmental Economics and 4 PhD students from Doctoral School Economics II participated in this mobility.



Associate Professor Mihai Dinu

Bucharest University of Economic Studies

Staff Mobility For Teaching. The mobility will contribute to the professional development of the staff member through exposure to different educational and evaluation systems. It will also offer students an international academic perspective and strengthen academic collaboration through teaching and evaluation alignment across institutions. Content of the teaching programme: preparation and verification of exam content and topics, teaching and academic coordination activities related to evaluation methods, supervision and evaluation of the following exams: Business Analytics / Digital Marketing, Business English II, Innovation Management, Management of Commercial Companies, Inbound Marketing (Digital Marketing).



Full Professor Donatella

Privitera

University of Catania



In the framework of the final course of the Performance and Risk Management discipline, the Faculty of Agrofood and Environmental Economics had the particular pleasure to host Professor Donatella Privitera, Full Professor at the University of Catania on ERASMUS teaching mobility. Professor Privitera guided the students through the key dimensions of performance and risk in agri-food systems, combining theoretical insights with practical examples drawn from her vast academic and public policy experience. However, the real value of his visit extended beyond the content: it resided in the dynamic exchange he cultivated in the classroom. By creating a space of intellectual curiosity and openness, Professor Privitera encouraged students to think critically and engage in meaningful dialogues. This pedagogical approach aligned perfectly with our faculty values: to cultivate analytical thinking, dialog, and the ability to apply abstract concepts to problems in the world around us.

During the seminar on Management of the Agri-Food Logistics System, the Master's Program in Economics and Administration of Agri-Food Business had the particular pleasure to collaborate with the associate professor Mika Ivanof. Mr. Ivanof led students through the complexities of logistics management in agri-food systems, combining fundamental theoretical knowledge with practical applications specific to supply chains in the food industry. Through his experience in the field, he was able to illustrate the logistical challenges and opportunities facing the contemporary agri-food sector. The real value of his contribution, however, came through the interactive methodology he adopted for the seminar. By facilitating open discussions and encouraging active participation, Mr. Ivanof created a collaborative learning environment in which students were able to explore complex logistical scenarios and develop innovative solutions. This participatory pedagogical approach aligned perfectly with the vision of our Master's program: to train specialists capable of critical thinking, collaboration and the application of logistics principles to real challenges in the agri-food sector.



Associate Professor Mike
Ivanoff

University of the Fraser
Valley (UFV), School of
Business

Assistant Professor tenure track Adalberto Rangone
University of Perugia, Italy



Co-chair at the Accounting and Management Information Systems' section of The 8th International Conference on Economics and Social Sciences



Associate Professor Svetlana Mihăila, Doctoral School Director
The Academy of Economic Studies of Moldova, Republic of Moldova

Attending the scientific research progress reporting of PhD students.

Lecturer Lica Erhan
The Academy of Economic Studies of Moldova, Republic of Moldova



Attending the scientific research progress reporting of PhD students.



Associate Professor Natalia Curagău
The Academy of Economic Studies of Moldova, Republic of Moldova

Training mobility

Professor Carlos Angel Iglesias Fernandez
Universidad Politecnica de Madrid

Between 2nd to 7th of June 2025, Professor Carlos Iglesias taught the second part of the Artificial Intelligence – Business Technologies and Applications course for the first year students of the Business Analytics master. The activity of professor Iglesias was focused on guiding students through the implementation and interpretation of advanced AI models in real business scenarios. Through interactive lectures and hands-on seminars, the professor introduced and contextualized key algorithms such as Bayesian networks, clustering, classification (k-NN), logistic regression, Support Vector Machines (SVM), and Natural Language Processing (NLP). Emphasis was placed on developing practical skills using Python and GitHub, supporting students as they built and refined predictive models, analyzed datasets, and presented applied solutions to complex business problems. Professor Carlos Iglesias also supervised final projects, fostering critical thinking and the strategic use of AI in decision-making.



In addition, we also participated in a study visit through the Erasmus+ short mobility program as part of the Master's in Business Administration and Entrepreneurship in French. Below you will find the details, along with a photo attached.

Study Trip of the MEGA – Master of Entrepreneurship & Business Administration (in French)
1–7 June 2025 in Clermont-Ferrand and Lyon (France)

Topic: Doing Business in the AURA Region – Business Insights

This short-term Erasmus internship was organized with the support of the Michelin Group, with the goal of exploring mature business models and international development strategies in the Auvergne-Rhône-Alpes region, across various sectors such as tourism, manufacturing, automotive, and gastronomy.





Associate Professor BORIS DZIURA

Course: Market Analysis

Program: MEBW (Master in Economics and Business Worldwide)

Period: June 16–21, 2025

Bratislava University of Economics and Business; Faculty of International Relations

Boris Dziura, Dipl.-Ing., Professor at the Faculty of International Relations at the University of Economics in Bratislava, where he teaches the subject 'World Economy'. Prof. Dziura held the module „Market Analysis” at MEBW in FABIZ, where he concentrated his lecture on the international dimensions of market analysis (analyzing international markets). His focus was on sustainable development of the economy on a global scale, alternative economic models, and political science topics such as international conflicts and their economic impact on states and international markets.



Assistant Professor Elias Hadzillias

**IESEG School of Management, Lille Catholic University,
Lille/Paris, FRANCE**

Dr. Elias Hadzillias holds a Ph.D in Business Process Management and a Master of Science in Industrial Systems, both earned at National Technical University in Athens (Greece). Based in Athens, he works as a freelance management consultant in addition to his teaching at IESEG School of Management and Université Catholique de Lille. His areas of teaching and research have been in E-Business, E-Government, Virtual Enterprises, Enterprise Modeling, Strategic Management, and Operations Management. His research has been published in the International Journal of Technology and Human Interaction, WSEAS Transactions on Business and Economics, and Production Planning & Control. His most recent research, "Identifying the Critical Success Factors for E-Commerce Effectiveness: the Case of Qatar", was published in a 2008 text on "Business Excellence and Competitiveness in the Middle East and North Africa".

Faculty of Law

**Professor Barbara Pozzo, Tenured Faculty Member
University of Como**

On Friday, June 6, 2025, we had the honor of welcoming Barbara Pozzo, a tenured faculty member at the University of Como and a recognized expert in the field of intellectual property law. With an impressive academic career and a remarkable contribution to the study and promotion of law in the creative industries—particularly in fashion law—Professor Barbara Pozzo delivered a captivating presentation with interdisciplinary insights during the Intellectual Property Law course within the Creative MBA program at Bucharest Business School.



Between June 16–22, Prof. Dr. Elvira Nica, Dean of the Faculty of Public Administration and Management, carried out a mobility visit to Slovakia, at the University of Žilina (Faculty of Operation and Economics of Transport and Communication), with the aim of engaging in an exchange of experience in scientific research and strengthening the collaboration between the two universities.

During this mobility, a series of valuable meetings took place with Prof. Eng. Miloš Poliak, Dean of the Faculty of Operation and Economics of Transport and Communications, Prof. Tomáš Klieštík, Head of the Department of Economics, Assoc. Prof. Dr. Eng. Katarína Valasková, Vice-Dean for Academic Affairs, as well as with other professors from the department.

Additionally, during this mobility, Prof. Dr. Elvira Nica delivered lectures addressing topics such as the challenges posed by the use of artificial intelligence in human resource management (HRM), managing hybrid teams, and employee health and well-being.

The visit represented a valuable opportunity to strengthen international academic cooperation, deepen the exchange of expertise in areas of shared interest, and stimulate interdisciplinary initiatives with a positive impact on the quality of both teaching and research activities.



Exchange of Best Practices with the Delegation from Università degli Studi di Roma “Tor Vergata” at the Faculty of Public Administration and Management

On June 27, the Faculty of Public Administration and Management (FAMP) had the honor of welcoming a delegation from Università degli Studi di Roma “Tor Vergata”.

The meeting took place in a formal yet open setting, fostering dialogue. The main goal of the visit was to facilitate an exchange of best practices in academic matters, administrative processes, and modern methods for managing student relations and document workflows.

The representatives from Tor Vergata University shared concrete examples of how technology is integrated into the educational process and presented relevant aspects of the university's administrative procedures.

The meeting concluded with a mutual expression of interest in strengthening the relationship between the two faculties.

This visit represented an important step in the internationalization of the faculty's activities and reaffirmed FAMP's commitment to promoting academic excellence and international collaboration. 28



Faculty of Theoretical and Applied Economics

Associate Professor Sorin Nastasia
Southern Illinois University Edwardsville, Department
of Applied Communication Studies
Director of the International Studies degree program
within the College of Arts and Sciences.



On June 17, 2025, representatives from Faculty of Theoretical and Applied Economics at the Bucharest University of Economic Studies held a meeting with Dr. Sorin Nastasia. The purpose of the meeting was to explore potential avenues for academic cooperation and institutional partnership between the Bucharest University of Economic Studies (ASE) and Southern Illinois University Edwardsville (SIUE). During the meeting, participants engaged in meaningful discussions on fostering academic exchange, research collaboration, and joint educational initiatives. Particular attention was given to identifying concrete mechanisms for facilitating student and faculty mobility between the two institutions. As a result, the dialogue advanced toward the formalization of an Erasmus mobility agreement, which would allow students and academic staff to participate in exchange programs, contributing to the internationalization of both universities and enriching the educational experience on both sides.





Bucharest Business School

Graduation Ceremony – INDE MBA @ BBS-ASE

We proudly celebrated the graduation of our INDE MBA students at Bucharest Business School — a program jointly organized by Academia de Studii Economice din București and Conservatoire National des Arts et Métiers (Cnam Paris).

This double degree MBA, fully taught in English and AMBA accredited, empowers professionals with global perspectives and leadership skills.

We are incredibly proud of our graduates for their dedication, growth, and accomplishments throughout the program. Here's to the start of their next journey as changemakers and business leaders!



TESTIMONIALS

COSMIN-ANDREI CIMBRU

**THERE ARE NOT ENOUGH WORDS
TO DESCRIBE HOW INDONESIA IS!**



The Erasmus semester in BINUS University was the most complex and entertaining exchange semester out of the all I took part in. From the teaching methods and the infrastructure quality, to the incredible nature, landscapes, food and surfing vibes, Indonesia offered me an unforgettable experience. The university is modern and the teachers are incredibly up to date when it comes technology, AI and ongoing trends in their field. Furthermore, the vast extracurricular activities increased my network and my portfolio.

Thanks to the Erasmus grant, I was able to visit a big part of that beautiful country, including more than 20 islands and cities. It is impressive how the culture changes in each one of them. Moreover, the cost of living is affordable and the food is cheap and delicious. In the end, for a full Indonesian experience, Bali is always very welcoming!

Be prepared for rice on the daily basis! Go to BINUS University!



GET IN TOUCH

☑ Testimonial

George Tudose



- ☑ Today, June 6, 2025, the most beautiful chapter of my life comes to an end – being an Erasmus student.

When I applied to university in 2020, I didn't exactly know what I wanted to study. I just knew I wanted something that would keep me connected to the pulse of life. And I wanted to meet people. After a difficult pandemic and a high school graduation spent at home, without any real celebration, I felt the urge to travel. I had heard that ASE Bucharest had a faculty, REI, considered one of the most prestigious within ASE. I liked what it offered. Then I found the Erasmus page on ASE's website. And I read that I could study in other countries. It sounded amazing. So I made a firm decision.

Some of my high school classmates were shocked by my choice—especially that I, of all people, didn't go for a “serious” or “secure” degree like Law. But I can only be proud that at 19, I was realistic—I didn't want to be part of a broken system, but to grow through something that I loved.

And now I'm finishing my Master's and just look at everything I've experienced. I've studied at 4 universities abroad, in different countries, on 2 continents. Four years ago, I was somewhat rigid. Now, I love adapting to new environments. I've met hundreds—maybe even close to a thousand—people from all over the world, each of whom taught me something and helped shape who GT is today.

☑ I must thank my family and friends in Romania for putting up with my constant comings and goings, for hosting me in Bucharest when I no longer had a place to stay. I have to thank the Erasmus Office at ASE because they are incredibly hardworking, professional, and friendly people. Teodora Fulga, thank you for being you and for all your support!

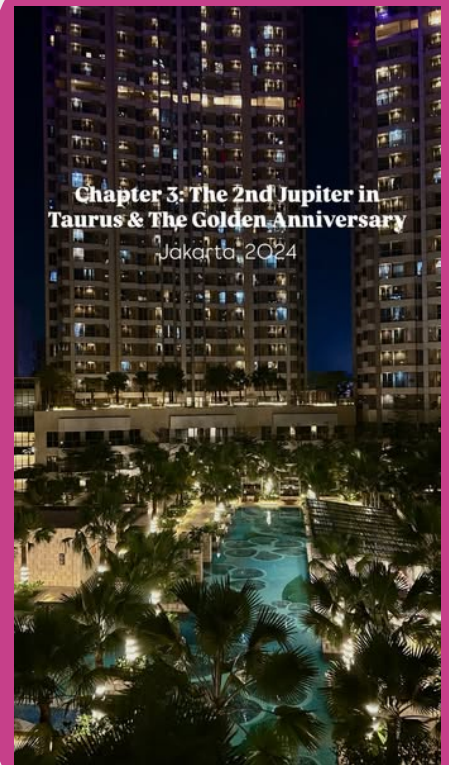
I won't recount every single experience here—there's too much. I could talk for weeks nonstop. I could write a book—maybe even four (one for each Erasmus experience). And maybe I actually will. Until then, I'm locking myself inside. I've got a dissertation to finish. The learning never ends. I've recently met another professional I'm excited to work with in the future—Mrs. Alexandra Horobet, you are truly exceptional!

Thank you all, each and every one of you, for living these experiences alongside me!

Chapter 2: The Trade-Off
Budapest, 2023



Chapter 3: The 2nd Jupiter in Taurus & The Golden Anniversary
Jakarta, 2024



Chapter 4: The Last Dance & The Renaissance
Florence, 2025



INTER-INSTITUTIONAL AGREEMENTS

JUNE/2025



June Highlights at BUES New Inter-Institutional Agreements Signed

Five new Inter-Institutional Agreements were signed this month with the University of Modena and Reggio Emilia (Italy), Universidad Lusófona (Portugal), Masaryk Institute of Advanced Studies – CTU in Prague (Czech Republic), University of Nagano (Japan), and UIR Rabat (Morocco)

Top Agreements

- University of Modena and Reggio Emilia
- Universidad de Lusofana
- Masaryk Institute of Advanced Studies CTU In Prague
- University of Nagano
- UIR Rabat





Nagano University JAPAN

BUES and Nagano University (Japan) have signed a new Inter-Institutional Agreement aimed at fostering academic cooperation, student and staff mobility, and joint educational initiatives. This partnership strengthens BUES's international outreach in Asia and opens new opportunities for global engagement in education and research.

Universidade de Lusófona PORTUGAL

The new agreement between BUES and Universidade Lusófona marks the beginning of a promising collaboration in the fields of business and social sciences. With a shared focus on innovation and internationalization, the partnership will support mobility programs and promote cross-cultural academic experiences for both students and staff.

www.international.ase.ro





UIR Rabat MOROCCO

BUES and UIR Rabat have joined forces through a new Inter-Institutional Agreement that promotes academic exchange and collaborative research. This partnership strengthens BUES's ties with North Africa and offers new avenues for intercultural learning and joint academic development.

University of Modena and Reggio Emilia ITALY

BUES has signed a new Inter-Institutional Agreement with the University of Modena and Reggio Emilia (Italy), a renowned institution with a strong tradition in higher education and research. This collaboration will support student and faculty mobility, foster joint academic projects, and encourage knowledge exchange within a European framework of excellence and innovation.

www.international.ase.ro



ESN ASE-CMP BUCHAREST 11TH ANNIVERSARY GALA

JUNE/2025



The Erasmus Office was pleased to attend the 11-Year Anniversary Gala of ESN ASE CMP Bucharest, celebrating over a decade of dedication to international student support and cultural exchange. The event highlighted the strong partnership between ESN and the Erasmus Office, as well as their shared commitment to enriching the Erasmus+ experience. Congratulations to ESN ASE CMP for 11 years of impactful work!



REPRESENTING THE ERASMUS+
OFFICE AT THE GALA

INTERNATIONAL COOPERATION

MAY'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 May



Lodz University of Technology (TUL) Poland

Agreement initiated by the **Faculty Accounting and Management Information Systems**

Lodz University of Technology (TUL) is one of Poland's leading technical universities, renowned for its innovation in engineering, science, and technology. With a strong international outlook and partnerships in over 80 countries, TUL offers cutting-edge education, research excellence, and dynamic exchange opportunities for students and staff.

Website link:

<https://p.lodz.pl/>

University for International Cooperation (UCI) Costa Rica

Agreement initiated by the **Faculty of
Management**

Based in San José, UCI is a pioneering institution focused on sustainable development, regenerative practices, and international collaboration. With a global network spanning over 50 countries, UCI offers innovative programs and partnerships that prepare students to lead in a rapidly changing world.



Website link:

https://uci.ac.cr/en/home_en



INTERNATIONAL MOBILITIES



INTERNATIONAL MOBILITY FIGURES FOR MAY



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 May includes:

Between 1st–7th of June, Prof. Ion Popa, Professor and Dean of the Faculty of Management, carried out a teaching mobility in Hungary. Budget: Erasmus.

Between 1st–3rd of June, Prof. Sorin Anagnoste, Professor at the Faculty of Business Administration in foreign languages (FABIZ), participated in the annual EFMD Conference in Germany. Budget: DRI.

Between 1st–3rd of June, Prof. Tănase Stamule, Professor and Dean of the Faculty of Business Administration in foreign languages (FABIZ), participated in the annual EFMD Conference in Germany. Budget: DRI.

Between 1st–3rd of June, Prof. Georgiana Camelia Georgescu, Professor and Dean of the Faculty of Finance, Insurance, Banking and Stock Exchange (FABBV), participated in the annual EFMD Conference in Germany. Budget: DRI.



Between 1st–3rd of June, Prof. Roxana Clodnitchi, Professor at the Faculty of Business Administration in foreign languages (FABIZ), participated in the annual EFMD Conference in Germany. Budget: DRI.

Between 3rd–6th of June, Prof. Liviu-Adrian Cotfas, Professor at the Faculty of Cybernetics, Statistics and Economic Informatics and Director of the International Relations Department, participated in the AACSB Strategic Planning Seminar in the Czech Republic. Budget: DRI.

Between 3rd–7th of June, Mariana Todircan, Erasmus+ Office staff member, participated in the Mobility-Online Community Event 2025 organized by SOP in Vienna, Austria. SOP is the provider of the Mobility Online platform. Budget: Erasmus.

Between 3rd–6th of June, Oana-Alexandra Bucur, staff member of the International Rankings and Accreditations Office, participated in the AACSB Strategic Planning Seminar in the Czech Republic. Budget: DRI.

Between 3rd–6th of June, Daniela Moldoveanu, staff member of the International Rankings and Accreditations Office, participated in the AACSB Strategic Planning Seminar in the Czech Republic. Budget: DRI.



Between 11th–15th of May, Prof. Cătălin Ploae, Professor at the Faculty of International Business and Economics (REI), participated in a teaching mobility under the Erasmus+ programme at ESLSCA Business School Paris, France, where he delivered a course in Project Management for the MBA 2 Audit and Management Control programme. Budget: Erasmus+.

Between 11th–17th of May, Prof. Ion Popa, Professor at the Faculty of Management, and also the Dean of the Faculty, participated in a training mobility at the University of Granada, Spain under the Erasmus+ programme. Budget: Erasmus+.

Between 12th–17th of May, Marian Nica, staff member in the Department of Accreditations and International Rankings, participated in the AACSB Conference and Assurance of Learning (AoL) seminars held at King's College London, United Kingdom. Budget: DRI.

Between 12th–17th of May, Prof. Laura Mina-Raiu, Professor at the Faculty of Administration and Public Management (AMP), participated in the AACSB Conference and Assurance of Learning (AoL) seminars held at King's College London, United Kingdom. Budget: DRI.



Between 7th–11th of June, Prof. Vasile Alecsandru Strat, Professor and Dean of Bucharest Business School, participated in the International Economic Forum of the Americas – June 2025 edition – in Canada, to increase the international visibility of ASE and its business school. Budget: DRI.

Between 9th–14th of June, Prof. Georgiana Raluca Lădaru, Professor at the Faculty of Agro-food and Environmental Economics, carried out a teaching mobility at the University of National and World Economy in Bulgaria. Budget: Erasmus.

Between 12th–14th of June, Prof. Mihail Bușu, Professor at the Faculty of Business Administration in foreign languages (FABIZ), participated in Lithuania as a Committee Member at the public defense of the PhD thesis of doctoral student Nour Nassar at Vilnius Gediminas Technical University. Budget: Own Funds.

Between 14th–21st of June, Prof. Constantin-Marius Profiroiu, Professor at the Faculty of Administration and Public Management and Vice-Rector for International Relations, participated in the QS Higher Ed Summit Europe in Porto (Portugal) and the 35th UNICA General Assembly & Rectors' Seminar at the National and Kapodistrian University of Athens (NKUA), Greece. Budget: DRI.



Between 14th–22nd of June, Prof. Daniel Traian Pele, Professor at the Faculty of Cybernetics, Statistics and Economic Informatics, participated in a series of academic events in Taiwan, including the course “Modern Econometrics for Business AI”. Budget: IDA – Institute of Digital Assets.

Between 16th–21st of June, Prof. Ion Popa, Professor and Dean of the Faculty of Management, participated in the 22nd ACIEK Conference, organized by the prestigious international network Academy of Innovation, Entrepreneurship, and Knowledge at the University of Alcalá, Spain. Budget: Research Fund – State Budget.

Between 16th–22nd of June, Prof. Elvira Nica, Professor and Dean of the Faculty of Administration and Public Management, participated in teaching and experience exchange activities in Slovakia, aiming to strengthen research collaboration between the two universities. She also contributed to the preparation of the conference proceedings for the International Scientific Conference Globalization and Its Socio-Economic Consequences 2025, organized by the Faculty of Operation and Economics of Transport and Communications, University of Zilina. Budget: DRI.



Between 18th–20th of June, Prof. Cătălin Ploae, Professor at the Faculty of International Business and Economics, was part of the delegation representing ASE at the UNICA General Assembly and Rectors' Seminar 2025, hosted by the National and Kapodistrian University of Athens (NKUA), Greece. Budget: DRI.

Between 22nd–26th of June, Prof. Claudiu Vințe, Professor at the Faculty of Cybernetics, Statistics and Economic Informatics, participated in The 34th European Conference on Operational Research in the United Kingdom. Budget: Research Fund – State Budget.

Between 22nd–28th of June, Teodora-Monica Fulga, Head of the Erasmus+ Office, participated in ERASMUS CONGRESS AND EXHIBITION – ERACON 2025, organized by the European Association of Erasmus Coordinators in Greece. Budget: Erasmus.

Between 23rd of June and 6th of July, Prof. Dorel Mihai Paraschiv, Professor at the Faculty of Administration and Public Management and Vice-Rector for Relations with the Business Environment and Student Life, carried out an exchange of best practices with professors in Economics, International Business, Logistics, and Customs at the University of Avignon, France. Budget: “Customs Expert” postgraduate program.



Between 23rd–27th of June, Prof. Nadia Albu, Professor at the Faculty of Accounting and Management Information Systems, delivered invited lectures at Krakow University of Economics, Poland. Budget: Own Funds.

Between 24th–29th of June, Prof. Claudiu Herțeliu, Professor at the Faculty of Cybernetics, Statistics and Economic Informatics, participated in the IES2025 Innovation & Society: Statistics and Data Science for Evaluation and Quality conference in Italy. Budget: Research Fund – State Budget.

Between 25th of June and 2nd of July, Prof. Mihai Dinu, Professor at the Faculty of Agro-food and Environmental Economics, carried out a teaching mobility at Universidad Católica de Valencia San Vicente Mártir, Spain. Budget: Erasmus.



Between 29th of June and 6th of July, Prof. Mihail-Ovidiu Tănase, Professor at the Faculty of Business and Tourism, participated together with 12 students in the physical mobility component of the BIP program Redefining experiential tourism through innovation and sustainability, developed in cooperation with the University of Foggia and Latvia University of Life Sciences and Technologies. Budget: Erasmus.

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

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

Bucharest University of
Economic Studies

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INTERNATIONAL
RELATIONS OFFICE



INTERNATIONAL
ACCREDITATION



INTERNATIONAL
RANKINGS



ERASMUS-
PROGRAMME



INTERNATIONAL
COOPERATION

JUNE - 2025



CIP