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PROGRAMME



INTERNATIONAL
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Newsletter

November 2025

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES | 2025

THE INTERNATIONAL KNOWLEDGE FAIR

BE INNOVATIVE!
BE PROACTIVE!



10th Edition
"Strengthening European Identity through
Education and Culture – The Future of the
European Higher Education Area"



	Barcelona School of Economics
	Beijing Institute of Technology
	Beijing Jiaotong University
	Beijing Normal University
	BI Norwegian Business School
	Baileyt University
	Bucharest University of Economic Studies



Internationalization at home

3-5th November

- **19th General Assembly of the Agence Universitaire de la Francophonie (AUF)**

From November 3 to 5, the 19th General Assembly of the Agence Universitaire de la Francophonie (AUF) took place, an event in which our university was represented virtually by Professor Constantin Marius Profiroiu, Vice-Rector in charge of International Relations.

Held every four years, the General Assembly brings together AUF member institutions to define its major orientations.

11–12th November

- **UNICA Alumni Relations Seminar**

At the initiative of the Bucharest University of Economics Studies, UNICA Network of the Universities from the Capitals of Europe is reaffirming the key strategic role of the alumni community for institutional development. To kick off this renewed focus, ASE hosted the UNICA Alumni Relations Seminar “Partners for Life:Unlocking the Strategic Value of Alumni for Universities”, on 11-12 November 2025, which was set to explore the strategic value of alumni engagement.

Today, our Vice-rector for International Relations Prof. Constantin Marius Profiroiu adressed the final remarks to the participants from universities, alumni associations, EU programmes, and related sectors.

Prof. Luciano Saso, Secretary General of the UNICA network highlighted the excellent organization of the event and congratulated our University for the high quality of all sessions and the hospitality of organizers.

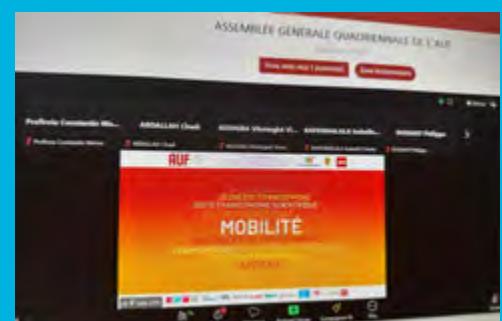
12–13th November

- **Interreg 35 in Romania**

Our Vice-rector for International Relations, Prof. Constantin Marius Profiroiu, is representing our University at the Event celebrating Interreg 35 in Romania.

The Interreg Europe point of contact in Romania, together with colleagues from other Interreg programmes, holds a two-day event in Bucharest to celebrate 35 years of Interreg in Romania. The event takes place on 12-13 November 2025. 31 Romanian project partners from 12 different Interreg programmes, including five projects representing Interreg Europe, will talk about their activities in Interreg over the years in seven thematic panels.

Prof. Profiroiu's speech on this occasion is approaching an actual and challenging topic: The University and the young generation.



17–21st November

• International Knowledge Fair IKF2025

The 10th edition of our very International Knowledge Fair . Plenty of interesting activities under the topic " Strengthening European Identity through Education and Culture – The Future of the European Higher Education Area" for the next 5 days, between 17th and 21st of November.

For the full agenda: Our Vice-rector for International Relations, Prof. Constantin Marius Profiroiu, is representing our University at the Event celebrating Interreg 35 in Romania.

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Prof. Profiroiu's speech on this occasion is approaching an actual and challenging topic: The University and the young generation.

18th November

• The visit of Mr. Kentaro Suzuki from Japan

We are happy to welcome to our University Mr.Kentaro Suzuki, M.A., Manager of Global Center at University of Nagano, Japan.

The visit provided an opportunity for discussions on future collaboration opportunities, including student and faculty exchanges.

Developing partnerships with universities in Japan is a priority, and the Japanese center at ASE Japan. ASE plays a very important role in this regard.

19th November

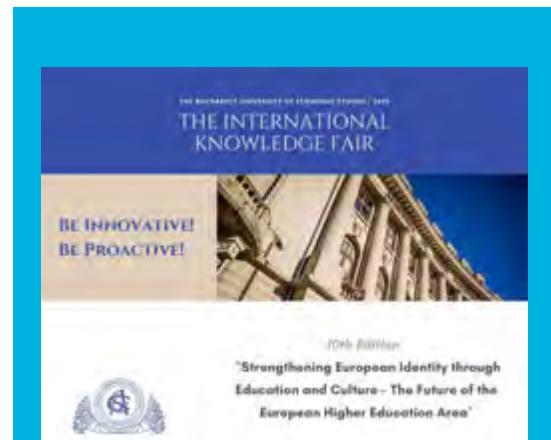
• AACSB Forum

We were honored to host a truly insightful session at our International Knowledge Fair IKF2025 Week today!

On November 19, we welcomed Prof. Jana Peliova, Vice-Rector of the University of Economics in Bratislava and a top international expert in AACSB Accreditation.

Key Takeaways from the Forum:

The Forum was opened by the Chair Prof. Constantin Marius Profiroiu, Vice-Rector for International Relations who emphasized both the importance of the international accreditation process for our university and the significant steps that ASE has taken so far in this process.

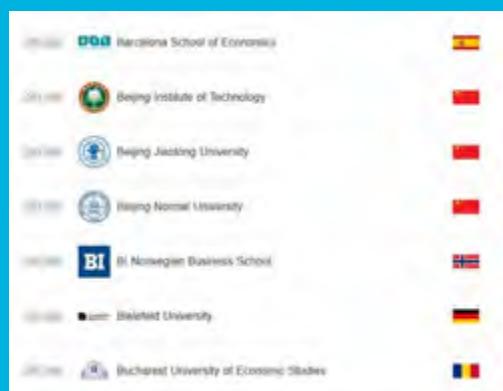


Deep Dive into AACSB: Prof. Peliova shared invaluable best practices and actionable insights into successfully applying rigorous AACSB standards.

Boosting International Quality: Her contribution significantly enriched the professional dialogue, helping our academics and accreditation officials strategically align with the most demanding global quality benchmarks.

Open Dialogue: The "Best Practices in International Accreditation" Forum sparked a productive conversation on how to consolidate our international academic quality. This is a crucial step in ensuring our programs meet the highest international standards!

Thank you, Prof. Peliova, for elevating the discussion.



19th November

- **Shanghai Ranking 2025 (GRAS) for Economics**

Our University is ranked 1st in Romania and 201–300 worldwide in the Shanghai Ranking 2025 (GRAS) for Economics!!

Bucharest University of Economic Studies (ASE) consolidates its position as the national leader in economic education, ranking 1st in Romania and 201–300 worldwide in the field of Economics in the latest edition of Shanghai Ranking's Global Ranking of Academic Subjects (GRAS) 2025. The result marks a significant increase from last year's ranking (301–400), confirming the growing international visibility and impact of economic research conducted at ASE. The GRAS ranking, recognized globally for its rigorous methodology, evaluates over 2,000 universities in approximately 100 countries based on 100% objective indicators of research quality, academic impact, and international collaboration. ASE's performance confirms its role as a leading institution in economic research in Romania and a competitive player on the international academic scene.

20th November

- **Launch of the book „Strategy,,**

On 20th of November, Prof. Constantin Marius Profiroiu, Vice-rector for International Relations participated in the launch of the book "Strategia" (Strategy) by Professor Călin Emilian Hintea, PhD, dean of the Faculty of Administration, Political Science, and Communication at Babeş-Bolyai University in Cluj-Napoca, old partner and friend of our University.

21st November

• Workshop on Enhancing Performance in QS and Times Higher Education Global Rankings

Today the International Relations Office of our University organised a Workshop on Enhancing Performance in QS and Times Higher Education Global Rankings within the Forum of AACSB Practices. The event was delivered in partnership with E-Quadrat Science & Education, being facilitated by Mr. Michael Caruana, Director of Institutional Strategies and renowned international expert in the field of international education rankings.

The Workshop was opened by Prof. Constantin Marius Profiroiu, Vice-rector for international relations who highlighted the fact that international university rankings such as those published by QS World University Rankings and Times Higher Education (THE) play a pivotal role in attracting top talent, securing funding, and elevating institutional reputation. To strengthen its position, ASE seeks to organize a specialized workshop that leverages international expertise to build internal capacity.

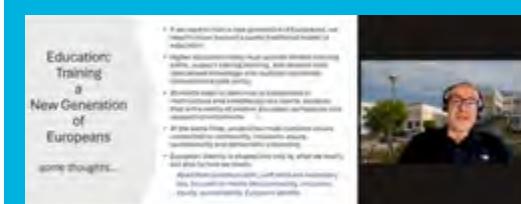
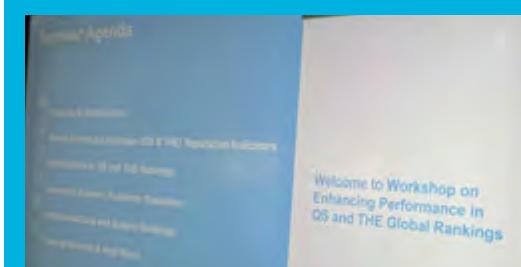
This initiative is equipping key members of the academic community with actionable knowledge and tailored best practices, enabling the university to align its strategies with ranking criteria and pursue the highest achievable ranking. Furthermore, by equipping ASE's academic community with targeted strategies to excel in QS and THE rankings—such as bolstering research impact, internationalization, and employer reputation—this workshop will fortify the university's compliance with AACSB accreditation pillars, including continuous improvement in scholarly inquiry, learner success, and societal impact, ultimately positioning ASE as a globally recognized leader in business education.

21st November

• Workshop on Enhancing Performance in QS and Times Higher Education Global Rankings

As part of the **2025 ASE International Knowledge Fair**, the Accounting and Management Information Systems Faculty invited Professor Ilias Makris to share his insights in a lecture attended by students and professors.

Professor Makris's presentation explored the role of **higher education, transnational mobility programs, and European University Alliances** in cultivating a strong European identity and promoting sustainable entrepreneurship. Professor Makris emphasized the importance of transversal skills, interdisciplinary collaboration, and core values such as inclusion, equity, and sustainability.



The session highlighted how these elements support the development of future-ready European citizens and showcased the Erasmus+ BIP E-Lab as an effective model for connecting cross-border education with real-world impact. We extend our sincere appreciation to Professor Ilias Makris for sharing his expertise and to all participating students for their active engagement.

19th November

- **International Knowledge Fair 2025 - Faculty of Marketing**

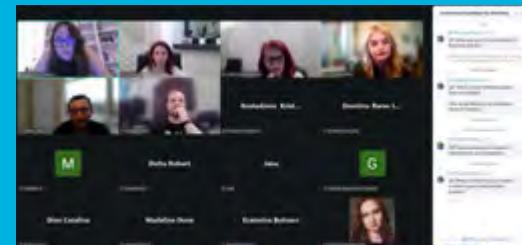
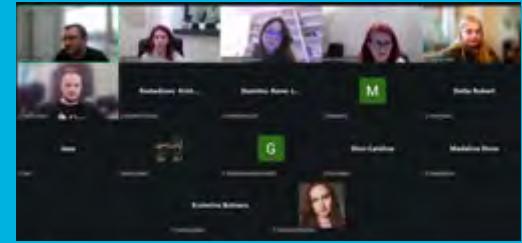
ASE Bucharest – Faculty of Marketing, as part of the International Knowledge Fair 2025, organized yesterday the workshop “Becoming a Student in Romania: Navigating Cultural Differences and Shared Experiences.” The workshop dedicated to international students was a true opportunity for dialogue and cultural exchange. Students shared their experiences, discussed similarities and differences between their cultures, as well as the linguistic and cultural challenges they encountered. The students also proposed wonderful ideas for better integration: creating a community for international students, including their cultural experiences in projects, and organizing more social and cultural exchange activities. The workshop—energetically and professionally moderated by Ana Neacșu (PhD candidate within the Doctoral School of Marketing) and Ilinca Luca-Reu (first-year student in the English-taught Bachelor program)—was a moment of celebrating diversity and encouraging open dialogue.

24th November

- **Ms. Elena Tudose, Secretary of State at the Ministry of Environment**

Today, our Vice-Rector, Prof. Constantin Marius Profiroiu, alongside a dedicated group of students, met with Ms. Elena Tudose, Secretary of State at the Ministry of Environment, to discuss pressing environmental issues. This meeting underscored the critical relevance of sustainable development for universities. As institutions of higher learning, we are not just observers—we are key drivers! Our role is essential in:

- Generating Innovative Solutions: Tackling the Ministry's current challenges through cutting-edge academic research and expertise.
- Educating Future Leaders: Equipping our students with the knowledge and passion to become the next generation of sustainability champions.
- Active Community Involvement: Committing the academic community to impactful, real-world environmental projects.



25th November

- **ASE Study Centers Week**

Today, as part of ASE Study Centers Week, the Center for American Studies - Bucharest University of Economic Studies in collaboration with the Student Entrepreneurship Society, the US Embassy in Romania, IBM Romania, and AmCham Romania, organized the event "Mentoring for Innovation and Entrepreneurship" to connect students and researchers with global leaders.

At the opening of the event, Prof. Constantin Marius Profiroiu, Vice-rector for International Relations welcomed the numerous participants and emphasized that the internationalisation of our University acts as a powerful catalyst for entrepreneurship by cultivating a globally-minded and diverse talent pool, equipping students with the intercultural competencies, international network access, and adaptability necessary to identify and exploit opportunities in increasingly complex and interconnected global markets, thereby fueling innovation and the creation of high-growth ventures. Prof. Profiroiu added also that the pursuit of AACSB Accreditation our University is seeking rigorously compels business schools to embed a culture of engagement, innovation, and impact, thereby ensuring that curricula are not only academically excellent but also relevant to the modern economy by championing experiential learning and the entrepreneurial mindset—equipping graduates with the strategic agility, ethical decision-making, and creativity necessary to found high-growth ventures and drive societal value creation.

26th November

- **The conference "Ten Years of Study in Romania and the Internationalization of Romanian Higher Education: A Systemic Transformation"**

Prof. Constantin Marius Profiroiu, Vice-Rector for International Relations, participated in the conference "Ten Years of Study in Romania and the Internationalization of Romanian Higher Education: A Systemic Transformation," representing our university. The debates during the conference highlighted the current challenges of internationalizing higher education and the situation of foreign students in Romania. In this context, we welcome the openness shown by representatives of the Romanian Ministry of Education to attract an increasing number of international students.



28th November

- **CRU ASE - Centre de Réussite Universitaire**

As part of our project ‘Internationalizing ASE Bucharest – a platform for excellence by building academic bridges’ (#ASE_BRIDGES), funded by the Institutional Development Fund (FDI) and dedicated this week to the Study Centers that promote cultural diversity within our academic community, the event ‘Explorer les futurs possibles pour mieux anticiper les défis : l’assurance du monde de demain’ organised by CRU ASE - Centre de Réussite Universitaire featured Sébastien Demichelis, Deputy General Manager of Groupama, who spoke to ASE students from the Faculty of International Business and Economics about the importance of insurance in an increasingly complex world.

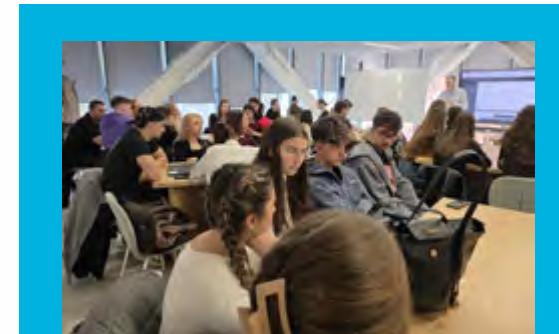
28th November

- **Mr. Toru Takahashi is the first Japanese PhD student to complete a PhD program at the Bucharest University of Economic Studies.**

We are happy to share with you that the Global Chief Strategy Officer at GLOBIS Europe BV and Managing Director at GLOBIS Corporation, Mr. Toru Takahashi is the first Japanese PhD student to complete a PhD program at the Bucharest University of Economic Studies.

Dr Toru Takahashi’s research constructed a novel method of identifying the performance outcomes of Japanese companies through some various variables including adoption of kokorashi and commitment to investment for innovations. In particular this research addresses the theoretical identification of pefoemance efficiency from the model output but also real responses from the actual companies studied. The findings indicated that those companies accepted the outcomes as reality and additionally acknowledged the value of the tools to identify weaknesses within their companies.

We look forward to welcoming other students and PhD candidates from Japan at our university in the future.



International missions

03-05th November

- **GBSN Beyond 2025: “Entrepreneurs, Enterprises, & Ecosystems”**

Our University is represented at GBSN Beyond 2025: “Entrepreneurs, Enterprises, & Ecosystems” Conference held in Accra, Ghana, between November 3-5, 2025 and hosted by Ashesi University, with the November 3 GBSN Members Meeting hosted by CEIBS Africa.

Prof. Tanase Stamule, Dean of FABIZ - ASE, Prof. Ioan Radu Petrariu, Dean of Facultatea de Relatii Economice Internationale and Prof. Vasile Strat. Dean of Bucharest Business School are joining global leaders in education, industry, and policymaking to explore how universities and business schools can serve as catalysts for entrepreneurial success and economic transformation. Participants are tackling pressing questions like: How can institutions collaborate to equip individuals with the skills, knowledge, and networks to launch and scale businesses?; What multi-sector strategies will help organizations refine business models, connect with investors, and thrive in evolving markets?; How can we shape the broader ecosystem through policy and partnerships to ensure long-term prosperity?

GBSN Beyond it's a transformative experience that pushes the boundaries of what business education can achieve in our interconnected world.

Participation in this event is supported by the ASE International Relations Office, in line with the University's internationalization objectives.

03-08th November

- **Erasmus+ mobility at the prestigious University of Monterey in Mexico.**

We're thrilled to share that our deans, Prof. Gabriela Tigu (Faculty of Business and Tourism) and Prof. Georgiana Camelia Georgescu (Faculty of Finance and Banking), just completed an impactful Erasmus+ mobility at the prestigious University of Monterey in Mexico!

Why is this huge? The University of Monterey is not only Mexico's most prominent university but its Business Faculty boasts the coveted Triple Crown accreditation!

This participation strongly reaffirms our university's determination to be a global player in the international education market and build world-class connections. Stay tuned for the amazing insights they're bringing back!



7-8th November

- **Board of Directors and Steering Committee of the European Association of Territorial Representatives, Palermo, Italy.**

Prof. Constantin Marius Profiroiu, PhD, Vice-Rector for International Relations at our University, participated in the meeting of the Governing Board and Steering Committee of the European Association of Territorial Representatives.

On this occasion, he presented the evolution of the role of the prefect in Romania, in the current context and the challenges that have arisen.



4-10th November

- **Fall 2025 Morocco & Tunisia**

We had an amazing time at the Fall 2025 Morocco & Tunisia Fairs last week! Our team successfully represented the university across Rabat, El Jadida, Casablanca, and Tunis.

The region is incredibly important to us—it's a vital source of talented, ambitious students who bring diverse perspectives to our campus. Our stand sparked huge interest, proving that top students looking for a premier business and economics program know where to find us!

Our participation was made possible through the project “Internationalizing ASE Bucharest – a platform for excellence by building academic bridges” (#ASE BRIDGES), funded by the Institutional Development Fund (FDI).



10-11th November

- **Higher Education Advisory Council Europe - Cambridge International Education**

At the beginning of this week, Prof. Constantin Marius Profiroiu, Vice-Rector for International Relations, participated for the third consecutive time as a member at the reunion of the

Higher Education Advisory Council Europe - Cambridge International Education. The meeting is hosted by CIMEA Rome, Italy, and takes place on November 10-11.

13–14th November

- European Association for International Education (EAIE) in Amsterdam

Our University is represented, on 13–14 November 2025, at the training programme Developing a Strategic Internationalisation Plan, organised by the European Association for International Education (EAIE) in Amsterdam

Participation in this advanced programme, dedicated to developing and implementing internationalisation strategies in higher education, strengthens ASE's commitment to adopting European best practices and to advancing a modern, strategic approach to international relations, global rankings, and international accreditations.

Our participation was made possible through the project “Internationalizing ASE Bucharest – a platform for excellence by building academic bridges”, funded by the Institutional Development Fund (FDI).

13–16th November

- BEGIN Edu Fair in Cairo, Egypt

Our University had a fantastic showing at the BEGIN Edu Fair in Cairo, Egypt!

We're proud of the long-standing tradition of welcoming talented Egyptian students to ASE. We met with dozens of passionate young Egyptians eager to learn about our bachelor's and master's programs.

Egypt is a key market for recruiting bright, ambitious students, and we're excited to continue this tradition and strengthen our academic ties!

Our participation was made possible through the project “Internationalizing ASE Bucharest – a platform for excellence by building academic bridges”, funded by the Institutional Development Fund (FDI).



17–22nd November

- Erasmus+ International Forum hosted by AIX Marseille Université in France

Our colleagues Prof. Liliana Crăciun and Prof. Monica Dudian recently participated in the Erasmus+ International Forum hosted by AIX Marseille Université in France, which took place from November 17 to 22, 2025. During this mobility program, they engaged in discussions on enhancing international collaboration, shared best practices in promoting student mobility, and explored strategies for increasing European research funding opportunities. Their activities contributed to strengthening inter-university partnerships and boosting the international visibility of our institution.

25–26th November

- QS Eurasia Forum 2025

Between 25th and 26th of November, our University is represented at the QS Eurasia Forum 2025 hosted by the Central Asian University in Tashkent, Uzbekistan.

Eurasia is a fast-growing region that connects the East and the West, both geographically and culturally. Higher education institutions in Eurasia continue to fuel this growth and build their global competitiveness by partnering with the world's leading universities, bridging the gap between current realities and strategic aspirations, and fostering innovation in priority areas of socioeconomic development.

The inaugural QS Eurasia Forum 2025 explores how the region can turn its strong foundations into a powerful global brand. Through dynamic panels, keynote sessions, masterclasses, and workshops, delegates are gaining practical strategies and insights to elevate Eurasia's academic reputation worldwide.

27th November

- Visit to the Bratislava University of Economics and Business

As part of our project “Internationalizing ASE Bucharest – a platform for excellence by building academic bridges” ([#ASE BRIDGES](#)), funded by the Institutional Development Fund (FDI), between 26-28 November Prof. Iustina Boitan, Vice-Dean of Academic Affairs at the Faculty of Finance and Banking and Assoc. Prof. Ramona Dieaconescu from the Faculty of International Business and Economics, visited Bratislava University of Economics and Business for an international exchange of practices on curriculum adjustment and International Accreditation.



Our colleagues were welcomed by Professor Jana BLŠTÁKOVÁ, Vice-Dean for Foreign Affairs, Faculty of Business Management, Mgr. Ing.

Kristína JANČOVIČOVÁ BOGNÁROVÁ, Vice-Dean for Development and Social Care of Students, Faculty of Economics and Finance and Mgr. Peter Krtlák.

The discussions focused on benchmarking curriculum design and assurance of learning (AoL) systems against leading practices, developing a deeper understanding of quality assurance and continuous improvement processes, examining governance, strategic planning, and stakeholder engagement models, and enhancing internationalization and partnership practices.

27-28th November

- Conference at Universidad Loyola - Campus Sevilla in Seville, Spain.

Our University is represented by Prof. Alexandra Horobet at the AACSB Elevate: Europe, Middle East, and Africa (EMEA) Conference at Universidad Loyola - Campus Sevilla in Seville, Spain. Day one at Elevate: EMEA in Seville delivered a full day of insight, connection, and forward-looking dialogue across EMEA region. Across sessions, speakers explored the major themes shaping business schools today: the evolving #accreditation landscape and the opportunities ahead with the standards refresh; Faculty strategy, alumni ecosystems, and talent development; Research impact as research can shape industry, policy, and society; Innovation in learning and quality assurance. Rankings were unpacked by Daniel Kahn of QS Quacquarelli Symonds, Esra Al Dhaen, Associate Professor, PFHEA of Ahlia University, and Tamim Elbasha of Audencia, who clarified the mechanics behind methodologies and their strategic implications. The future of the region's business schools was brought into focus as well by the speakers who discussed how institutions can navigate uncertainty while building resilience and relevance. The participation was made possible through the project "Internationalizing ASE Bucharest – a platform for excellence by building academic bridges" (, funded by the Institutional Development Fund (FDI).



26-27th November

- ERASMUS+ project Digital Language and Communication Training for EU Scientists (DILAN).

As part of the ERASMUS+ project Digital Language and Communication Training for EU Scientists (DILAN), the Consortium Partners gathered on 26–27 November at the University of Zaragoza for the final transnational in-person meeting.

This meeting offered an excellent and timely opportunity to review the project's results, assess its impact, plan upcoming dissemination events, and work on the project's final reports and long-term sustainability.

Many thanks to the organisers — Fundación IBERCIVIS, Campus IBERUS, and the University of Zaragoza — and to all DILAN Partners for such an intense and highly productive meeting!

28th November

- "Europa–Rencontre Régulières pour l'Administration en Europe" Association in the celebration of its 30th anniversary, in Limoges, France.

On November 28, Professor Constantin Marius Profiroiu, vice-rector for international relations, participated as vice-president of the "Europa–Rencontre Régulières pour l'Administration en Europe" Association in the celebration of its 30th anniversary, in Limoges, France.

The "Europa–Rencontre Régulières pour l'Administration en Europe" (EUROPA) Association is a French international non-governmental organization focused on comparative studies and reflections about the functioning of public administration across European countries. Its mission includes organizing academic and professional discussions on topics like public policy design, administrative reforms, public employment, public services, and public finances at the European scale.

EUROPA brings together scholars and public administration professionals from across Europe to address issues such as administrative and territorial reorganization, local democracy enhancement through citizen participation, the recognition and modernization of public services, social cohesion, public management modernization, legal regimes of public agents, and social protection. It operates with participatory status at the Council of Europe, collaborating with different Council bodies and contributing expert advice on legislative and legal assistance work across European countries.





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 November 1st, we were honoured to welcome a delegation of PhD students from the University of Hyogo, our partner whose satellite office is here at ASE. After being warmly received by Professor Marius Profiroiu, PhD, Vice-Rector for International Relations at the Bucharest University of Economic Studies (ASE), the young Japanese researchers engaged with the Romanian students by discussing the difficulties and benefits of change. They also had the chance to participate in a fun activity, in which they had to guess emblematic figures who shaped the world we live in, but also discover important Romanian public figures.



A new month means a new conversation club meeting with the high school students of the "Ion Creangă" National College in Bucharest and Japanese teacher Mariana Lungu. We are glad to see the beautiful interactions between them and the Japanese students from the University of Hyogo.



For the fourth year in a row, the month of November represents the beginning of the COIL (Collaborative Online International Learning) project, in which Romanian students from the Applied Modern Language programme and Japanese students from Kansai University and Konan University work in mixed teams on a common research topic. The first zoom meeting was held on November 16th, where the students got to know each other and understand what they need to prepare throughout the six weeks.



During the week of November 17th-23rd, we were thrilled to receive a visit from Mr. Kentaro Suzuki, manager of the Global Relations Center at Nagano University. During the several meetings with Prof. Marius Profiroiu, Vice-Rector for International Relations at ASE, the management of the Faculty of International Business and Economics - represented by Assoc. Prof. Radu Petrariu, PhD, Dean of the institution and Assoc. Prof. Oana Popovici, PhD, Vice-Dean responsible for international relations, as well as Teodora Fulga, PhD, Erasmus Office Coordinator, we were able to identify numerous possibilities of collaborations, but also common projects which will take place starting 2026.



On November 27th, as part of the Study Centers Week, we organized the event Animated Thoughts: Discussions on Anime and the World, where the students studying Japanese at ASE gathered to discuss and debate on various cultural topics depicted in Japanese anime.





Updates from the University of Hyōgo Satellite Office – October 2025

The University of Hyōgo Satellite Office continues to pursue its mission of enhancing international collaboration and academic exchange through active engagement with European partner institutions. In October, the Office focused on strengthening inter-university cooperation, facilitating research partnerships, and supporting the internationalization of both faculty and students.

As a follow up of his February visit, between 9–11 October, Professor Yoshihisa Fujiwara, Dean of the Graduate School of Information Science at the University of Hyōgo, visited the Bucharest University of Economic Studies (BUES). During his visit, he held a meeting with Professor Claudiu Vîntă (Faculty of Cybernetics), Ms. Teodora Fulga (Head of the Erasmus Office), and Professor Magdalena Ciubancan (Director of the Center for Japanese Studies). The discussions centered on conducting joint research under the Erasmus+ framework, with a plan to formalize cooperation at the graduate school level. The collaboration will also include Boston University (USA) as an additional research partner.

The proposed Erasmus+ activities will primarily focus on Staff Mobility for Training and potentially Student Mobility for Traineeships. The joint research topic will explore the use of artificial intelligence to predict economic developments, combining expertise in data science, economics, and AI technologies.

Later in the month, on 31 October, a group of five PhD students accompanied by a coordinator from the University of Hyōgo will visit BUES as part of the SPRING program, funded by the Japanese Government. Their activities will include participation in English and Japanese language classes led by Professor Magdalena Ciubancan (Director of the Center for Japanese Studies), where they will interact with Romanian students.

The doctoral students represent a range of STEM research fields; however, the primary objectives of their program in Romania are to develop the soft skills necessary for international communication and to gain firsthand insight into higher education practices in another country, thereby cultivating a global research perspective. As part of the program, the group will also visit the Japanese Embassy in Romania and Japanese companies operating in Romania.



CENTER FOR AMERICAN STUDIES, BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

ASE International Knowledge Fair 2025

Title: "We Are Better Than This – The True Meaning of Democracy"

Date & Time: Wednesday, November 30, 2025, 10:30 AM

Guests & Roles:

- **Ioana Engstrom** – Romanian Honorary Consul, State of New Mexico, USA
-Founder of "Skipti"; experienced in entrepreneurship and mentoring for the success of entrepreneurial initiatives.
- **Tony Romani** – Democrats Abroad
-Active in the Romanian diaspora community and promoting democratic values.

Event Description:

A dialogue on democracy and civic values, bringing together international leaders and participants interested in civic engagement and the development of a democratic society.



Mentorship for Innovation and Entrepreneurship

Connecting Students and Researchers with Global Leaders

Tuesday, November 25, 10:30 AM – 1:30 PM

ASE, International Relations, DRI Room, Piața Romană 8

Speakers & Roles:

Prof. univ. dr. Liliana Crăciun – ASE Bucharest

- Hosts and introduces the event objectives; promotes mentorship and support networks in entrepreneurship.

Lector univ. dr. Stere Stamule – ASE Bucharest

- Coordinates ASE Business Incubator; supports student startups with programs and resources.

Representatives, U.S. Embassy

- Provide perspectives on supporting entrepreneurial education and international partnerships.

Representatives, IBM Romania

- Present IBM initiatives for mentoring and innovation in technology startups.

Dr. Daniel Dumitrescu – CIO InnovX

- Leads acceleration programs for startups and offers international scaling opportunities.

Ioana Engstrom – Romanian Honorary Consul, New Mexico; Founder of “Skipti”

- Shares entrepreneurial experience and strategic mentorship for young entrepreneurs.

Richard Dean Engstrom – Management & Startup Expert

- Specialist in strategic mentorship for growth, fundraising, and internationalization.

Diana Rusu – Innovation Consultant, World Bank Group

- Guides on intellectual property rights and commercialization, supporting university spin-offs.

Iulia Ciurea – Researcher

- Explores the entrepreneurial potential of university spin-offs, inspired by triple-accredited schools.

Event Description:

A mentorship and innovation-focused event connecting students and researchers with global leaders and experts from academia and the entrepreneurial ecosystem. Participants gain insights into startups, university spin-offs, mentorship strategies, and international partnerships, fostering a supportive network for entrepreneurial initiatives.



1. ROCA Executive MBA (MBA Româno – Canadian)

Associate prof. Vladimir Zhechev, PhD
University of Economics – Varna, Bulgaria
Head of the Department of Marketing at
University of Economics - Varna



The visit involved teaching a series of classes on personal branding as part of the Entrepreneurship and Leadership course in the ROCA Executive MBA program. The sessions were tailored to provide executives with strategies for defining and enhancing their professional identity, leveraging personal branding for career growth, and aligning it with leadership principles. Additionally, time was allocated to explore opportunities for academic and practical research collaborations.

2. Creative MBA

Giulio Mazzoleni
Business professional



The course explored the foundations and professional practices of Music Artist Management, offering students a structured overview of the skills, strategic thinking, and industry mechanisms needed to guide an artist's career. It covered the core activity areas of a music manager A&R, communication, legal and financial competence, strategic planning, and psychological understanding. Participants were introduced to the full music business ecosystem and the artist-to-audience flow, with diagrams illustrating how recording, publishing, touring, merchandising, licensing, and media all interact to shape an artist's career. A significant part of the course focused on self-management in the digital era, emphasizing how artists today must understand distribution platforms, the streaming economy, creator-economy opportunities, and the need for informed decision-making beyond pure creativity.

The course then moved into strategic vision, career planning, and artistic storytelling, using examples from major artists like Michael Jackson, Lady Gaga, Madonna, and Jovanotti. These cases illustrated how distinctive identity, authenticity, originality, and coherent narrative shape the long-term trajectory of an artist.

Further modules addressed communication planning, visual identity, cross-platform execution (music, imagery, interviews, social media), project financing, promotion tools, media relations, and PR strategies - including gimmicks and successful promotional stunts used by major artists such as Lewis Capaldi and Rihanna.

The session concluded with discussions on business planning and the recording industry's business model, followed by student-driven exercises for designing an artist's business model.

Roberto Dell'Anno

University of Salerno, Italy

**Professor of Public Economics, Department of
Economics and Statistics**



The course introduced students to the foundations of the Creative and Cultural Industries (CCIs) and the core economic principles that shape how creative enterprises operate.

The first part focused on understanding what CCIs are, their defining characteristics - creativity as a key input, symbolic value, and economic relevance - and why these industries matter for governments. Students explored market failures typical in CCIs (externalities, public goods) and learned about the public policy tools used to address them, such as subsidies, grants, public funding, and tax incentives.

The second part introduced the Economic Theory of the Firm, applied specifically to creative and cultural enterprises. Using core microeconomic tools, students analyzed:

- Production functions and cost structures
- Demand curves and revenue functions
- Profit maximization
- Break-even analysis

These concepts were then reinforced through simulated case studies, where students practiced:

- Minimizing production costs
- Estimating a demand function
- Maximizing profit
- Calculating break-even points

The module combined theory with applied exercises to help students understand how creative enterprises can operate sustainably and make informed economic decisions.

3. Energy MBA

Associate Professor Ruediger KIESEL
**University Duisburg-Essen Chair for “Energy
Trading and Financial Services” and is
member of the board of the “House of Energy,
Climate and Finance”**



He delivered a full-day lecture on 08.11.2025 on “Risk Modelling in Energy Markets” for the MBA Energy with 20+ students attending. Topics included a description of Electricity Markets, Electricity Trading, Risk Management Procedures, Financial Structures Related to Renewable Energy, Carbon Emission Pricing, Pricing and Hedging Derivatives related to Renewable Energy, Energy Derivatives and Financial Stability.



Marketing and Internationalization: Erasmus Experience in Armenia at Northern University in Yerevan

Between 27 October and 1 November 2025, Professor Alin Stancu and Lecturer Andrei Popescu from the Faculty of Marketing – ASE Bucharest participated in an Erasmus teaching mobility at Northern University in Yerevan, Armenia. This visit represented an important step in strengthening the academic ties between the two institutions and in expanding the faculty's international collaboration.

During the mobility, the two representatives of ASE delivered lectures to students enrolled in the study programs of the host university. The topics addressed included marketing and sales, sustainability, and social responsibility – relevant and current themes that stimulated dialogue, interest, and active engagement among the Armenian students. The direct interaction with them provided an excellent framework for exchanging perspectives, practical examples, and applied discussions based on case studies.

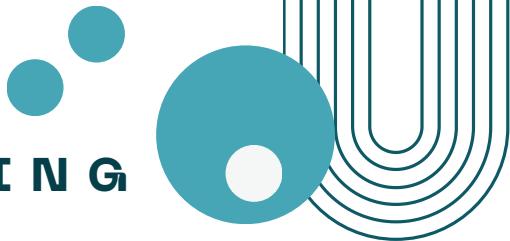
The visit also included working meetings with the leadership of Northern University and with the coordinators of international programs.

For the two participants, the mobility was a valuable academic experience that contributed to their professional and personal development.

It also offered an excellent opportunity to discover a new culture and to work in a different academic environment, open to collaboration and exchange of ideas.

The Erasmus mobility at Northern University reinforces the importance of internationalization in education and opens new perspectives for the relationship between the Faculty of Marketing and the academic community in Armenia.





“Becoming a Student in Romania: Navigating Cultural Differences and Shared Experiences.” - ASE International Knowledge Fair 2025

On November 18th, the Faculty of Marketing, as part of the International Knowledge Fair 2025, organized the workshop “Becoming a Student in Romania: Navigating Cultural Differences and Shared Experiences.”

Dedicated to international students, the workshop provided a platform for dialogue and cultural exchange, exploring academic and cultural adaptation challenges, highlighting positive experiences in Romania, and promoting cultural diversity as a learning resource.

Students shared both similarities and differences in their experiences. Those from Moldova and Bulgaria noted strong cultural closeness, feeling almost “at home,” while a student from Lebanon highlighted cultural and religious differences but praised the openness and kindness of the local community.

Language remains a key challenge. Even students who completed the preparatory year face difficulties in understanding courses and communicating with professors and peers.



Support from Romanian classmates—explaining terms, switching to English, and offering practical help—has eased integration and fostered friendships.

Interactions with professors are generally positive, with understanding of language difficulties, though challenges arise when professors cannot communicate in English or expect knowledge of Romanian. Administrative interactions, particularly with secretarial offices, are the most problematic due to limited English-language support. Students recommended creating a dedicated international student community, incorporating cultural presentations into projects, and organizing intercultural events to enhance connection and integration.

Prof. Vladimir Zhechev, Ph.D.

University of Economics – Varna

Head of the Department of Marketing UE Varna.



On 25 th November, the Faculty of Marketing within hosted professor Vladimir Zhechev, Head of the Marketing Department at the University of Economics – Varna, as a guest lecturer in the Consumer Behavior course led by Associate Professor Dr. Alin Valentin Angheluță. The session brought together first-year students of the Customer Relationship Management master's program, who engaged in an insightful and dynamic discussion with the distinguished guest.

International Event “Behind the Curtain: The Economic Perspective of Political Decisions” – Visit to the European Parliament in Brussels

From November 19–21, 2025, the ASE delegation, composed of students and faculty members from the Faculty of Marketing and the Faculty of International Economic Relations, participated in the event “Behind the Curtain: The Economic Perspective of Political Decisions” held at the European Parliament in Brussels. The event offered participants a unique opportunity to observe “behind the scenes” how European political and economic decisions are made. The agenda included interactive debates, critical thinking sessions, and direct discussions on European values, real costs, trade-offs, and incentives in public policies, as well as their socio-economic implications. Through these activities, students were not merely observers but active participants in European debates on governance and the economy. A highlight of the visit was the first protocol and etiquette workshop hosted at the European Parliament, where students learned firsthand about international best practices, developing essential skills for their future careers. The event also facilitated direct dialogue with Members of the European Parliament, giving participants the opportunity to discuss European values, governance, and public policies in an open and interactive setting. This approach allowed students to overcome barriers and stereotypes and gain a deeper understanding of Europe’s complex decision-making processes. Faculty members played an active role by guiding discussions, facilitating critical reflection, and helping integrate theoretical knowledge with practical experience, thus strengthening the connection between academic learning and the realities of political and economic processes. From the Faculty of Marketing, the 39 students were accompanied by Prof. Dr. Mihai Ioan Roșca, Assoc. Prof. Dr. Loredana Popescu, Assoc. Prof. Dr. Alin Valentin Angheluță, and Asst. Prof. Dr. Andreea Strâmbu-Dima. Participation in this event reflects ASE Bucharest’s commitment to providing students with applied educational experiences, enabling them to engage directly with European decision-making processes and develop critical analysis, leadership, and communication skills. The organization of the visit was made possible with the support of Alina Alupoaie, the office of Mr. Șerban Dimitrie Sturdza, Member of the European Parliament, and Smart Event Marketing SRL.





Visiting lecturers, REI, November 2025

Ivan Dimitrov, PhD

University of National and World Economy, Bulgaria

Assistant Professor in the Department of International Economic Relations and Business

Prof. Dimitrov delivered a lecture titled “New marketing trends in the digital era” within the course Marketing of International Business, 3rd year, EAI-En.





Participation in INGANT 2025

As part of the partnership between the Bucharest University of Economic Studies (ASE) and Sakarya University of Applied Sciences (Turkey), a team of seven faculty members and three PhD students from the Faculty of Business and Tourism, Department of Tourism and Geography, participated in the 4th International Congress of New Generations and New Trends in Tourism (INGANT 2025), held in Sapanca, Istanbul area, Turkey, from 3 to 7 November 2025.

The congress was supported by prestigious international universities, including:

- Istanbul Gelisim University (Turkey)
- Kodolanyi Janos University (Hungary)
- Universidade de Sao Paulo (Brazil)

We extend our appreciation to the keynote speakers – Dieter Uckelmann, Carlos Flavian, Catherine Prentice, and Tamara Ratz – for sharing their vision on the future of tourism and education.

The event was also supported by leading local and institutional partners, who contributed significant logistical and cultural value: the Sakarya Tourism Alumni and Members Association, the Sakarya Metropolitan Municipality, and the Ministry of Culture and Tourism of Turkey, through the Sakarya Provincial Directorate of Culture and Tourism. Our faculty's CACTUS magazine was also an official partner of the event.

ASE presence among the event partners positions our university within a select academic network and strengthens opportunities for scientific collaboration, further consolidating our institutional reputation in tourism and hospitality.

As an official partner, ASE benefited from extensive visibility, with its name and logo featured on promotional materials, the congress website, and media communications.

Of the seven awarded research papers presented at the congress, three were authored by representatives of the Faculty of Business and Tourism – a remarkable achievement that reflects the excellence and dedication of our academic community.



Participation at the FIJET International congress in Morocco

Between 18 and 24 of November 2025, Mrs. Prof. dr. Gabriela TIGU, dean of the Faculty of Business and Tourism, participated as professor and travel journalist at the international congress of FIJET (International Federation of Writers and Travel Journalists/ Federation Internationale des Journalistes et Ecrivains de Tourism), event with over 150 participants from 20 member countries.

The congress was hosted by the EuroMed University in Fes, Morocco, providing not only debates and exchanges of ideas between journalists and host officials, but also a contract and professional visit to the university.

The result of this participation will materialize in specialized articles, published in the professional tourism environment, as well as in documentation for teaching activities.



Faculty of Accounting and Management

Information Systems



Professor of Economics and Finance Ilias A. Makris
Head of the Dept. of Accounting and Finance
University of the Peloponnese, Greece

This presentation which was part of the ASE International Knowledge Fair 2025, brought together 35 participants, students and professors. They explored how higher education, transnational mobility programs, and European university alliances can foster a stronger European identity and promote sustainable entrepreneurship. It emphasized the importance of universities promoting transversal skills, interdisciplinary teamwork, and values such as inclusion, equity, and sustainability to transcend the limits of traditional education. Professor Makris presented the key thematic priorities of European university alliances, ranging from the environment and civic engagement to technology and entrepreneurship. Professor Makris also highlighted the Erasmus+ BIP E-Lab as a practical model that connects cross-border education with real-world impact through virtual modules, summer school collaborations, and internships. Finally, the session encouraged students to actively participate in mobility programs that foster the development of innovative, future-ready European citizens.

Higher Education, Transnational Mobility Programs and University Alliances

Enhancing the European Identity and Promoting Sustainable Entrepreneurship:
Lessons from two Transnational Projects on University of Peloponnese

Ilias Makris,
Dept of Accounting and Finance,
University Of Peloponnese, Greece

Themes Covered by the European Universities Alliances

ESG (Direct):

- Sustainability and Environment
- Civic Engagement, Peace and Democracy
- Gender Equality and Social Inclusion
- Migration and Human Rights

ESG (Indirect):

- ENVIRONMENTAL:
- SOCIAL:
- GOVERNANCE:

ESG (Indirect):

- Health and Well-being
- Arts, Culture and Identity
- Cosat and Blue Economy
- Social Sciences and Humanities
- Urban and Regional Development
- Economic Development and Entrepreneurship

E-Elab:
a BIP Erasmus+ program

- The EUNICE Entrepreneurship Lab (E-Elab) mission: to foster entrepreneurial talent and innovation across Europe.
- E-Elab was an Erasmus+ Blended Intensive Program held between March and July 2025.
- Beneficiaries:** 60 students from the ten EUNICE partner universities, guiding them through a dynamic journey from ideation to market launch.
- Scope:** to connect education with real-world impact. Cross-border education and its vision of equipping students with the skills and mindset to become the innovators of tomorrow focusing also on ESG.
- Structure:** three progressive modules:
 - ✓ virtual training,
 - ✓ physical collaboration during a summer school, and
 - ✓ hands-on internships for the best performers, offering participants ("E-Elabbers") comprehensive experience in entrepreneurship.

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Faculty of Finance and Banking

November 20, 2025: Thematic VC on Using Digital Currencies in PFM

Professor Attila Gyorgy, Ph.D.

Faculty of Finance and Banking



On November 20, 2025, the Cash Management and Forecasting Working Group of the PEMPAL Treasury Community of Practice (TCOP) held a thematic video conference on Using Digital Currencies in PFM. Over 60 participants, including 55 PFM practitioners representing all PEMPAL COPs (Budget, Internal Audit, and Treasury) from 16-member countries (Albania, Azerbaijan, Bulgaria, Croatia, Georgia, Hungary, Kazakhstan, Kosovo, Moldova, Montenegro, Romania, Serbia, Tajikistan, Türkiye, Ukraine, and Uzbekistan) joined the meeting. The objective of the VC was to discuss the advantages, challenges, and latest examples of using digital currencies in public financial management.

November 19-21, 2025: International Scientific Conference “Digital Transformation in Industry: Trends, Management, Strategies”

Professor Ștefan-Cristian GHERGHINA

Faculty of Finance and Banking

Director Doctoral School of Finance

Professor Ștefan-Cristian GHERGHINA participated in the 7th International Scientific Conference “Digital Transformation in Industry: Trends, Management, Strategies”, DTI Science Biennale – 2025, organised by Institute of Economics of the Ural Branch of RAS, Ministry of Digital Development and Communications of the Sverdlovsk Region, Sverdlovsk Regional Union of Industrialists and Entrepreneurs, Commission for Science and Development of the Digital Economy of the Public Chamber of the Sverdlovsk Region, Ekaterinburg, Russia, between November 19-21, 2025 – paper presented: “From Disruption to Digital Supremacy: Harnessing FinTech and Spillover Dynamics to Revolutionize Climate and Cleantech Finance”.

November 25-28, 2025: Erasmus+ Staff Mobility For Training

Associate professor Paula LAZĂR and Carmen OBREJA

Faculty of Finance and Banking

Associate Professor Paula LAZĂR and Associate Professor Carmen OBREJA participated in an Erasmus+ Staff Mobility for Training between November 25-28, 2025, at the University of West Attica, Athens, Greece, with the purpose of enhancing the participants' knowledge and skills in Erasmus+ program administration, with a particular focus on mobility processes, bilateral agreements, and academic and administrative procedures.





Professor Saumya Ranjan Dash, PhD.
IIM Indore, Professor (Finance and Accounting)

Dr. Saumya Ranjan Dash, a professor with expertise in Behavioural Finance, Empirical Asset Pricing, and Financial Accounting, was a guest lecturer for the Financial Management seminar within the MDBI master's program. He holds a Ph.D. from IIT Kharagpur, India, with a dissertation focused on asset pricing models and market anomalies.



Professor Yanka Alexandrova, PhD.
University of Varna
Vice-Dean of the Faculty of Economics

Professor Yanka Alexandrova from the University of Varna visited FABIZ for one week as part of the Business Analytics Master's program. Between 11 and 17 November, she delivered an intensive module on Business Data Visualization, offering students both theoretical foundations and practical insights. Throughout the week, Professor Alexandrova guided participants in working with Power BI and Tableau, helping them transform complex data into clear, meaningful visuals. Her hands-on approach strengthened students' analytical skills and broadened their understanding of modern visualization tools. As a visiting professor at FABIZ, she continues to contribute to the program's international and practice-oriented perspective.



Professor Sebastien Point
EM Strasbourg Business School

Professor Sebastien Point, a full professor at EM Strasbourg Business School since 2009, taught the Human Resource Management course in our International Master in Business Administration program. His course is designed to guide students from fundamental concepts to the development of comprehensive HR strategies applicable primarily to large companies but also relevant to SMEs. Emphasizing practical tools and techniques for people management, the course is valuable for those pursuing careers in human resources or aiming to manage teams or start their own businesses. As head of the HuManiS research center, Professor Point brings extensive academic and practical experience, regularly engaging with multinational companies through trainings and presentations.



Giulio Mazzoleni (Creative MBA year 2), Business professional, teaching Artist Management

The course explored the foundations and professional practices of Music Artist Management, offering students a structured overview of the skills, strategic thinking, and industry mechanisms needed to guide an artist's career. It covered the core activity areas of a music manager A&R, communication, legal and financial competence, strategic planning, and psychological understanding. Participants were introduced to the full music business ecosystem and the artist-to-audience flow, with diagrams illustrating how recording, publishing, touring, merchandising, licensing, and media all interact to shape an artist's career. A significant part of the course focused on self-management in the digital era, emphasizing how artists today must understand distribution platforms, the streaming economy, creator-economy opportunities, and the need for informed decision-making beyond pure creativity.



Professor Marne Arthaud-Day
Kansas State University, USA

Professor Marne Arthaud-Day taught the Global Business Strategy course in our Master of Business Strategy and Leadership program from November 1–8, offering practical insights into how leaders' values and attitudes shape strategic decision-making and corporate governance. Her teaching emphasized the importance of value congruence between organizational leaders and stakeholders, showing how strong governance supports both financial and social performance while reducing risks tied to misconduct. Drawing on her research—from corporate values and social entrepreneurship to CEO turnover and entrepreneurial orientation—she challenged students to approach global strategy through the lenses of institutional context, stakeholder theory, and managerial discretion.



Associate Professor Marco Savastano, Sapienza University in Rome, Italy.

Marco Savastano, Associate Professor at Sapienza University of Rome and expert in innovation management, led the Technology & Operations Management course in our Master of Business Strategy and Leadership program from November 17–22. His sessions provided students with a strategic lens on how technology fuels operational excellence, blending theory with practice through interactive case studies. Dr. Savastano emphasized practical frameworks for digital transformation, helping students understand how these concepts apply to real companies still navigating the digital revolution. Drawing on EU project experience and a robust body of research, he brought depth to key topics like digital innovation, quality management, and environmental sustainability across industries.



Professor Wolfgang K. Härdle
University of Humboldt

Professor Härdle taught the Research Methods for Business Administration course to second-year students in the International Master in Business Administration program. His teaching focused on practical data science methods, including working with Python for data analysis and regression, financial time series models like ARCH/GARCH, and advanced machine learning techniques such as Lasso and text classification applied to economic and business data. The course culminated in a research project where students applied these methodologies to analyze real data and produce a draft research paper. Professor Härdle's rich expertise in quantitative finance, machine learning, and data analytics offered students cutting-edge insights anchored in his extensive academic and professional experience.



„10th World InterUniversities Championships – WIUC Barcelona 2025”



The WIUC 2025 event brought together over 5,000 participants from universities across Europe, Asia, Africa, the Middle East, and the Americas, making it one of the largest international university sports competitions. The participation of Bucharest University of Economic Studies (ASE) aimed to promote sports values, fair play, and cultural inclusion, as well as to strengthen our university's international reputation and competitive standing.

The ASE delegation was composed of 16 student-athletes: Chiru Simona Andreea, Godinac Ana Maria, Sălăjan Mark-Ştefan, Mihai David Andrei, Breazu Luca Ioan, Sighinaş Claudiu Nicolas, Paşa-Ungurianu Luca, Uleia Ştefan Ovidiu, Mihu Victor, Petruşcu Matei, Culea Petre Cristian, Popa Tudor Iorgu, Gavriloiu Ştefan, Constantinoi Albert Cristian, Rîmbu Tudor-Gabriel, and Rotaru Vlad Marius. The delegation was coordinated by Prof. Teodora Dominteanu, PhD (Department of Physical Education and Sports).

According to the official schedule, the following activities took place:

- 10–11 November 2025: Travel to Barcelona and team accommodation.
- 12 November 2025: Presentation of the competition schedule for all sports disciplines, competition regulations, access rules for the sports campus, and logistical procedures. The first competitive sessions for several sports, such as tennis, also took place.
- 13–15 November 2025: Official opening ceremony with all international delegations in attendance, followed by sports competitions in swimming, athletics, tennis, table tennis, badminton, and padel. ASE students competed in all the events for which they were registered.
- 16 November 2025: Award ceremony and official closing of the event.

ASE athletes qualified for the finals in all registered events, achieving remarkable results in the freestyle and medley races, and demonstrating outstanding physical and mental preparedness.



INTER-INSTITUTIONAL AGREEMENTS

NOVEMBER/2025



November Highlights at BUES

New Inter-Institutional Agreements Signed

Throughout November, BUES continued to strengthen its international presence by signing several new Inter-Institutional Agreements under the Erasmus+ Programme. These partnerships support our commitment to providing students and staff with broader academic opportunities, increased mobility options, and deeper global engagement.

01/04



Top Agreements

- Leonard de Vinci Business School
- Charles University
- Narxoz University
- Higher School of Management of Tlemcen
- University of Stavanger



New Partnerships Formed



Leonard de Vinci **Business School** **FRANCE**

BUES is pleased to announce a newly signed Erasmus+ Inter-Institutional Agreement with Leonard de Vinci Business School, strengthening our cooperation in business education, research collaboration, and mobility opportunities for students and staff. More updates on upcoming agreements will follow in December.

University of Stavanger **NORWAY**

BUES is pleased to announce a new Erasmus+ Inter-Institutional Agreement with the University of Stavanger (Norway). This partnership strengthens our international academic network and opens fresh opportunities for student and staff mobility, joint research initiatives, and future collaborative projects. We look forward to developing meaningful exchanges with our Norwegian partners.



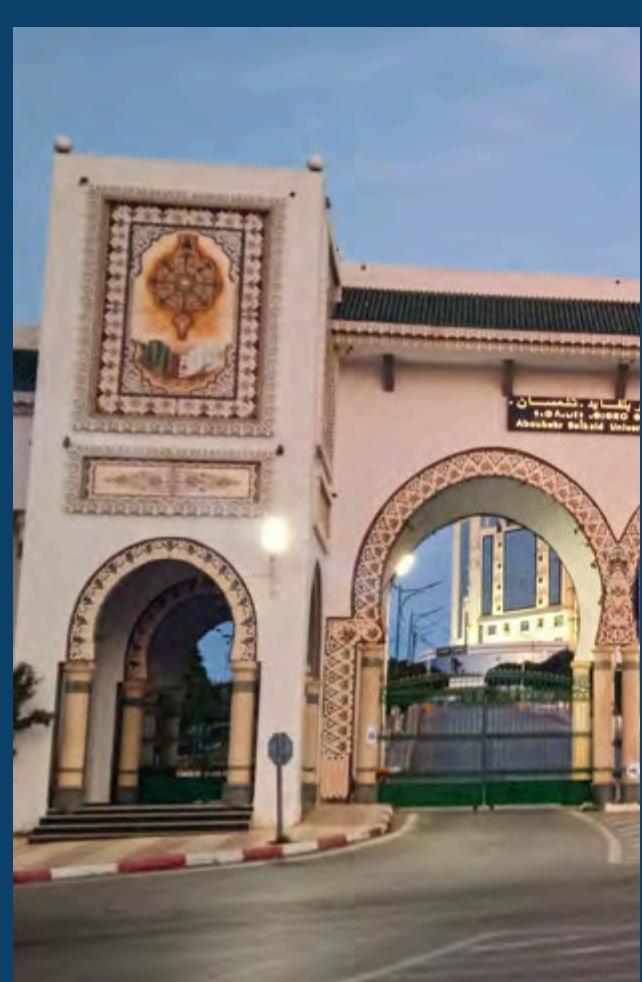


Charles University CZECH REPUBLIC

BUES is delighted to announce a newly established Erasmus+ Inter-Institutional Agreement with Charles University (Czech Republic), one of Europe's oldest and most prestigious academic institutions. This collaboration will expand opportunities for student and staff mobility, foster academic exchange, and support future joint initiatives.

Higher School of Management of Tlemcen ALGERIA

BUES is proud to announce a new Erasmus+ Inter-Institutional Agreement with the Higher School of Management of Tlemcen (Algeria). This strategic collaboration strengthens our ties with North African academic institutions and promotes the exchange of knowledge, teaching practices, and research expertise. Through this partnership, students will gain access to new mobility opportunities, while staff can engage in joint research projects and academic cooperation.





University of Management in SLOVACIA

BUES is excited to announce a new Erasmus+ Inter-Institutional Agreement with the University of Management (Slovakia). This collaboration will create opportunities for student and staff mobility, promote joint research and academic projects, and encourage the exchange of knowledge and best practices. It also strengthens our international network, fostering cross-cultural learning and collaboration in higher education.

Narxoz University KAZAKHSTAN

BUES is pleased to announce a new Erasmus+ Inter-Institutional Agreement with Narxoz University (Kazakhstan). This partnership enhances our global academic network and provides valuable opportunities for student and staff mobility, joint research initiatives, and the exchange of best practices. It also supports cross-cultural learning and collaboration, contributing to the development of innovative educational projects and strengthening BUES's commitment to international academic excellence.



TESTIMONIALS

ERASMUS+

2025-2026





MOBILITY EGYPT

ASE Bucharest was represented at the BEGIN Educational Fair Cairo, held on November 15, 2025, by Prof. Gabriela Țigu and Flaviu-Iulian Condrea (Erasmus+ Officer). The event brought together more than 20 international universities and attracted many students and graduates interested in ASE's bachelor's, master's, and doctoral programs.



The ASE delegation promoted the university's academic offer, interacted with around 40 potential candidates, and attended the official Study in Romania presentation. Discussions were also held with the Romanian Ambassador to Egypt, H.E. Olivia Todorean. Visitors showed high interest in English-taught programs, tuition fees, scholarships, Erasmus mobility opportunities, and paid internships.

The most sought-after fields were IT, Business Administration, Finance, and MBA programs.

Participation was made possible through the FDI project supporting ASE's internationalization efforts, and the objectives of the mission were fully achieved.



• ERASMUS+ STAFF MOBILITY

Todircan Mariana

Testimonial

CHULALONGKORN UNIVERSITY

Between 17–21 November 2025, I carried out an Erasmus+ staff training mobility at Chulalongkorn University (Chula) in Bangkok, Thailand – the country's top-ranked and most prestigious university. The visit included meetings with the Office of International Affairs and with the International Relations Service of the Faculty of Economics, ASE's Erasmus+ partner.



During the mobility, I explored Chula's extensive campus infrastructure, modern digitalized services, international programs, and student support facilities, including libraries, green spaces, accommodation for international guests, and on-campus transport services. Chula hosts over 41,000 students, including 2,000 international students, offers 146 international programs, and maintains over 900 international partnerships, being consistently ranked #1 in Thailand.

The experience offered valuable insights into best practices in internationalization, student services, digitalization, and campus development elements that contribute to Chula's strong global recognition.



@erasmus_ase

www.international.ase.ro

INTERNATIONAL COOPERATION

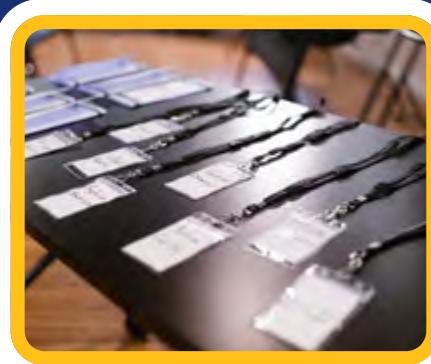
NOVEMBER'S HIGHLIGHTS



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 November



Higher School of Management of Tlemcen Algeria

Agreement initiated by the Department of International Relations

ESMT offers undergraduate (bachelor) programs in management, economics, and related fields. The institution also promotes research, innovation, and professional development, not only for students but also for professionals in the socio-economic sector, contributing to the development of managerial skills across Algeria.

Website link:

<https://www.esm-tlemcen.dz/>

Universidade Municipal de São Caetano do Sul (USCS) Brazil

Agreement initiated by the Faculty of Management

USCS offers a broad and diversified academic portfolio: dozens of undergraduate (bachelor's and technological) programmes — in fields including business/management, law, health sciences (medicine, nursing, physiotherapy, dentistry, pharmacy, etc.), engineering and IT (computer science, systems analysis, automation, AI, cybersecurity, etc.), social sciences and humanities, design, media/communications, and more.



Website link:

<https://uscs.edu.br/>

MoUs signed in November



University of the Incarnate Word USA

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

University of the Incarnate Word, San Antonio, Texas, USA is a private, Catholic university founded in 1881 by the Sisters of Charity of the Incarnate Word (originally as a school/college for women).

UIW offers a wide and diverse portfolio of academic programs: over 100 undergraduate majors, minors, and concentrations, and more than 25 graduate, doctoral, and professional-doctoral programs.

Website link:

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



INTERNATIONAL MOBILITIES



INTERNATIONAL MOBILITY FIGURES FOR AUGUST



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 November includes:

Between 6th-8th of November, Prof. Constantin-Marius Proffiroiu, Vice-Rector for International Relations and Professor at the Faculty of Administration and Public Management, participated in HEAC Europe 2025 (The Higher Education Advisory Board) in Italy, an event founded by Cambridge International of the University of Cambridge. Budget: DRI.

Between 27th of November-1st of December, Prof. Constantin-Marius Proffiroiu, Vice-Rector for International Relations and Professor at the Faculty of Administration and Public Management, participated in France, as Vice-President of the EUROPA network, at the 30th anniversary of the EUROPA network and the Colloque Europa titled “Public action in Europe in the face of disinformation: what responses are needed to protect democracy?”, organized in Limoges. Budget: DRI.

Between 23rd-27th of November, Prof. Cristian Bușu, Vice-Rector for Economic and Financial Management and Professor at the Faculty of Management, carried out a training mission at FMR Global Health in France. Budget: Erasmus+.

Between 1st-7th of November, Prof. Vasile Alecsandru Strat, Dean and Professor at the Bucharest Business School, participated in GBSN Beyond in Ghana and held meetings at the University of Ghana and Ashesi University. Budget: DRI.

Between 1st-7th of November, Prof. Tănase Stamule, Dean and Professor at the Faculty of Business Administration in Foreign Languages, participated in GBSN Beyond in Ghana and held meetings at the University of Ghana and Ashesi University. Budget: DRI.

Between 1st-7th of November, Prof. Ioan-Radu Petrariu, Dean and Professor at the Faculty of International Business and Economics, participated in GBSN Beyond in Ghana and held meetings at the University of Ghana and Ashesi University. Budget: DRI.

Between 1st-7th of November, Prof. Elena Preda, Professor at the Faculty of Agrofood and Environmental Economics, conducted a visit to Sunway University in Kuala Lumpur, Malaysia, and participated in the SDSN Network Managers Workshop 2025. Budget: DMCI.

Between 2nd-9th of November, Prof. Gabriela Țigu, Dean and Professor at the Faculty of Business and Tourism, completed a teaching mobility at the Universidad de Monterrey in Mexico. Budget: Erasmus+.

Between 3rd-11th of November, Oana Mioara Mușat, Coordinator of the International Relations Office at ASE, participated in the Fall 2025 North Africa Fairs, Morocco and Tunis, held in Morocco. Budget: FDI.

Between 3rd-11th of November, Teodora-Monica Fulga, Head of the Erasmus+ Office at ASE, participated in the Fall 2025 North Africa Fairs, Morocco and Tunis, held in Morocco. Budget: FDI.

Between 2nd-5th of November, Prof. Georgiana Oana Stănilă, Professor at the Faculty of Accounting and Management Information Systems, carried out a visit to Azerbaijan for discussions on developing inter-university collaboration for a joint master's programme, promoting the ICBE conference, and exploring additional cooperation opportunities. Budget: DRI.



Between 4th-8th of November, Prof. Mihail Bușu, Professor at the Faculty of Business Administration in Foreign Languages, completed a training mobility at EM Strasbourg Business School in France. Budget: Erasmus+.

Between 7th-16th of November, Prof. Dragoș-Mihail Mănescu, Professor at the Faculty of Law, completed a teaching mobility during the International Staff Week 2025 at CHRIST (Deemed to be University), Pune Lavasa Campus, India, including a Teaching Agreement. Budget: Erasmus+.

Between 8th-15th of November, Prof. Ramona Igret, Professor at the Faculty of Management, participated in the 18th Edition of the Eduniversal World Convention and the Eduniversal Gala Awards Ceremony in India. Budget: BBS.

Between 8th-15th of November, Prof. Georgeta-Mădălina Meghișan-Toma, Professor at the Faculty of Business Administration in Foreign Languages, participated in the 18th Edition of the Eduniversal World Convention and the Eduniversal Gala Awards Ceremony in India. Budget: BBS.

Between 9th-15th of November, Prof. Ovidiu-Ioan Dumitru, Dean and Professor at the Faculty of Law, completed a teaching mobility during the International Staff Week 2025 at CHRIST (Deemed to be University), Pune Lavasa Campus, India, including a Teaching Agreement. Budget: Erasmus+.

Between 10th-12th of November, Prof. Silvia-Elena Iacob, Dean and Professor at the Faculty of Economics and Business Communication, participated in Belgium in the event “Digital and Green Europe: Policies, Challenges and Directions for Sustainable Development”, organized at the European Parliament.



Between 12th-16th of November, Prof. Gabriela Țigu, Dean and Professor at the Faculty of Business and Tourism, participated in the Edu Fair educational fair held in Cairo, Egypt. Budget: FDI.

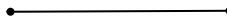
Between 12th-16th of November, Flaviu Iulian Condrea, staff member in the Erasmus+ Office at ASE, participated in the Edu Fair educational fair held in Cairo, Egypt. Budget: FDI.

Between 12th-15th of November, Prof. Liviu-Adrian Cotfas, Director of International Relations and Professor at the Faculty of Economic Cybernetics, Statistics and Informatics, participated in the seminar “Developing a strategic internationalisation plan” in the Netherlands, a highly relevant event for the development of the university’s new internationalisation strategy. Budget: FDI.

Between 13th-15th of November, Marian Nica, staff member and Head of the Accreditation Office at ASE, participated in the seminar “Developing a strategic internationalisation plan” in the Netherlands, highly relevant for the development of the university’s new internationalisation strategy. Budget: FDI.

Between 14th-24th of November, Lelia Sanda Iordan, Head of the International Relations Office at ASE, participated in a mobility under the Erasmus+ programme in Egypt, focused on strengthening the collaboration between Tanta Egyptian Academy and ASE. Budget: Erasmus+.

Between 15th-24th of November, Prof. Mihai Dinu, Professor at the Faculty of Agrofood and Environmental Economics, participated in the Romanian Agricultural Extension Services Development program at the University of Georgia in the United States. Budget: DRI.



Between 17th-21st of November, Mariana Todircan, staff member in the Erasmus+ Office at ASE, completed a training mobility at Chulalongkorn University in Thailand. Budget: Erasmus+.

Between 18th-24th of November, Prof. Gabriela Țigu, Dean and Professor at the Faculty of Business and Tourism, participated in Morocco at the Congress of the International Federation of Travel Journalists (FIJET), as a Board member of the national association (Tourism Press Club) and as auditor of the federation.

Between 23rd-30th of November, Prof. Grigore Ioan Piroșcă, Professor at the Faculty of Economics and Business Communication, represented the International Relations Office at the QS Eurasia Forum 2025 – “Broadening horizons: Building global bridges in higher education” in Uzbekistan. Budget: DRI.

Between 23rd-28th of November, Prof. Tănase Stamule, Dean and Professor at the Faculty of Business Administration in Foreign Languages, travelled to Tunisia to strengthen relations with francophone high schools, supporting the recruitment strategy for the French section of FABIZ. Budget: DRI.

Between 24th of November-6th of December, Prof. Ion Popa, Dean and Professor at the Faculty of Management, travelled to the United States to develop international relations in Buffalo and New York. Budget: DRI.

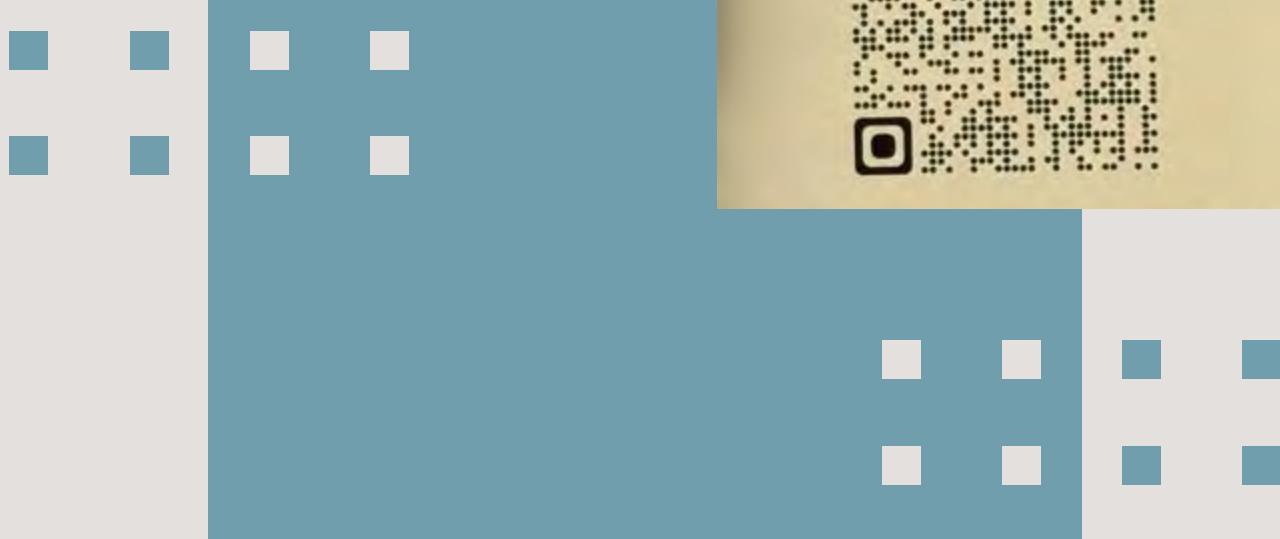
Between 24th of November-6th of December, Prof. Octavian Cosmin Dobrin, Professor at the Faculty of Management, travelled to the United States to develop international relations in Buffalo and New York. Budget: DRI.



Between 28th of November-7th of December, Prof. Liliana Crăciun, Professor at the Faculty of Economics and Business Communication, participated in the International Partnership Days at the University of the Incarnate Word (UIW) in the United States

Facultate		MANAGEMENT ACADEMIC	Administrarea afacerilor și produselor sociale și serviciilor	Administrarea și managementul profesiei	Business Administration	HRM	Contabilitate și informatică de gestionare	Design	Economie și managementul factorului de producție	Economie și managementul factorului de cumpărare	Finanțe, investiții, banuri și banca de valori	Gherăești, cunoaștere și informatică numărătoare	Reabilită economică și investiții	Marketing	Management	Personalul administrativ și IMPPS	Cognitiv	Desenvolat profesional	TOTAL
Conferințe internaționale	Biznesul deosebit de cunoscut - fără participare conferinție															0			1
	Biznesul din alte surse	1	0		1	1	1	1	1	2	1	1	0	1	1	4	1	4	4
Misiuni de predare (finanțate din proiectul ERASMUS)				1		1			1		1		1	0					1
Mobilități de formare cadre didactice (finanțate din cadrul programului ERASMUS)		1	0	1						1	1	1	2	0					1
Mobilități de formare cadre personal-administrație (finanțate din cadrul programului ERASMUS)													0		1				1
Programe de documentare													1						1
Întâlniri pentru dezvoltare profesională: Cercștișor pentru promovarea internațională: alte obiective		1	1	1	1	1	1	1	1	1	1	1	1	1	0	2	1	2	9
TOTAL		3	16	1	8	3	2	2	4	13	8	4	7	6	5	8	20	19	93

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