

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES | 2025

# THE INTERNATIONAL KNOWLEDGE FAIR

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**AGENDA**



*10th Edition*

**"Strengthening European Identity through  
Education and Culture - The Future of the  
European Higher Education Area"**

# MONDAY, 17.11.2025

09:30 – 10:00

Opening Session:

**Word of introduction,**

Prof. Constantin Marius PROFIROIU,  
Vice-rector for International Relations

**"Current state of affairs in higher education internationalisation: Opportunities and challenges within the European Context"**

IRO Conference Hall, 8, Piata Romana  
On ZOOM: Meeting ID: 896 3284 7655  
Passcode: 034824

10:00– 11:00

**"Best Practices in Public Relations and Marketing in Higher Education: Insights from UNWE Sofia"**

*Guest:*

Mr. Georgi TASEV, Chief Expert –  
Rector's Office, Marketing Division,  
University of National and World  
Economy of Sofia, Republic of Bulgaria

IRO Conference Hall, 8, Piata Romana

17:00– 18:00

**"What I learned at Utah Tech University - An European Perspective"**

*Guest:*

Alin Zamfiroiu, ASE Bucharest /  
Utah Tech University

On ZOOM : Meeting ID: 922 3730  
4582

Passcode: 328902

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# TUESDAY, 18.11.2025

08:00 – 18:00

**" Me, myself and Erasmus+"** – Discussion and Q&A on Zoom with all undergraduate and master's students and information sessions within the master's programs (first year)

On ZOOM

(organised by: The Faculty of Business Administration in Foreign Languages -FABIZ)

11:00 – 12:00

**"From Mobility to Partnership: Fostering Intercultural Dialogue, Driving Collaboration, and Promoting Academic Innovation"**

A prospective conversation with representatives of the University of Nagano, Japan

Room 1420

(organised by: Faculty of International Business and Economics)

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# TUESDAY, 18.11.2025

14:00 – 16:00

## **"Becoming a Student in Romania: Navigating Cultural Differences and Shared Experiences"**

Round table with foreign students (from different countries), moderated by a Romanian student.

On ZOOM: Meeting ID: 973 6600 5125,  
Passcode: 332130

(organised by: Faculty of Marketing)

15:30 – 17:00

## **"Academic Research Ethics Committees and the research ecosystem – an international perspective"**

Guest Speaker: Professor Cristina NEESHAM, Newcastle University Business School, Newcastle upon Tyne, United Kingdom

On ZOOM: Meeting ID: 992 8731 3965, Passcode:  
859840

(organised by: Faculty of Public Management and Administration)

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# WEDNESDAY, 19.11.2025

09:30 - 15:00

## **"Best Practices in International Accreditation" Conference 2025**

The purpose of the conference is to facilitate an exchange of best practices and international experiences regarding international accreditation processes, with a view to supporting the effective implementation of these standards within ASE.

Guest International Speaker: Prof. Jana PÉLIOVÁ, PhD, Vice-Rector for Accreditation and Quality, University of Economics and Business, Bratislava, AACSB Expert; AACSB Mentor for the ASE accreditation process

IRO Conference Hall, 8, Piata Romana

(organised by: ASE Office for International Relations)

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# THURSDAY, 20.11.2025

10:30 - 11:30

## **"We Are Better Than This - The True Meaning of Democracy"**

The event aims to explore the true meaning of democracy and how democratic values can be nurtured through education, intercultural dialogue, and civic engagement.

Guest Speakers:

Ms. Ioana Engstrom, Romanian Honorary Consul - State of New Mexico, USA

Mr. Tony Romani, *Democrats Abroad*

(organised by: ASE Center for American Studies)

13:30 - 15:00

## **"Fostering European Identity through Blended Mobility: Lessons from a French BIP Experience"**

Guest Speaker: Conf. Univ. Dr. Corina Marinescu

Room 0312

(organised by: Faculty of Management)

14:30 - 16:00

## **"Intercultural Competence and Inclusive Leadership: Preparing Globally-Minded Graduates in the European Higher Education Area"**

Guest speaker: Dr Mit VACHHRAJANI, Professor of Human Resources Management Chairperson of Post Graduate Programme in Management for Working Executives at Mumbai Campus of IIM, Indian Institute of Management (IIM) Indore, INDIA

on ZOOM (Meeting ID: 921 5011 3866, Passcode: 438236)

(organised by: Bucharest Business School)

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# THURSDAY, 20.11.2025

16:00 – 17:00

## **“Learning Without Borders. Sharing Erasmus Adventures”**

Guest-speaker: Mr. Victor NICOLAESCU,  
Student of the Faculty of Finance and  
Banking, Financial Analyst at Path2Capital

On ZOOM (Meeting ID: 957 5560 9872  
Passcode: 050760)

(organised by: Faculty of Finance and  
Banking)

17:00 – 18:00

## **“Beyond Borders: Erasmus Experiences in Business and Tourism”**

Moderator: Prof. Olimpia STATE

On ZOOM (Meeting ID: 991 1617 9899,  
Passcode: 157798)

(organised by: Faculty of Business and  
Tourism)

18:00 – 19:00

## **“Two Paths to Mass Higher Education: The United States and the European Higher Education Area in Comparison”**

Guest speaker: Dr. Sorin Nastasia, Director of  
the International Studies degree program,  
Southern Illinois University Edwardsville, USA

Room 2101, Virgil Madgearu Building

(organised by: Faculty of Economics and  
Business Communication)

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# FRIDAY, 21.11.2025

09:30 – 10:30

**“Higher Education, Transnational Mobility Programs and University Alliances: Enhancing the European Identity and Promoting Sustainable Entrepreneurship”**

An academic reflection on a transnational Blended Intensive Program, examining the role of higher education alliances in cultivating European identity and advancing sustainable entrepreneurship.

Guest Speaker: Prof. Ilias A. Makris, Head of the Dept. of Accounting and Finance, University of the Peloponnese, Greece. On ZOOM (Meeting ID: 967 5574 9978, Passcode: 743762)

(organised by: Accounting and Management Information Systems)

10:00 – 11:00

**“Innovative Advances Explainable Methods for Applied Statistics”**

Guest Speaker: Dr. MAURIZIO VICHI, Professor of Statistics at Sapienza University of Rome, Department of Statistical Sciences

Amfiteatru Hall, Training Center "Ion Gh. Roșca", Predeal.

(organised by: Cybernetics, Statistics, and Economic Informatics)

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# FRIDAY, 21.11.2025

10:30 – 16:00

## **Workshop on Enhancing Performance in QS and Times Higher Education Global Rankings within the Forum of AACSB Practices**

The scope of the Workshop is to transfer applied knowledge and best practices in international university rankings to ASE's academic community, fostering strategic improvements that enhance the university's performance in QS and THE global rankings.

Trainer & Facilitator: Mr. Michael CARUANA, Global Expert in University Strategy, Global Reputation, University Performance and Global University Rankings.

IRO Conference Hall, 8, Piata Romana, organised by: ASE Office for International Relations

With the occasion of the working lunch offered to participants at the Rankings Workshop, Prof. Constantin Marius PROFIROIU, Vice-rector for International Relations will address the Closing Remarks for the IKF 2025.

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