THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES| 2026

THE INTERNATIONAL KNOWLEDGE FAIR

11th Edition

Be Innovative!
Be Proactive!



AGENDA

„Shaping the Future of Business Education in the Age of AI: Innovation, Skills and Global Collaboration"

MONDAY, 23.11.2026

12:30 – 13:00

Opening Session:
Word of Remarks,
Prof. Constantin Marius PROFIROIU,
Vice-rector for International Relations
Room C004, Nicolae D. Xenopol Building.

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

15:00– 16:30

"Human-Led, AI-Enabled: Leadership and Human Skills in the Age of AI"

Guest:
Mohammed Benzakour - author of *Human-Led, AI-Enabled*; Senior Customer Success Manager at LinkedIn (Dubai, United Arab Emirates); formerly with Microsoft and Deloitte; INSEAD MBA. Moderator: Mireille Rădoi, PhD, Associate Professor, Business Intelligence Program Director

Zoom Meeting
https://ase.zoom.us/j/99120065629?pwd=id1wFrsv0MtLsyyaNXNM82JepaPzrA.1
(organised by: Bucharest Business School)

17:00– 18:00

"**Research and Publishing by Academy of Management standards**"

Guest:
Professor PhD Cristina NEESHAM,
Newcastle University Business School, Newcastle University (UK) and Swinburne University of Technology (Australia)

Zoom Meeting
:https://ase.zoom.us/j/96226763653?pwd=m0VBa4HjydkhxnIWoJjbJU0BZub79f.1
Meeting ID: 962 2676 3653
Passcode: 165563
(organised by: Faculty of Administration and Public Management)

BE INNOVATIVE!
BE PROACTIVE!



MONDAY, 23.11.2026

10:00– 18:00

Monday to Thursday

"Faculty of Marketing, ASE – Muenster Universty MBA Marketing Management International Module"

Guest:

Prof.univ.dr. Sebastian Hohenberg – University of Muenster, Germania

Dan Stefan – proprietar Autonom Romania

Magdalena Caramilea – CMO Autonom Romania

Ionut Ardeleanu – CEO Auchan Romania

Raluca Mindirigiu – COM Auchan Romania

Prof.univ.dr. – Stefan Claudiu Caescu –ASE Bucuresti

Prof.univ.dr. – Mihai Cristian Orzan, ASE Bucuresti

Conf.univ.dr – Mihaela Constantinescu, ASE Bucuresti

Room Robert Schumann, Accenture Student Lab is located in the Ion N. Angelescu Building, on the 2nd floor.

(organised by : Faculty of Marketing)

BE INNOVATIVE!

BE PROACTIVE!



TUESDAY, 24.11.2026

12:30 – 14:00

"Beyond Borders: Enhancing International Learning through Blended Intensive Programmes"

Guests:
Prof. Univ. Dr. Claudiu Cicea
Conf. Univ. Dr. Corina Marinescu

Room 2204, Virgil Madgearu Building.

(organised by: Faculty of Management)

14:10 – 15:40

"Boarding Now: Your Destination Is Erasmus+"

Guests:
PhD students and undergraduate students who participated in Erasmus+ mobilities during the 2025-2026 academic year.

Room – 2101 Lecture Hall (Bucharest Stock Exchange – BVB Amphitheatre) is located in the Virgil Madgearu Building, on the 1st floor.

(organised by: The Faculty of Economics and Business Communication)

16:00 -18:00

" International Workshop on International Collaboration and the Future of Education"

Guests:
Nodir Adilov, Dean of Doermer School of Business (DSB)
Ahmed Rachdi, DSB Coordinator for International Collaborations
Chadi Braish, Executive Director of Continuing Studies
Josh Kessler, Director of the Center for Economic Education
Zoom Meeting
https://ase.zoom.us/j/98028524662?pwd=t3qXN3Dydm657usJbDuibs37GsCV7u.1
(organised by: ASE Bucharest International Relations Office in partnership with the University of Purdue Fort Wayne, USA)

BE INNOVATIVE!
BE PROACTIVE!



TUESDAY, 24.11.2026

16:00- 17:20

" **Get Ready to Be Hired** "

Guest:
Simona Pavel, Talent Acquisition Manager, Procter & Gamble.

Room 3M8, Moxa Building.

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

17:00- 18:00

" **Learning Without Borders. Sharing Erasmus Adventures**"

Guest:
Antoniu-Mihai POPA, FABBV student.

Zoom Meeting
https://ase.zoom.us/launch/jc/95582569207
Meeting ID: 955 8256 9207
Passcode: 989813

(organised by: Faculty of Finance and Banking)

18:00 - 20:00

"Data Protection and Privacy in the Age of Artificial Intelligence"

Guest:
Dr. Viorel Lupu, Oline Services Valencia, Spania.

Zoom Meeting
https://ase.zoom.us/j/95983018370?pwd=ep7f1lJDahjhlbwjKkTlDpt0TbaGJV.1, meeting ID: 959 8301 8370, passcode: 007091.

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

BE INNOVATIVE!
BE PROACTIVE!



WEDNESDAY, 25.11.2026

15:00- 16:00

" **Erasmus+ Through Students' Views: Experiences, Opportunities, and International Perspectives** "

Guest:
Students from the Faculty of Accounting and Management Information Systems (CIG).
Zoom Meeting
https://ase.zoom.us/j/93474243605?pwd=FG7SVaP23iNpe7NN6mhs5I2V9nRUEb.1
Meeting ID: 934 7424 3605/Passcode: 747017

(organised by: Faculty of Accounting and Management Information Systems (CIG))

15:30- 16:30

" **Empowering Leadership in International Business in the Age of AI: Innovation, Skills and Global Collaboration**"

Guest:
Chief Assist. Prof. Plamena Palamarova-Kostova – University of Economics – Varna, Bulgaria.
Prof. Davor Labaš – Faculty of Economics and Business, University of Zagreb.
Assist. Prof. Michal Kunička – Faculty of International Relations - Department of International Economic Relations and Economic Diplomacy, Bratislava University of Economics and Business.
Moderare: Conf. univ. dr. Cosmin Joldeș, Facultatea de Relații Economice Internaționale (REI)
Room 1117, Clădirea Mihai Eminescu Building.

(organised by: Faculty of International Business and Economics)

Be Innovative!
Be Proactive!



WEDNESDAY, 25.11.2026

16:00- 17:00

" **Marketing Education in the age of AI**"

Guest:
Associate Professor of Marketing Maria Petrescu, College od Business, Embry-Riddle Aeronautical University.
Zoom Meeting
https://ase.zoom.us/j/91724788017?pwd=Lq4MzPjPGbf3R1U0uBR4iKabLEObgd.1
Meeting ID: 917 2478 8017
Passcode: 521514

(organised by: Faculty of Marketing)

17:00- 19:00

" **Marketing Without Borders**"

Guest:
Mihnea – Origio Edunova, proposed to deliver and facilitate the workshop in English.

Room ZborHUB ASE, Romana Square nr. 7.

(organised by: Faculty of Marketing)

Be Innovative!
Be Proactive!



THURSDAY, 26.11.2026

17:30 – 19:00

"How Brands Are Built "

Guest:

Denisa Rusu, Director Europe Consumer Care Centre, Procter & Gamble.

Room 3M8, Moxa Building.

(organised by: Faculty of Business Administration in Foreign Languages).

18:00 – 20:00

"New Perspectives in Doctoral Research: Academic Dialogue and International Collaboration"

Guest:

Prof. Petru SANDU, PhD, Elizabethtown College, SUA,

Prof. Jose Luis RUIZ REAL, PhD, University of Almeria, Spania,

Prof. Heba SAAD, PhD, Prof. Dina EZZ El-DIN, PhD, and Prof. Samar ELKASRAWY, PhD, University of Alexandria, Egipt.

Zoom Meeting

https://ase.zoom.us/j/98822157268?pwd=DRINbpRQF0QwNGoxjm2V2v41dNffQM.1

Meeting ID: 988 2215 7268 Passcode: 085055

(organised by: Faculty of Business and Tourism)

BE INNOVATIVE!

BE PROACTIVE!



FRIDAY, 27.11.2026

12:00 – 13:00

"Integrating AI in Student Projects and Evaluation"

Guest:

Prof. Karol Klimczak, Dean and Associate Professor of Management, Lodz University of Technology (Poland), Prof. Octavian Ionescu, Associate Professor in Accounting, Norwich Business School (UK).

Zoom Meeting

https://ase.zoom.us/j/93506638527?pwd=kg8KtZhKs30A71Zn2hhF4QtyjPM4Ky.1 Meeting ID: 935 0663 8527 Passcode: 067967

(organised by: Faculty Accounting and Management Information Systems)

10:00 – 11:00

"Information session and presentation of best practices on international mobility opportunities (Erasmus+, teaching and training mobility)"

Guest:

Prof. Simona Roxana Pătărlăgeanu, PhD – 50 participating undergraduate and master's students.

Zoom Meeting

https://ase.zoom.us/j/91421214890?pwd=spzDPfxc6mKnLebUmoIhRXd5ReKxqP.1

(organised by: Faculty of Agrofood and Environmental Economics)

BE INNOVATIVE!
BE PROACTIVE!

