



ERASMUS+
PROGRAMME



INTERNATIONAL
ACCREDITATION



INTERNATIONAL
RANKINGS



INTERNATIONAL
COOPERATION

Bucharest University of Economic Studies (ASE) global actor for
international education

NEWSLETTER

MARCH

Be innovative

www.international.ase.ro

Be Proactive

Internationalization at home

1st March

- **Erasmus+ BIP 2026**

Erasmus+ BIP 2026 organized by the Faculty of International Business and Economics, Department of Modern Languages and Business Communication.

Our university proudly hosts and coordinates the activities of 39 students and 8 guest professors from 7 European universities, highlighting the strength of our internationalization and academic partnerships through two Erasmus+ BIP programmes:

Bridging Cultures and Markets: Intercultural and Business Communication

Partners: University of Hradec Králové, Czechia | SSML Internazionale Benevento University, Italy | Comenius University in Bratislava, Slovakia | Giustino Fortunato Telematic University, Italy

Language in Action: Intercultural Competence in Business Communication

Partners: University of Artois, France | Charles University, Prague, Czechia | University of Lisbon, Portugal.

10th March

- **AI Workshop**

The landscape of global higher education is shifting, and today, our International Relations (IR) team took a significant leap forward.

At the initiative of our Vice-rector for International Relations, Prof. Dr. Constantin Marius Profiroi, we had the privilege of hosting an intensive training session led by Yves FRÉROT, AI Expert and President of APM (Association Progrès du Management).

The goal? To bridge the gap between traditional diplomacy and the cutting-edge capabilities of Artificial Intelligence.

Why AI in International Relations?

International Relations isn't just about handshake agreements anymore; it's about data-driven insights and seamless global communication. Yves Frérot guided the team through the strategic integration of AI, focusing on three core pillars:

Global Mobility & Recruitment: Using predictive analytics to identify emerging student markets and streamline the application journey.

Hyper-Personalized Communication: Leveraging AI-driven translation and cultural adaptation tools to engage with partners in over 100+ languages without losing nuance.



Strategic Research & Analysis: Automating the monitoring of global geopolitical trends to better advise our students and faculty on international safety and opportunities.

Key Takeaways from Yves FRÉROT

Yves brought a unique "Management + Tech" perspective, emphasizing that AI is a co-pilot, not the captain. The session moved beyond the hype to focus on practical, ethical implementation:

"The true power of AI in a university setting isn't just efficiency—it's the ability to free up our human experts to focus on what matters most: building authentic, cross-cultural relationships."

Ethics First: Navigating the complexities of data privacy and algorithmic bias in a diverse, global context.

Prompt Engineering for Diplomats: How to query AI to draft complex partnership agreements or summarize multi-lateral policy documents.

Future-Proofing: Ensuring our IR staff remains at the forefront of the digital transformation sweeping through academia.

The Path Ahead

As we integrate these tools, our focus remains on the "Human-in-the-Loop" model. We are excited to see how these new efficiencies will translate into better experiences for our international students and more robust global partnerships.

A huge thank you to Yves FRÉROT for his visionary insights and to the entire IR team for their curiosity and drive to innovate. The future of international education is here, and it's looking smarter than ever.

12th March

• Mobility Café

On March 12 of this year, the Mobility Café event was organized, hosted by the Directorate of International Relations. The meeting was attended by:

- Prof. Dr. Constantin-Marius Proftiroiu, Vice-Rector for International Relations, who presented his experience from his trip to Hong Kong for APAIE 2026 and to Mexico City for the BMI Global Student Fair.
- Prof. Dr. Gabriela Țigu, who presented her experience from Mexico.
- Prof. Dr. Liviu-Adrian Cofas, Director of the Directorate of International Relations, who presented his experience from his trip to Brussels, Belgium, for UNICA Days.

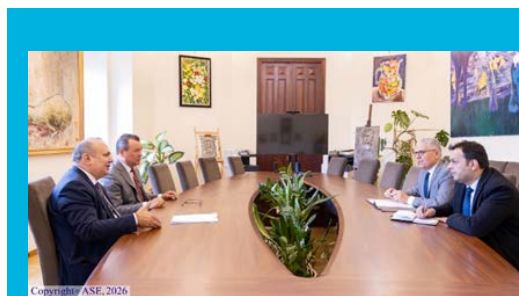


12th March

- **The visit of His Excellency Mr. Sami Nagga, Ambassador of the Republic of Tunisia**

On March 12 of this year, Prof. Dr. Nicolae Istudor, Rector of the Bucharest University of Economic Studies, together with Prof. Dr. Constantin-Marius Profiroi, Vice-Rector for International Relations, welcomed the visit of His Excellency Mr. Sami Nagga, Ambassador of the Republic of Tunisia to Bucharest.

The discussions focused on continuing the partnership with ENA Tunis, as well as expanding collaboration with universities in Tunisia. In this context, the reception of a delegation of Tunisian professors at ASE is planned for April, with the aim of signing new cooperation agreements.



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20th March

- **Visit of Her Excellency Ms. Encelada Merkuri, Ambassador of the Republic of Albania to Bucharest**

On March 20 of this year, Prof. Dr. Nicolae Istudor, Rector of the Bucharest University of Economic Studies, together with Prof. Dr. Constantin-Marius Profiroi, Vice-Rector for International Relations, welcomed the visit of Her Excellency Ms. Encelada Merkuri, Ambassador of the Republic of Albania to Bucharest.

The discussions focused on strengthening academic partnership relations between ASE and top universities in Albania, as well as providing support for Albania's EU accession process through the involvement of professors from our university with expertise in this field.



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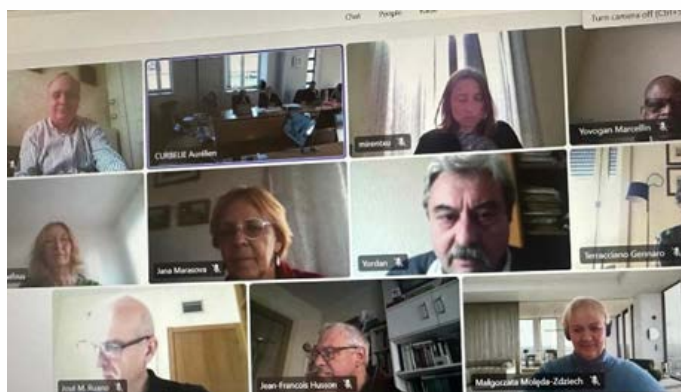
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21th March

- **Vice Presidents Conference**

Professor Constantin-Marius Profiroi, PhD, Vice-Rector for International Relations, participated in the meeting of the vice-presidents of the Europa – Rencontres régulières sur l'administration publique en Europe Association.

The discussions focused in particular on identifying directions for collaboration and on developing joint research projects aimed at contributing to the exchange of best practices and the promotion of excellence in this field.



23th March

• Delegation from Morocco and Tunisia

our Vice Rector for International Relations, Professor Constantin Marius Profiroiu, Ph.D., hosted an inspiring meeting with a distinguished delegation from Morocco and Tunisia. We were honored to welcome teachers, principals from 19 high schools, and representatives from both countries' Ministries of Education to our campus.

What was on the agenda?

Attracting Talent: Showcasing why ASE is a top destination for self-funded international students.

Market Readiness: Discussing how higher education in economics must evolve to meet the fast-paced demands of the global market.

Collaboration: Building bridges between high school excellence and university success.

24th March

• “Regional Economics” course

During the “Regional Economics” course, students had the opportunity to attend the presentation “The Role of Investments in Regional Development,” delivered by Mr. Ștefan-Gabriel Oprea, Secretary General of the Government. We would like to express our sincere thanks to Mr. Ștefan-Gabriel Oprea for accepting our invitation, to the Vice-Rector for International Relations, Professor Constantin-Marius Profiroiu, PhD, to the Dean, Professor Elvira Nica, PhD, and last but not least, to the students and faculty members who participated in this event.

24th March

• USAlumni Association Board

Prof. Constantin-Marius Profiroiu, PhD, Vice-Rector for International Relations, together with his colleagues on the USAlumni Association Board, actively contributes to strengthening the university's international connections and to developing a strong alumni network.

26th March

• Mobility Cafe

On March 26th of this year, a Mobility Cafe was organized, hosted by the International Relations Directorate. The meeting was attended by:

- Prof. Laura Mureșan, PhD, who shared her experience during the transnational meeting of the DILAN project consortium held in Spain.
- Prof. Mădălina Meghișan-Toma, PhD, who presented her experience from her trip to Morocco, at Rabat Business School.
- Lect. Andrei Stănculescu, PhD, who discussed his experience from his visit to the Czech Republic, at Metropolitan University Prague.



27th March

- **EAIE & CNR Insight Event**

Today, ASE Bucharest is at the heart of the conversation on the future of Romanian higher education! We are participating in the EAIE & CNR Insight Event, a special gathering focused on one big goal: Internationalising the Curriculum.

What does this mean for our students?

More courses with a global perspective.

Enhanced opportunities for international collaboration without leaving the campus.

A degree that is recognized and valued by top employers worldwide.

By collaborating with the European Association for International Education (EAIE) and the National Council of Rectors (CNR), we are ensuring that ASE continues to be a "Global University" rooted in the heart of Bucharest.



30th March

- **Meeting between ASE and the Embassy of the Arab Republic of Egypt**

Today, a meeting took place between Prof. Constantin Marius Proftiroiu, PhD, Vice-Rector for International Relations, and Ms. Noha Pasha, representative of the Embassy of the Arab Republic of Egypt in Bucharest.

On this occasion, opportunities for collaboration between the Academy of Economic Studies, Bucharest (ASE) and the following Egyptian universities and institutions were discussed: Alexandria University, Luxor University, Menofia University, Al-Azhar University, Capital University, Suez Canal University, The Supreme Council of Technological Education of the Ministry of Higher Education and Scientific Research of Egypt

It was agreed that at the end of April, online meetings via Zoom will be held with each of these universities and institutions to sign cooperation agreements and plan joint activities.



31th March

- **ASE Alumni International Club webinar**

A huge thank you to everyone who joined us for the latest ASE Alumni International Club webinar! Organized by our International Relations Office, the session delved deep into one of the most pressing topics of our time: “Gеоeconomic Risks: Micro- and Macroeconomic Perspectives.”

In an era of shifting trade alliances and market volatility, understanding these risks isn't just academic—it's a business necessity. We were thrilled to see such high engagement from our global alumni community, proving that the ASE spirit knows no borders.



International missions

1st March

- **BMI Global Student Fair**

From Bucharest to Mexico City!

ASE is officially on the ground at the BMI Global Student Fair! We are so excited to meet future leaders in Mexico and show them why Bucharest is the ultimate destination for their studies.

What's happening at the booth?

Direct chats with prospective students.

Showcasing our English-taught programs.

Putting ASE on the map as a global leader in Business & Economics.

1st March

- **BMI Global Student Fair**

Our leadership team, led by Rector Prof. Nicolae Istudor, is on a mission to build new academic bridges in Mexico.

We're kicking things off at Universidad La Salle México to create more opportunities for you!

What's on the agenda?

New Erasmus+ mobilities

Collaborative research projects

Official partnership signings (MoU)

We are committed to making ASE a truly global university.

Stay tuned for more updates from the road!

2nd March

- **BMI Global Student Fair**

The second day of the BMI - Times Higher Education international recruitment fair in Mexico City was a resounding success! Our delegation, led by Rector Prof. Dr. Nicolae Istudor, was out in full force, showcasing ASE's world-class educational programs to ambitious students at the "Study in Romania" pavilion.

Highlights from the day:

Connecting with Students: Dozens of young visitors explored our diverse study offers and learned why ASE is a top destination for international business education.

National Collaboration: We joined representatives from UEFISCDI and the National Council of Rectors and other Romanian Universities representatives for an insightful presentation on the growing opportunities within the Romanian higher education landscape.

Diplomatic Support: We were honored to welcome Ms. Adina Năstase, the Romanian Consul, to our stand for a productive discussion on strengthening academic ties.



3rd March

- **Visit to the Universidad Nacional Autónoma de México**

We are pleased to share highlights from our delegation visit to the Universidad Nacional Autónoma de México (UNAM). As the largest university in Latin America and a titan of higher education, UNAM represents a key strategic partner for ASE's ongoing internationalization process. During the visit, our delegation engaged in high-level talks focused on creating a framework for joint research programs. The dialogue centered on three pillars:

Economics

Public Administration

Regional Studies

By aligning ASE's expertise with UNAM's vast academic resources, we are opening new doors for collaborative innovation and cultural exchange. We look forward to a fruitful partnership with our Mexican colleagues!

Why UNAM matters:

A Heritage Site: Its main campus, Ciudad Universitaria, is a UNESCO World Heritage site featuring murals by world-renowned artists like Diego Rivera and David Alfaro Siqueiros.

Historical Giant: Founded in 1551, it is one of the oldest universities in the Americas.

Academic Power: It is consistently ranked as one of the top universities in the Spanish-speaking world and has produced three Nobel Laureates.

6th March

- **Visited the Mexican Parliament**

The delegation of our University visited the Mexican Parliament (Chamber of Deputies) today at the invitation of Diputada Kenia López Rabadán, Presidenta de la Mesa Directiva and a prominent member of the National Action Party (PAN).

Recent efforts by Romanian universities, including ASE Bucharest's participation in events like the BMI Mexico City Global Student Fair and discussions with Mexican institutions such as Universidad La Salle Mexico and UNAM, underscore ongoing commitments to student mobility, research collaboration, and internationalization in higher education.



17-23th March

- **Visited the City College of New York, part of the City University of New York**

We are proud to share that a group of master and doctoral students within our Accounting and Management Information Systems (CIG) Faculty is visiting the City College of New York, part of the City University of New York, this week!

The visit, facilitated by Professor Yochanan Shachmurove and coordinated by Professor Cătălin Albu, offers our students a valuable international learning experience and the opportunity to engage with a dynamic academic environment.

The research seminar held by Professor Robert H. Frank underscored how inequalities caused affordable crisis with impact on decision making process and engaged participants, including our students, in an interesting practice-related discussion.

During the two lectures held by Professor Punit Arora, our students had the opportunity to be part of the experiential learning organized as a case study, but also to contribute with recommendations and out of the box perspectives on various start-ups pitched by the CUNY business students. A key highlight of the visit has been the discussions with Jennifer Lavayen, lecturer on Economics, on future collaboration, including the development of long-term student exchange opportunities and the prospect of signing a Memorandum of Understanding.

Participation in this study visit is funded under the short-term learning mobility component of the ERASMUS PLUS program.

24–26th March

- **AACSB International training events**

The Bucharest University of Economic Studies (ASE) is represented during 24–26 March 2026, in Amsterdam, at two AACSB International training events: the Societal Impact Seminar and the Strategic Planning Seminar. These sessions bring together international experts and representatives of business schools worldwide to explore how institutions can better integrate societal impact into their mission, strategy, and accreditation processes, as well as how to design agile, KPI-driven strategic plans aligned with AACSB standards. ASE's participation contributes to its ongoing efforts toward international accreditation and the development of the Internationalization Strategy 2027-2035, further strengthening its positioning as an emerging regional leader in business education.



25th March

- **Greece's National Day**

To our Greek students, alumni, and partners: Happy Independence Day!

Today we celebrate the spirit of 1821 and the enduring bond between Romania and Greece. From the halls of ASE to the heart of Athens, we wish you a day of joy and prosperity.



26th March

- **2026 QS World University Rankings by Subject**

ASE takes the world stage!

We are proud to announce that the Bucharest University of Economic Studies has reaffirmed its position as a global leader in the 2026 QS World University Rankings by Subject.

ASE is officially ranked among the world's TOP 500 in two pillars of the global economy:

Economics & Econometrics (351–400)

Business & Management Studies (451–500)

The Results are Clear: * ASE is ranked #1 in Romania in both fields.

We are the only Romanian institution in the global top 500 based on overall institutional activity.

Congratulations to our entire academic community—professors, students, and partners—for keeping ASE at the forefront of global education!

	
	
BY SUBJECT 2026	BY SUBJECT 2026
Bucharest University of Economic Studies	Bucharest University of Economic Studies
451-500	351-400
in QS World University Rankings by Subject 2026:	in QS World University Rankings by Subject 2026:
BUSINESS & MANAGEMENT STUDIES	ECONOMICS & ECONOMETRICS
March 2026	March 2026
Date	Date
	
Ben Sowter Senior Vice-President QS Quacquarelli Symonds	Ben Sowter Senior Vice-President QS Quacquarelli Symonds

Internationalization activities carried out by the faculties within ASE

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

The month of March started with an arts & crafts workshop coordinated by the Japanese students who are studying at ASE this semester. The Romanian students were taught how to make origami decorations out of patterned paper, the ending result being a small figurine wearing a kimono. We cherish the on-going cultural exchange between the two diverse cultures.

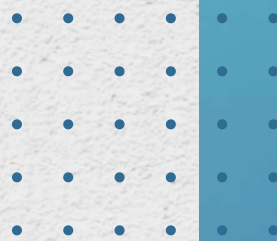
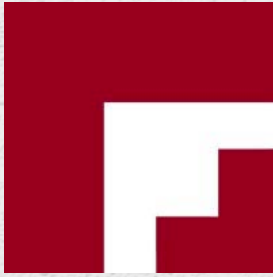


Preparations are in full swing for the study visit which will take place in Nagasaki at the end of May. On March 22 th , the students had the opportunity to immerse themselves into the Japanese culture by watching Madama Butterfly, the well-known Italian opera by Puccini showcased at the National Opera in Bucharest. What was the day-to-day lifestyle back then in Nagasaki? How did the Japanese people perceive the foreigners coming to their country? These were just a few questions that were answered in the three acts of the Opera.



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浪夷

ツギハガチ



Professor Georgiana-Camelia GEORGESCU, PhD., Dean
Faculty of Finance and Banking, Bucharest University of
Economic Studies

On March 17, 2026, professor Georgiana-Camelia GEORGESCU, PhD, Dean of the Faculty of Finance and Banking, Bucharest University of Economic Studies, as newly appointed financial literacy ambassador, met with Commissioner Maria Luís Albuquerque, coinciding with the launch of the 14th edition of Global Money Week, the annual global event organised by the OECD - OCDE International Network on Financial Education (OECD/INFE) to educate young people about responsible money management. The mission of a financial literacy ambassador is strengthening and promoting money skills for all, engaging with communities through media and events, and guiding citizens towards reliable resources to boost their financial well-being. Financial literacy is about more than just numbers, it's about freedom. It's about mastering real-life skills so we can budget, save and invest with confidence, detect scams, and make informed choices for a secure future.

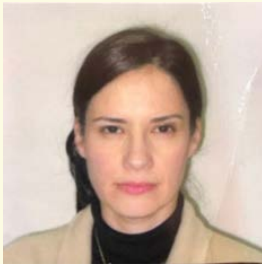




Associate Professor Cristina Felicia Sambrook
College of Social Sciences, Birmingham Business School
Director of the MBA Programmes



The course equips future leaders with the skills to build, motivate, and develop effective teams by mastering techniques in communication, emotional intelligence, creativity, resilience, engagement, performance management, and conflict resolution.



Senior Lecturer Dana Landau-Raviv, Ph.D.
Academic College of Tel Aviv Yaffo (MTA)

The course develops leaders' ability to communicate with clarity, emotional intelligence, and strategic intent, enabling them to practice responsible, transformational leadership in modern organizations.



Professor Kurt Hafner, Ph.D.
Hochschule Heilbronn

In his guest lecture, Prof. Dr. Hafner offered students an in-depth exploration of markets as a key driver of business growth. The course emphasized how markets connect customers and competitors, and how companies can strategically position themselves to gain competitive advantages. By combining theoretical frameworks with practical applications, students were introduced to modern methods of market and competitive analysis and their relevance in real-world business scenarios.

Throughout the course, students developed the ability to critically assess market trends, apply core marketing and strategy concepts, and derive informed strategic decisions. The learning objectives focused on equipping students with the skills to analyze market developments, understand competitive environments, and design effective strategies for sustainable business success.





Professor Boris Dziura, Ph.D.
Bratislava University of Economics and Business

In his guest lecture, Dr. Dziura approached market analysis from an integrative and forward-looking perspective. Students gained a deep understanding of markets not only as mechanisms for business growth, but also as systems shaped by global economic structures, environmental challenges, and political developments. The course highlights how companies can respond to these complex influences through strategic positioning, differentiation, and value creation.

A particular strength of Dr. Dziura's teaching lies in connecting classical tools of market and competitive analysis with contemporary global challenges. Students engaged with current methods and concepts while also learning to critically reflect on market developments in light of sustainability goals, shifting economic paradigms, and geopolitical risks.



Professor Josef Karl Pelikan, Ph.D.
UNIDO

In his guest lecture, Mr. Pelikan offered a practice-oriented and interdisciplinary approach to negotiation techniques. The course provided students with a deep understanding of the dynamic relationship between conflict and negotiation, emphasizing how personality traits and individual temperaments shape negotiation styles and outcomes. Drawing on real-world diplomatic and international contexts, he introduced students to the psychological and sociological factors that influence negotiation processes.

A key feature of the course was its strong practical focus: students engaged with applied methods for conflict resolution and constructive dispute settlement, preparing them to navigate complex and uncertain environments. Mr. Pelikan's extensive international experience allowed him to enrich theoretical concepts with concrete examples from diplomacy and global cooperation.



Professor SUBIC Jonel, Director
Institute of Agricultural Economics (IAE), Belgrade - Serbia

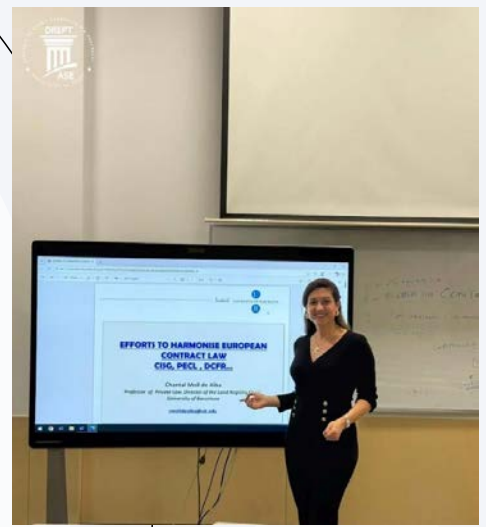
Professor Subic Jonel contributed comparative perspectives on the organization of agri-food supply chains in the context of the Balkans and Central and Eastern European countries, including the specific transition challenges toward more efficient logistics systems in the region. A distinct added value was provided by his practical experience in analyzing sectoral agricultural policies in the post-Yugoslav space and their implications for the efficiency of logistics systems, offering students a regionally comparative perspective relevant to South-Eastern European markets.



Professor IVANOV Mike
University of the Fraser Valley (UFV) -Canada

Professor Ivanov Mike from the University of the Fraser Valley brings a valuable North American perspective on agri-food logistics chain management, with a focus on Canadian models of agricultural cooperative organization and large-scale distribution systems specific to the North American market. A distinct contribution is represented by his experience in analyzing logistics systems for agricultural products specific to British Columbia, including challenges related to sustainability and carbon footprint reduction in supply chains, offering students a comparative perspective between North American and European models of agri-food management.





Between March 5–8, the Faculty of Law at the Bucharest University of Economic Studies (ASE) hosted Professor Chantal Moll de Alba as a special guest. During her visit, Professor Chantal engaged with both the students of the ASE Faculty of Law and the students of the Strategy Master program at the Faculty of Business Administration in Foreign Languages (FABIZ), fostering an interdisciplinary dialogue on European contract law. The meetings with students provided a valuable opportunity for exchanging ideas, experiences, and international perspectives, strengthening the international dimension of the ASE academic community and promoting openness to collaboration and joint projects.

Her visit also included participation in the new podcast “Legal Careers,” where she discussed her professional journey, how civil law is taught in Barcelona, the challenges young lawyers need to prepare for, and the importance of dialogue between the academic and professional spheres.

To conclude this experience memorably, a short trip was organized to some of Romania’s most beautiful locations—Sinaia, Braşov, and the “Ion Gh. Roşca” Training Center at the Predeal Complex of the Bucharest University of Economic Studies—giving her the opportunity to also explore part of the country’s cultural and natural heritage.





Erasmus+ Meeting with Veliko Tarnovo University

Professor Nadezhda Kostadinova, PhD.

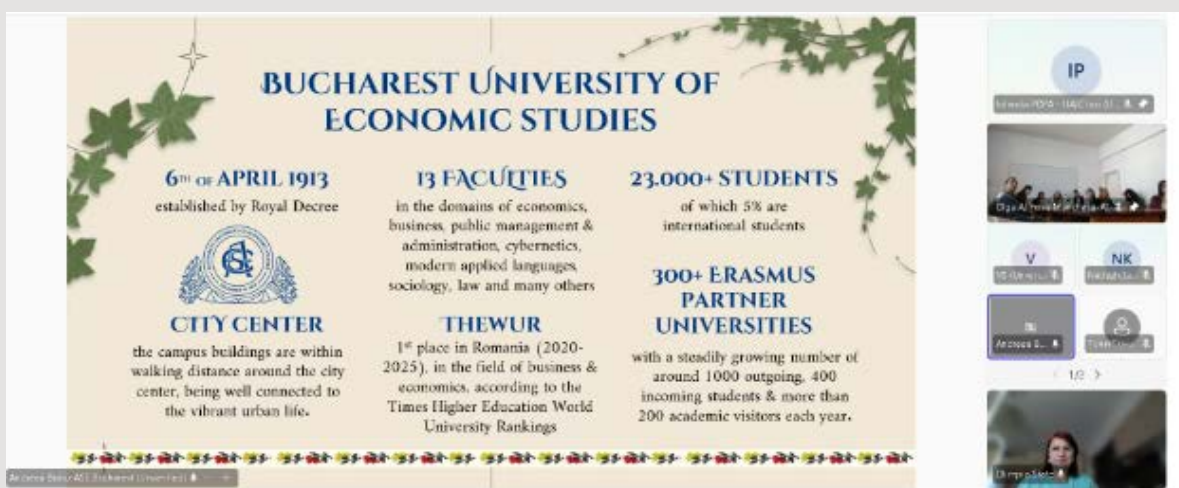
St. Cyril and St. Methodius University of Veliko Tarnovo, Veliko Tarnovo, Bulgaria



An online Erasmus+ partner meeting was organized on 13 March 2026 at 10:00 (CET), organized by the Vice-Dean for International Relations of the Faculty of Business and Tourism, with support from the Erasmus Department of ASE Bucharest.

The meeting featured Professor Nadezhda Kostadinova from St. Cyril and St. Methodius University of Veliko Tarnovo (Bulgaria), representing the Tourism Department of the Faculty of Economics.

The event aimed to present institutional opportunities available to students and to further strengthen the ongoing collaboration between the two universities. It provided a valuable platform for academic exchange and for promoting international mobility within the Erasmus+ framework.





Associate Professor Vlad-Andrei Porumb
Alliance Manchester Business School
Director of the Centre for the Analysis of
Investment Risk (CAIR)

Vlad-Andrei Porumb visited the Faculty of Accounting and Management Information Systems from 25 to 27 March 2026, where he served as co-chair of the ICBE conference section “Reshaping Accounting through Digital Transformations, Technological Advancements, and Innovations,” organized by the Faculty. On 25 March 2026, he also delivered a presentation for doctoral students and young researchers focused on achieving success in academia.

Associate Professor George Voulgaris
Alliance Manchester Business School
Director of Equality, Diversity and Inclusion (EDI)

George Voulgaris visited the Faculty of Accounting and Management Information Systems from 25 to 27 March 2026, where he served as co-chair of the ICBE conference section “Sustainability reporting: the accounting profession’s role in sustainable development” organized by the Faculty.

Professor Svetlana Mihailă, PhD.
Academy of Economic Studies of Moldova
Director of the ASEM doctoral school

Svetlana Mihailă visited the Faculty of Accounting and Management Information Systems from 23 to 27 March 2025 as part of an Erasmus teaching mobility program.

Professor Joanna Krasodomska, PhD.
Academy of Economic Studies of Moldova
Krakow University of Economics

In March, the Faculty of Accounting and Management Information Systems, through its research centered, hosted on 30 March 2026 a research seminar delivered by Prof. Joanna Krasodomska from the Krakow University of Economics. The seminar, titled “Mandatory Assurance of Double Materiality Assessments: A Rhetorical Analysis of Legitimation”. The event brought together faculty members, doctoral students, and researchers interested in current developments in accounting and sustainability reporting.





Associate Professor Joanna Krasodomska, PhD.
University of Economics, Poland



Joanna hold a research seminar (paper presentation) with the title “Mandatory Assurance of Double Materiality Assessments: A Rhetorical Analysis of Legitimation” (paper co-authored with Chiara Mio, Silvia Panfilo, and Francesco Scarpa, Ca’Foscari University of Venice, Italy).

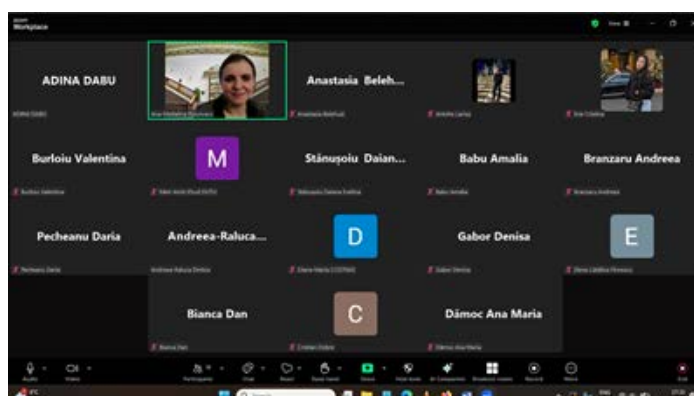
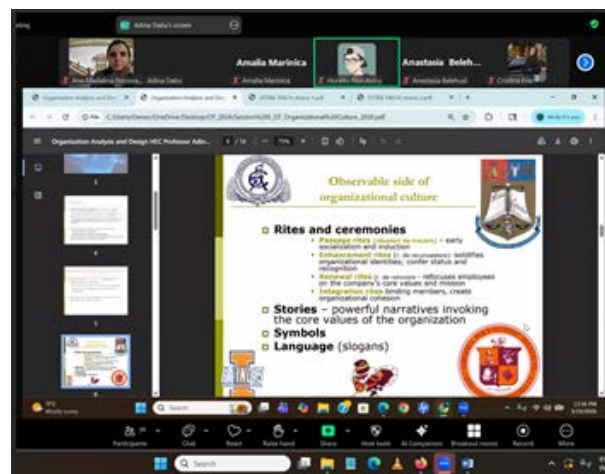
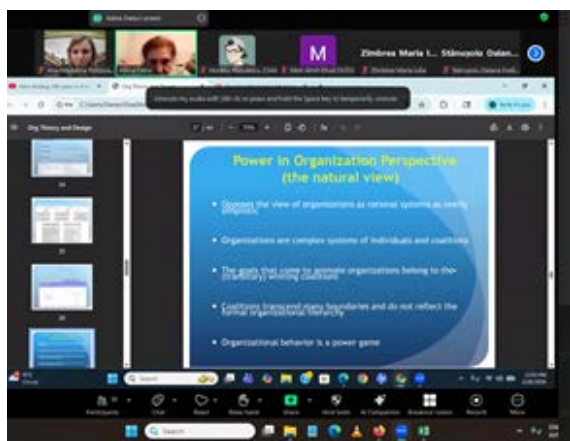
The event took place on March 30, between 16 and 17.30, in room B504. Joanna’s presentation was delivered to the members of the Research Center for Accounting and Management Information Systems and PhD students. Joanna had meetings, before and after the research seminar, with the Director of the Research Center (prof. Nadia Albu), Director of the Doctoral School (prof. Camelia Lungu), colleagues interested in the sustainability reporting area, and PhD students.





Associate Research Scholar DABU ADINA
UNIVERSITY OF MARYLAND, USA

A brief description of the activity carried out: Within the Faculty of Administration and Public Management on March 5, 12, 19 and 26, 2026, Ms. DABU ADINA carried out online teaching activities in the discipline Organizational Theories, in the first year, bachelor's degree cycle, Human Resources specialization.





Associate professor Bilgehan AYTAS
Aksaray University (Turkey)

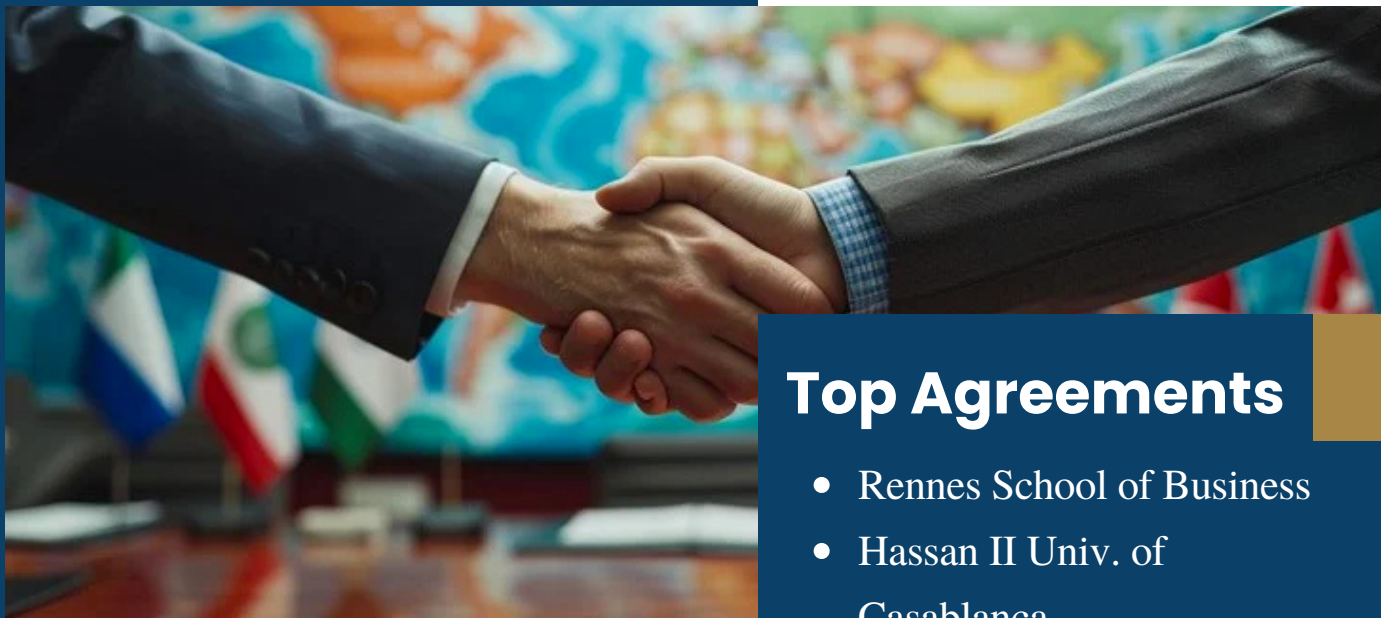
A lecture on consumer behavior and the challenges of rebranding in the context of project management was delivered.

The lecture took place at the Faculty of Management and was addressed to first-year students of the Master's program in Project-Based Business Management.



INTER-INSTITUTIONAL AGREEMENTS

MARCH/2026



March Highlights at BUES New Inter-Institutional Agreements Signed

This March, the Bucharest University of Economic Studies (BUES) strengthened its academic ties by signing 5 new inter-institutional agreements with partner universities. These partnerships open new doors for student and faculty exchanges, joint research initiatives, and collaborative academic programs. BUES remains committed to building a strong and diverse international network that enhances the educational experience for its entire community.

Top Agreements

- Rennes School of Business
- Hassan II Univ. of Casablanca
- University of Szczecin
- University Aleksander Moisiu
- Šibenik University of Applied Sciences



New Partnerships Formed



Rennes School of Business **FRANCE**

BUES is proud to welcome Rennes School of Business as a new institutional partner. Holding the prestigious Triple Crown accreditation (EQUIS, AACSB, AMBA) and ranked among the top 100 business schools globally, RSB is a truly international institution with students from over 100 nationalities. This partnership creates new opportunities for student mobility and academic collaboration between our two universities.

Hassan II Univ. of Casablanca Morocco

One of Morocco's largest academic institutions, Hassan II University spans 6 campuses and 18 faculties, offering programs at undergraduate, master's, and doctoral levels across sciences, law, economics, and management. With over 130,000 students and 125 research laboratories, the university has an ambitious research and innovation agenda. This partnership reflects BUES's growing engagement with Africa's leading academic institutions.

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02/04





University of Szczecin POLAND

As the largest university in West Pomerania, the University of Szczecin brings together over 10,000 students across 7 faculties and more than 90 degree programs, maintaining active cooperation with 400 universities across Europe and beyond. Times Higher Education With a strong focus on economics, law, and social sciences, this partnership creates a natural synergy with BUES and will pave the way for meaningful student and faculty exchanges.

Aleksander Moisiu University Albania

Founded in 2006, Aleksander Moisiu University of Durrës follows the American model of education, setting it apart from other public universities in Albania. With approximately 17,000 students across three campuses and six faculties covering business, IT, law, and education, UAMD is an active participant in Erasmus+ programs. This agreement deepens BUES's presence in the Western Balkans and strengthens regional academic cooperation.



TESTIMONIALS

ERASMUS+

2026



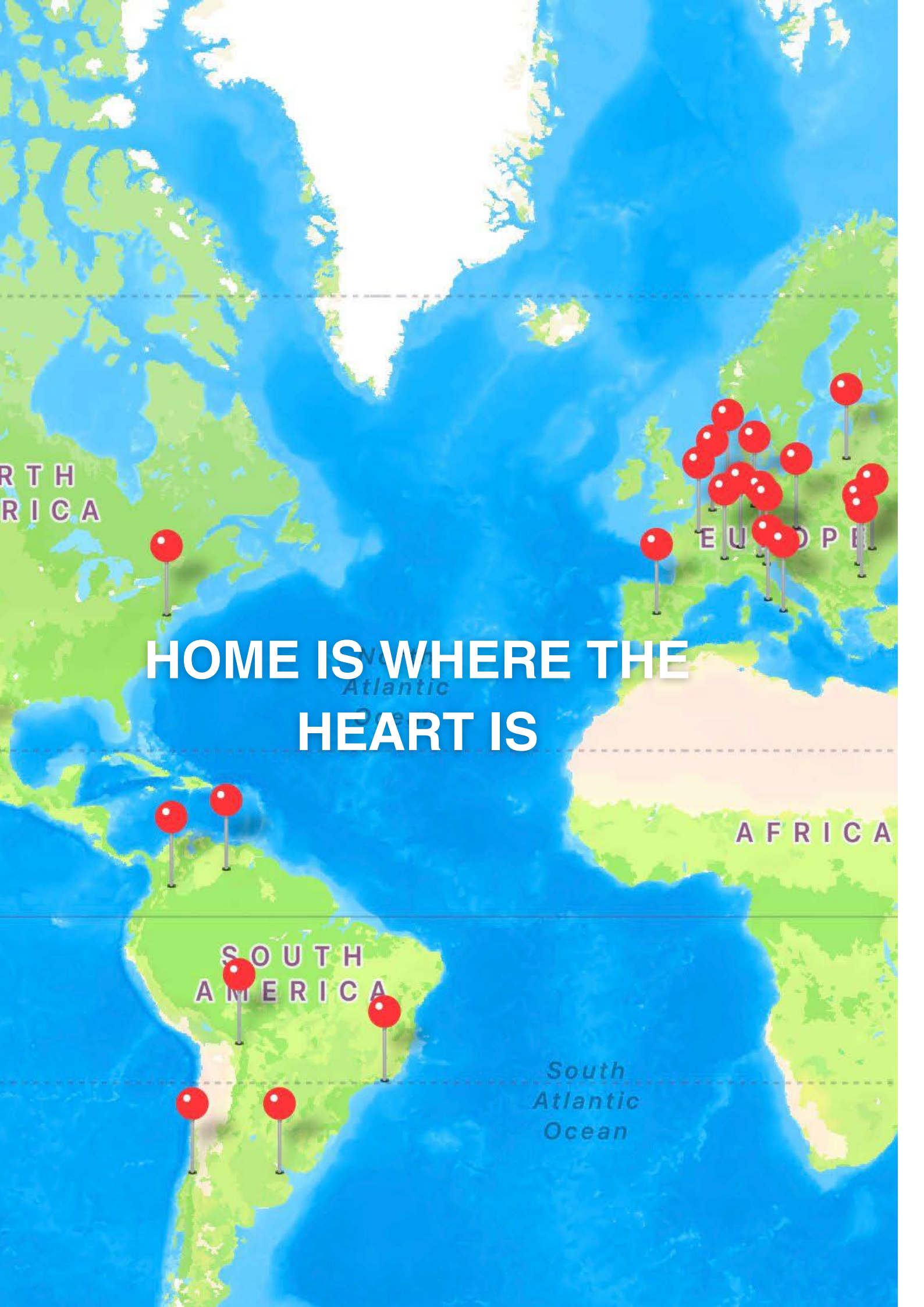


În perioada 07–30.01.2026 am avut bucuria de a participa la o experiență Erasmus+ care, sincer, a fost una memorabilă. Am ajuns la Universitatea din Nicosia, o instituție de prestigiu din Republica Cipru, și am avut ocazia să descopăr un mediu academic foarte deschis și valoros.

Pe lângă faptul că am avut acces la resurse importante pentru cercetarea mea doctorală (unele imposibil de găsit online), am câștigat și ceva mai important: oameni. Prietenii frumoase, conexiuni care, sunt sigur, vor continua și în plan profesional.

Republica Cipru este un loc remarcabil. Deși un stat membru UE, geografic, acest stat este situat în Orientul Mijlociu, iar acest lucru se transpune în numeroase planuri. Straturi întregi de civilizație le poți simți, dat fiind faptul că această insula a cunoscut numeroase dominații.

Vreau să mulțumesc Biroului Erasmus din cadrul ASE, în special doamnei director dr. Teodora Fulga și domnului Bogdan Țurcanu pentru sprijin.



HOME IS WHERE THE
HEART IS

INTERNATIONAL COOPERATION

MARCH'S HIGHLIGHTS



**NEW SIGNED
AGREEMENTS**



**INTERNATIONAL
MOBILITIES**



**NEW ATTENDANCES
AT
INTERNATIONAL
EVENTS**

More info at

WWW.INTERNATIONAL.ASE.RO

MoUs signed in March



Karadeniz Technical University (KTU)

Turkey

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

KTU offers a wide range of undergraduate, master's, and doctoral programs across fields such as engineering, natural sciences, social sciences, and health sciences, with around 30,000+ students and over 2,000 academic staff. Known for its strong technical focus, research activity, and large green campus, KTU plays an important role in regional and national development while maintaining international collaborations.

Website link:

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

Assam down town University

India

Agreement initiated by **the International Relations Department**

With a student population of around 8,000 from across India and neighboring countries, AdtU is known for its industry-oriented curriculum, modern campus overlooking the Brahmaputra River, and focus on skill-based education and research in Northeast India.

Website link:

<https://adtU.in/>

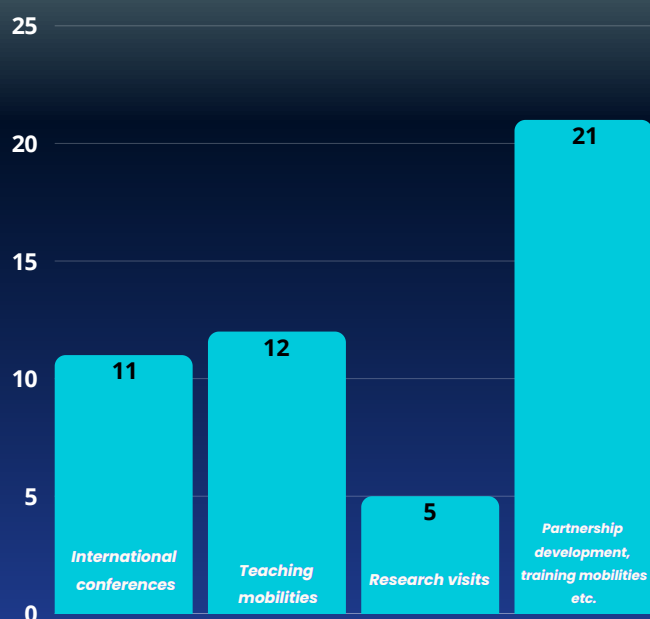




INTERNATIONAL MOBILITIES



INTERNATIONAL MOBILITY FIGURES FOR MARCH



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.

Faculties		ACADEMIC MANAGEMENT	Business Administration (in Foreign Language)	Administration and Public Management	Business and Tourism	BBIS	Accounting and Management Information Systems	Law	Agrofood and Environmental Economics	Economics and Business Communication	Finance and Banking	Economic Cybernetics, Statistics and Informatics	International Business Economics	Marketing Management	Administrative Staff - DPPD	Researchers	PhD students	TOTAL
International Conferences	funded by the Research Department - conference participation funds																	6
	funded from other sources						1					1	3		2		4	11
Teaching Missions (funded through the ERASMUS program)			1		1		3			1	2	2	1		1			12
Training Mobilities for Academic Staff (funded through the ERASMUS program)			3					1	1				2			1		8
Training Mobilities for Administrative Staff (funded through the ERASMUS program)															3			3
Research Visits																1	4	5
Partnership Development Meetings; International Promotion Caravans; Other Objectives		1	3			1		1	1		1				2			10
TOTAL		1	7	0	1	1	4	2	2	1	3	3	6	0	1	7	2	49



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



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Be Proactive