



**BUCHAREST UNIVERSITY OF ECONOMIC STUDIES**

# **INTERNATIONAL WEEK 2026**

**11th EDITION**

In partnership with



*Be proactive!*

*Be innovative!*

**4-8 MAY 2026**



# 4 May 2026

## Official opening

**Time**

9:30-10:30

**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Official opening of the International week 2026

**Speakers**

Prof. Constantin Marius PROFIROIU,  
Vice-rector for International Relations  
Assoc. prof. Ioan-Radu Petrariu, REI  
Dean

**Place**

Department of International Relations  
(DRI), Council Chamber (C004), ground  
floor, 8 Piața Romană.

## Connected Journeys: A Student to Student Survival Guide

**Time**

13:00

**Organizer**

Faculty of Marketing

**Brief description of the activity**

The workshop aims to present the process of integration into international academic environments, from the perspective of foreign students studying at the Faculty of Marketing and Romanians returning from international mobility. The presentation offers a comparative analysis of academic and social support, helping participants to better understand the international environment through the lens of their experiences in relation to their country of origin.

**Speakers**

Irina Ștefania MUTU  
Bianca Maria STRATULAT  
Robert Gabriel DOLTU

**Place**

Room 1117

**4 May 2026**

## Artificial Intelligence for Social Good: From Hype to Human Impact

**Time**

14:00-15:00

**Organizer**

Faculty of Cybernetics, Statistics and Economic Informatics

**Brief description of the activity**

The talk on “Artificial Intelligence for Social Good: From Hype to Human Impact” examines how AI can move beyond buzzwords to create real societal benefits. It highlights practical applications, addresses ethical challenges, and emphasizes the importance of building human-centered, responsible AI solutions.

**Speakers**

Prof. PhD. Zafi Sherhan SHAH, Mehran  
University of Engineering & Technology:  
Jamshoro, Sindh, Pakistan

**Place**

<https://ase.zoom.us/j/98943760395?pwd=fflqtVvR3B9uz7LayqXmT4uV3itVX0.1>

## Advancing research & innovation: ethics, collaboration, and global impact

**Time**

14:30-15:30

**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Workshop

**Speakers**

Francesco SCHIAVONE, Full Professor,  
University Parthenope of Naples (Italy)

**Place**

Department of International Relations (DRI), Council Chamber (C004), ground floor, 8 Piața Romană.



# 4 May 2026

## Master of Management in International Business

**Time**

17:30-19:00

**Speakers**Francesco SCHIAVONE, Full Professor,  
University Parthenope of Naples (Italy)**Organizer**Faculty of International Business and  
Economics**Brief description of the activity**

Lecture

**Place**

Room 2203

## Master of Management in International Business

**Time**

19:10-20:40

**Speakers**Dragan LONCAR, Full professor, Faculty  
of Economics, Belgrade University**Organizer**Faculty of International Business and  
Economics**Brief description of the activity**

Lecture

**Place**

Room 2203



# 4 May 2026

## Master of Management in International Business



### Time

17:30-19:00, 19:10-20:40



### Organizer

Faculty of International Business and Economics



### Brief description of the activity

Lecture



### Speakers

Francesco SCHIAVONE, Full Professor,  
University Parthenope of Naples (Italy)



### Place

Room 2203

## Human-AI Co-working and Organizational Transformation



### Time

15:30–16:30 (Bucharest Time)  
19:00–20:00 (India Time)



### Organizer

Bucharest Business School



### Brief description of the activity

As AI systems evolve from simple tools to active collaborators within organizations, an essential question arises: How should human-AI collaboration be designed?

This webinar will explore the challenges and opportunities of AI adoption from both organizational and individual perspectives, focusing on: Human-AI collaboration design; Preserving human agency and purpose; Aligning AI systems with organizational tasks and structures; Skill preservation and performance recalibration; Implications for management practice and future research; The discussion is designed for academics, researchers, managers, and professionals interested in the future of work and organizational transformation in the AI era.



### Speakers

Dr. Shreya PANDEY, Lecturer,  
Information Systems, Queen's  
University, Belfast, GIFT City, INDIA



### Place

Registration link:

<https://forms.gle/P61k8hmBe7896uMq9>

Connection details:

<https://ase.zoom.us/j/97882601820?pwd=ow03w8gW5rQalpOA0Bw2eomQDe0ULc.1>

Meeting ID: 978 8260 1820

Passcode: 367680

**5 May 2026**

## 3rd year Bachelor students, course in International Business in Services

**Time**

10:50-12:20

**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Lecture

**Speakers**

Dragan LONCAR, Full professor, Faculty of Economics, Belgrade University

**Place**

Room B102

## Good Practices of Internationalization at Bialystok University of Technology

**Time**

13:00 (12:00 Poland time)

**Organizer**

Faculty of Public Administration and Management

**Brief description of the activity**

The presentation will outline selected good practices that support internationalization at Bialystok University of Technology, with particular emphasis on the Faculty of Engineering Management. It will present the university's experience in Erasmus+, international projects, and cooperation with partner institutions from different countries. It will also highlight practical support offered to international students, including mentoring, welcome meetings, psychological counselling, and initiatives fostering intercultural integration. The presentation will show how these activities help create an open, inclusive, and internationally oriented academic environment.

**Speakers**

Urszula KOBYLŃSKA, PhD – Vice Dean for Cooperation and Development, Faculty of Engineering Management, Bialystok University of Technology, Poland

**Place**

[Meeting-Internation.Week-Romania](#) |  
[Dołączanie do spotkania](#) | [Microsoft Teams](#)

**5 May 2026**

## Building international bridges through Erasmus+ mobilities

**Time**

13:00-15:00

**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Workshop

**Speakers**

Dragan LONCAR, Full professor, Faculty of Economics, Belgrade University

**Place**

Department of International Relations (DRI), Council Chamber (C004), ground floor, 8 Piața Romană.

## 1st year students EAI-EN, course in Global Business Strategy

**Time**

14:10 - 15:40

**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Lecture

**Speakers**

Muhammad ATIF, Head of the International Business Specialization, EMLV Business School Paris

**Place**

Room B102

**5 May 2026**

## 1st year students EAI-RO, series A&B, course in Global Business Strategy

**Time**

14:10 - 15:40

**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Lecture

**Speakers**

Francesco SCHIAVONE, Full Professor, University Parthenope of Naples (Italy)

**Place**

Amphiteatre 1

## Developing marketing study programs in international partnership (also with the business environment)

**Time**

17:00

**Organizer**

Faculty of Marketing

**Brief description of the activity**

This event aims to adapt education to the current demands of the global market. The main challenges facing the Albanian university environment will be presented and how the internationalization process can contribute to increasing the relevance of study programs.

**Speakers**

Prof. As. Dr. Vaeld ZHEZHA, Head of Marketing Department, Faculty of Business "Aleksandër Moisiu" University, Durrës, Albania

**Place**

<https://ase.zoom.us/j/98419733860?pwd=cM9NvhLbkZqkbFBysMBsfGbdHbFept.1>  
Meeting ID: 984 1973 3860  
Passcode: 761936

**6 May 2026**

## Strengthening internationalisation strategies through blended intensive programmes

**Time**

14:00-15:00

**Organizer**

Faculty of Accounting and Management Informatics

**Brief description of the activity**

The presentation examines the role of blended intensive programmes in advancing internationalisation strategies, with particular attention to partnership development, inclusive mobility, and intercultural and collaborative learning.

**Speakers**

Associate Professor Nikolina DEČMAN, Vice Dean for Business, Protocol, and Organization, Faculty of Economics & Business - Zagreb

**Place**

Room 1103

## Building Bridges Across Cultures

**Time**

18:00

**Organizer**

Faculty of Business and Tourism

**Brief description of the activity**

Workshop for faculty students, with international participation

**Speakers**

Prof. Grazia CALABRÒ (University of Messina, Italia)

**Place**

<https://ase.zoom.us/j/98806191793?pwd=Ayk0m1xHHmKbVbZGZ66DTmSSHcTISV.1>  
Meeting ID: 988 0619 1793  
Passcode: 145450

**6 May 2026**

## Discover ERASMUS mobilities: international opportunities for master's students

**Time**  
18:00**Speakers**

Prof. Persefoni TSALIKI (Aristotle University of Thessaloniki)

**Organizer**

Faculty of Management

**Brief description of the activity**

The meeting will be dedicated to presenting and promoting short and long-term ERASMUS mobility opportunities for master's students. Concrete information will be provided on the types of mobilities available, the advantages of participation, the application stages, as well as the academic and professional perspectives associated with an international experience. The activity aims to stimulate the interest of master's students in participating in ERASMUS mobilities.

**Place**

Room 1318

## More Taxes, More Money? 35 Years of Laffer Curve Experiments

**Time**  
18:00-19:30**Speakers**

Antoine MALÉZIEUX, Associate Professor Burgundy School of Business, Dijon, France

**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Lecture

**Place**

Ion Răducanu Periodicals Room (0116)



# 6 May 2026

## The role of teacher in developing critical thinking



**Time**  
18:00



**Organizer**  
Departamentul pentru Pregătirea  
Personalului Didactic (DPPD)



### Brief description of the activity

Mentors and teachers play an important role in any educational setting. Some might say that the teacher's role in developing critical thinking is crucial, while others may say it is marginal. Therefore, the activities and impact of teachers are worth discussing. What is the teacher's role in developing critical thinking?



### Speakers

Daiva PENKAUSKIENĖ, Associate Professor and Chief Researcher at Mykolas Romeris University, Vilnius, Lithuania



### Place

<https://ase.zoom.us/j/7732713973>  
pwd=NnCnh1YP7037D7dX8oSVAnaZD4WcSz.1&omn=94674504638  
Meeting ID: 773 271 3973  
Passcode: 150515

## Learning Without Borders: Where Academia Meets Adventure



**Time**  
19:00



**Organizer**  
Faculty of Finance, Insurance, Banking  
and Stock Exchanges



### Brief description of the activity

The workshop "Learning Without Borders. Where Academia Meets Adventure" brings together students, educators, and alumni to explore the transformative impact of studying, teaching, and collaborating across cultures through the Erasmus+ programme. Through personal stories, engaging discussions, and creative activities, participants will: discover how international experiences shape academic growth and intercultural understanding; learn practical tips for making the most of Erasmus opportunities, connect with peers and mentors who have embarked on their own journeys abroad. Education truly connects the world.



### Speakers

Darius-Ionuț RUZSA, Erasmus Student, Faculty of Finance and Banking, Bucharest University of Economic Studies, Romania  
Valeria POPUȘOI, Erasmus Student, Faculty of Finance and Banking, Bucharest University of Economic Studies, Romania



### Place

[https://ase.zoom.us/j/99540847811?](https://ase.zoom.us/j/99540847811?pwd=8HAEXOOjAsqdDXdLpaFuDoPkgX6joL.1)  
pwd=8HAEXOOjAsqdDXdLpaFuDoPkgX6joL.1  
Meeting ID: 995 4084 7811  
Passcode: erasmus

**7 May 2026**

## Achieving global recognition: international accreditation of business schools

**Time**

12:00-14:00

**Speakers**

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**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Workshop

**Place**

Department of International Relations (DRI), Council Chamber (C004), ground floor, 8 Piața Romană.

## 2 nd year students EAI-EN, Natural language processing and Large Language Models in Business and Economics

**Time**

12:30-14:00

**Speakers**

Ana Maria BEREA, Associate Professor, Research Scientist, Blue Marble Space Institute of Science, College of Science; George Mason University

**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Lecture

**Place**

Room 1421



# 7 May 2026

## AI policies in current undergraduate and graduate education

**Time**

15:30-17:00

**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

REI teachers meeting

**Speakers**

Ana Maria BEREA, Associate Professor, Research Scientist, Blue Marble Space Institute of Science, College of Science; George Mason University

**Place**

Room 1117



# 8 May 2026

## EHEA 2030: Building a Resilient, Green, and Connected European Higher Education Area

**Time**

10:00 – 12:00

**Speakers**

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**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Workshop

**Place**

Department of International Relations (DRI), Council Chamber (C004), ground floor, 8 Piața Romană.

## 1 st year students EAI-RO, Natural language processing and Large Language Models in Business and Economics

**Time**

10:50-12:20

**Speakers**

Ana Maria BEREA, Associate Professor, Research Scientist, Blue Marble Space Institute of Science, College of Science; George Mason University

**Organizer**

Faculty of International Business and Economics

**Brief description of the activity**

Lecture

**Place**

Room 1421



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