

ERASMUS+
PROGRAMME



INTERNATIONAL
ACCREDITATION



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Newsletter

SUMMER SCHOOL

AUGUST

INSPIRATION

THE 20TH EDITION OF BUCHAREST SUMMER UNIVERSITY



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Be Proactive

Internationalization at home

10th August

- **International Summer School**

On August 10, the official opening of the "Bucharest University of Economic Studies International Summer School" took place, with the topic "Leaders of Tomorrow in International Business and Economics," a program held from August 9–23 and organized under the academic mentorship of the Faculty of International Business and Economics (REI).

The event brings together students from 22 countries in a program dedicated to academic development, exchange of experiences, and the in-depth study of topics in the field of international business and economics.

We wish all participants a valuable academic experience and two weeks full of opportunities for learning, collaboration, and international networking!

We would like to thank the Student Union of the Bucharest University of Economic Studies (USASE) for inviting us to be academic partners in this year's edition.

A special thank you goes to the REI faculty members - Assoc. Prof. Olivia Rusu, PhD, Assoc. Prof. Ramona Dieaconescu, PhD, Assoc. Prof. Cosmin Joldeș, PhD, Assoc. Prof. Roxana Voicu-Dorobanțu, PhD, and Prof. Liviu Voinea, PhD, for the academic sessions they delivered and for their contribution to the participants' educational experience.

We would also like to thank the partners who supported this edition and helped connect participants with the professional environment: the National Bank of Romania (BNR), KPMG, ING Bank, and Siemens, as well as the ASE Students' Union and the ASE Students' Senate for their support throughout the organization.

For us, Bucharest Summer University was more than a summer school. It was a space where ideas, cultures, and perspectives on the future came together.













17th August

- **Blended Intensive Program (BIP)**

From 17 to 22 August, the Bucharest University of Economic Studies hosted the Blended Intensive Programme (BIP) “Data without Borders: Building AI Competence Across Borders – AI in Digital Finance”, dedicated to developing skills in the fields of artificial intelligence and digital finance.

The programme brought together students from three countries and four universities:

- Bucharest University of Economic Studies – Faculty of Business Administration in Foreign Languages (FABIZ), Romania;
- Athens University of Economics and Business, Greece;
- University of Ioannina, Greece;
- Sofia University “St. Kliment Ohridski”, Bulgaria.

The programme opened with two training sessions delivered by Prof. Wolfgang Karl Härdle, on Digital Economy & Decision Analytics, and Prof. Daniel Traian Pele, from the Faculty of Cybernetics, Statistics and Economic Informatics (CSIE), who addressed the topic of AI in Financial Risk Modelling.





11th August

- **Visit by Assoc. Prof. Dr. Ana Maria Takahashi**

In August, the Center for Japanese Studies at the Bucharest University of Economic Studies developed new opportunities for academic cooperation with higher education institutions in Japan. In this context, the Center hosted a visit by Assoc. Prof. Dr. Ana Maria Takahashi, Director of the Department of Global Studies at the Kyoto University of Foreign Studies.

Discussions focused on identifying concrete avenues for collaboration between the two universities and helped initiate the process of concluding a new inter-university agreement.





30th August

- **ASE Alumni in Japan - Students Heading to Japan in September**

ASE students who recently returned from Japan met with students preparing to leave this autumn to share their experiences, stories, and practical advice on student life, culture, travel, cuisine, and adapting to life in Japan.

Starting in September, the community will bring together students returning from Japan and those beginning their own academic experience there, alongside six Japanese students who will be studying at ASE this semester.



International missions

30th July to 5th August

- **Academy of Management Annual Meeting**

From 30 July to 5 August, Prof. Miruna Mazurencu-Marinescu-Pele, PhD, presented her latest scientific research findings at the 86th Annual Meeting of the Academy of Management (AOM), held in Philadelphia, USA. Recognized as one of the leading international conferences in the field of management, the AOM Annual Meeting brings together thousands of researchers and academics from around the world each year, providing an important platform for the exchange of ideas, the dissemination of research findings, and the identification of future directions for management research.



5th August

- **Visit of the Seoul delegation to ASE**

Assoc. Prof. Dr. Ioan-Radu Petrariu, Dean of the Faculty of International Economic Relations, and Assoc. Prof. Dr. Oana Popovici, Vice-Dean for Research and International Relations, met with Prof. Dr. Soyoun Lim and Prof. Dr. Geondo Park during their visit to Bucharest.

The discussions focused on identifying new opportunities for collaboration regarding student and faculty mobility, the development of joint research projects, and the strengthening of long-term institutional partnerships, including through the involvement of the business community.



25th August

- **European Regional Science Association (ERSA)**

From 25 to 28 August 2026, Sofia University "St. Kliment Ohridski", Bulgaria, hosted the 65th Congress of the European Regional Science Association (ERSA), one of the leading international scientific events dedicated to the field of regional science.

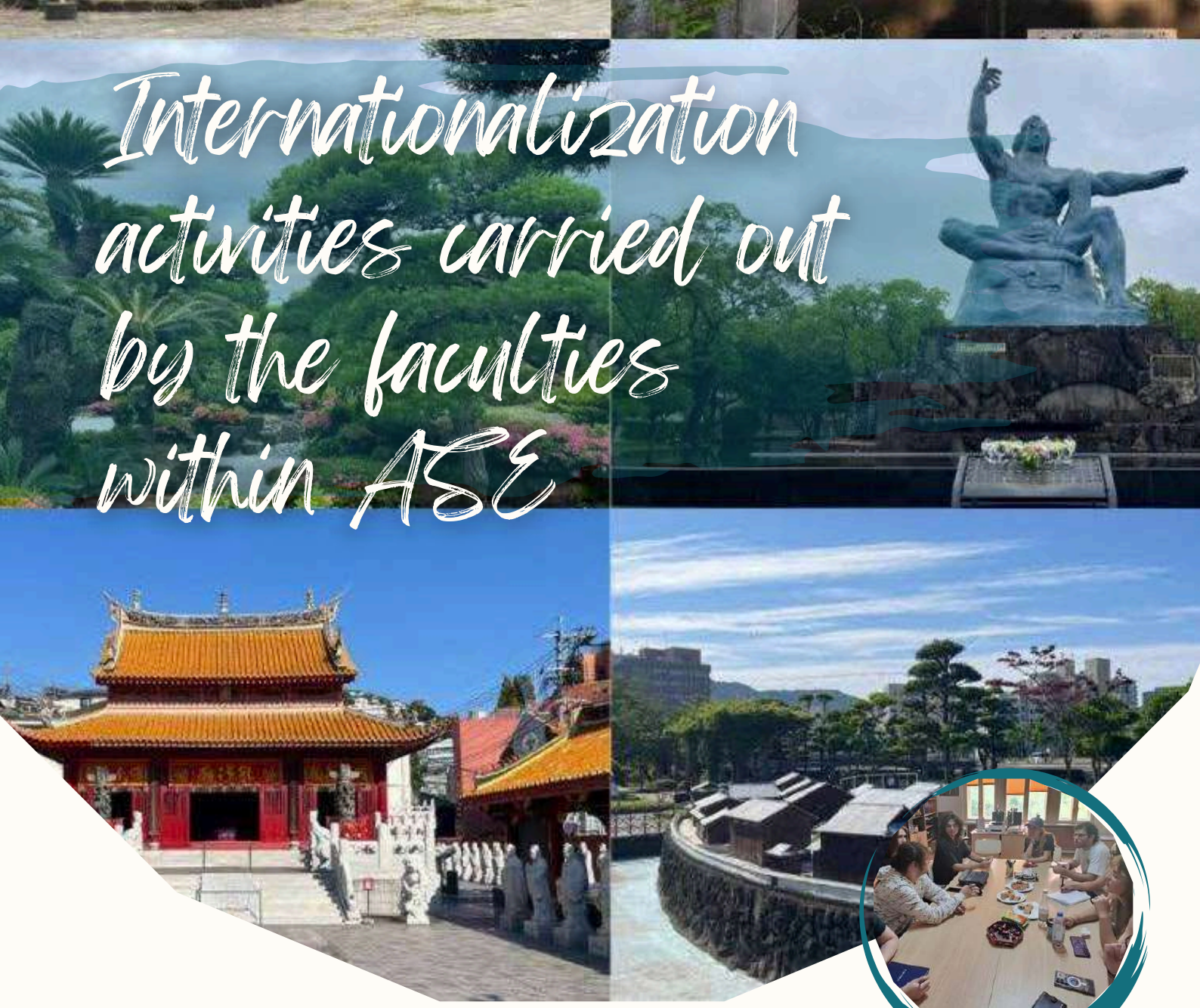
The Bucharest University of Economic Studies (ASE) was represented at this edition by six academic staff members and PhD researchers, who presented the results of their scientific research:

- Special Session organized by the Romanian Regional Science Association (ERSA National Section): Prof. Camelia Delcea, PhD; Prof. Daniela-Luminița Constantin, PhD; Prof. Liviu-Adrian Cotfas, PhD; PhD candidate Diana-Elena Popescu; and PhD candidate Adina-Iuliana Jigani;
- Young Scientists Session: PhD candidate Ana-Maria Marcu.





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

New Opportunities for Academic Cooperation with Japan

August brought new opportunities for the ASE Center for Japanese Studies to strengthen its academic partnerships with universities in Japan.

We were pleased to welcome Assoc. Prof. Ana Maria Takahashi, PhD, Director of the Department of Global Studies at Kyoto University of Foreign Studies. During the visit, we explored concrete opportunities for cooperation between our universities and took the first steps towards establishing a new inter-university agreement.

This initiative further contributes to strengthening ASE's academic ties with Japan and expanding opportunities for future educational and institutional collaboration.





BUCHAREST BUSINESS SCHOOL

AAMBA Reaccreditation of Bucharest Business School

Bucharest Business School (BBS), part of the Bucharest University of Economic Studies (ASE), has successfully completed the AMBA reaccreditation process. Following a positive decision by the International Accreditation Committee, BBS's MBA programmes have been reaccredited for the maximum period of five years. This achievement confirms the school's continued commitment to international quality standards, academic excellence, continuous improvement, and the delivery of high-quality MBA education.

Bucharest Business School's Contribution to AACSB Insights

Bucharest Business School (BBS) has contributed to the international academic and professional dialogue on business school accreditation through a publication in AACSB Insights, co-authored by a BBS representative and Soheil Davari. The article, "Engaging Skeptical Faculty in Accreditation," explores the accreditation journey of a business school and examines the organisational dynamics involved in engaging faculty members who may initially be sceptical about the accreditation process. The contribution highlights the importance of faculty engagement, effective communication, and institutional collaboration in successfully navigating accreditation and fostering a sustainable culture of continuous improvement.

This summer has taken our academic community from Łódź to Sovata, and all the way to Montréal and Toronto. Different places, different academic settings, but the same commitment to learning, exchanging ideas and growing through international cooperation.

ISLS 19 – International Summer Law School | Law & Beauty, in Sovata - a space for academic dialogue, new perspectives and, as always, a strong sense of community.
Raul Felix Hodos; University of Alba Iulia

SSIGIL 2026 in Łódź - another opportunity to teach and learn alongside international colleagues, exchange ideas and strengthen academic partnerships across borders.
Joanna Kulesza; University of Lodz; Lodz Cyber Hub; Paolo Bargiacchi

Montréal & Toronto - meetings and academic activities at HEC Montréal and the University of Toronto, together with participation in the TEI International Tax Case Competition alongside a wanderful team of students, adding a truly transatlantic dimension to our summer.
Laura Gheorghiu; Madalina Cotrut; Buliga Mirela; Jean-Pierre Vidal, CPA, Ph.D.; Raphaël Clément; Lionel Nobre; Rob Misey

For us, an active university is one that keeps moving - intellectually and geographically. Summer may change the rhythm of academic life, but curiosity, collaboration and the desire
to evolve do not really go on holiday.









Prof. Wolfgang Härdle
Digital Economy & Decision Analytics

The opening session positioned data-driven decision-making within the wider digital economy and established a common analytical vocabulary for the international cohort.

Prof. Daniel Pele | ASE-CSIE
AI in Financial Risk Modelling

Students connected artificial intelligence with financial-risk questions, emphasising how model outputs support - but do not replace - expert judgement in uncertain environments. Why this day mattered. The first day created the conceptual bridge between economic decisions, predictive methods and financial risk. It gave later workshops a shared foundation rather than assuming equal prior knowledge.

Bogdan Korda | EY
Evolution of HR - From Paper to Digital and AI

Students received HR processes as design challenges and identified where AI could automate work, improve information flow and redesign decision points. The emphasis was practical: automation opportunities had to be grounded in an existing business process. Why this day mattered. Pairing technical foundations with an organizational workflow challenge showed that AI adoption depends as much on process design and human roles as on model capability.







Prof. Dr Jörg Osterrieder | University of Applied Sciences of the Grisons
Introduction to Digital Finance

The session traced how modern AI systems developed from statistical language models to architectures based on memory, attention and reasoning, linking technical evolution with contemporary digital finance applications and risks.

Dr Stephen Chan | American University of Sharjah, UAE
From Crypto Markets to Crypto Crime: Data Science, Risk, and AI for Digital Trust

Through short lectures, classroom games and two R labs, students examined market conditions and phishing risk, attacker-defender incentives, wallet-level fraud scoring, threshold choices and the design of decision dashboards for exchanges, regulators or cybercrime units.
Why this day mattered. The workshop made a critical governance distinction: a risk signal determines what should be investigated first; it is not proof that a crime has occurred. Explainability, context, human review and proportionality therefore remain central to digital trust.

Prof. Dimitris Karlis | Athens University of Economics and Business
Sport Analytics

The session used sport as a dynamic setting for performance measurement, pattern recognition and data-supported strategy. Students could test whether analytical principles learned in finance remained useful when the decision context changed.
Why this day mattered. Cross-domain transfer is evidence of deeper learning. Applying analytical reasoning outside finance encouraged students to focus on the structure of the decision problem rather than on sector-specific terminology.







Dr Kai Brüssau | University of Hamburg Business School
AI in Practice: How Large Language Models Are Transforming the Decision-Making Process in Businesses

Students connected NLP and LLM foundations - tokenisation, embeddings, self-attention and transformers - with software-development support, sentiment analysis and recommendation systems. Practical exercises asked them to use embeddings, evaluate recommendations, work with chatbots and define an LLM-supported business process. Why this day mattered. The session treated human oversight as an operating requirement. AI can draft, classify, summarise and recommend, while people remain accountable for strategy, compliance, ethics, domain correctness and approval.

Prof. Adriana Davidescu, Diana Agafitei and Bianca Bolboasa | *ASE Bucharest* Urban Rent Dynamics: Geospatial & Predictive Analysis with Python

Students connected NLP and LLM foundations - tokenisation, embeddings, self-attention and transformers - with software-development support, sentiment analysis and recommendation systems. Practical exercises asked them to use embeddings, evaluate recommendations, work with chatbots and define an LLM-supported business process. Why this day mattered. The session treated human oversight as an operating requirement. AI can draft, classify, summarise and recommend, while people remain accountable for strategy, compliance, ethics, domain correctness and approval.







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INTER-INSTITUTIONAL AGREEMENTS

AUGUST/2026



Top Agreements

- Fontys University of Applied Sciences
- Catholic University of the West
- University of Chicago
- University of Maribor
- Ca' Foscari University of Venice

August Highlights at BUES

New Inter-Institutional Agreements Signed

In August, BUES further strengthened its international network by establishing five new inter-institutional partnerships with universities from Europe and beyond. The new agreements support opportunities for long-term Erasmus+ mobility as well as Blended Intensive Programmes (BIP), opening new avenues for students and academic staff to participate in international study, teaching, and cooperation. Through the continued development of its global partnerships, BUES remains committed to promoting academic exchange, intercultural understanding, and long-term international collaboration.



New Partnerships Formed



Fontys University of Applied Sciences Netherlands

BUES has established a new collaboration with Fontys University of Applied Sciences in Eindhoven through a Blended Intensive Programme (BIP). The partnership creates new opportunities for students and academic staff to engage in international and interdisciplinary learning activities, combining innovative educational approaches with intercultural exchange and collaboration in a flexible mobility format.

Catholic University of the West France

Expanding its network of European partnerships, BUES has signed a new Erasmus+ Inter-Institutional Agreement with the Catholic University of the West, France. The collaboration will create new opportunities for student and staff mobility, academic exchange, and educational cooperation. Through this partnership, both institutions aim to strengthen international engagement and support meaningful academic and intercultural exchange



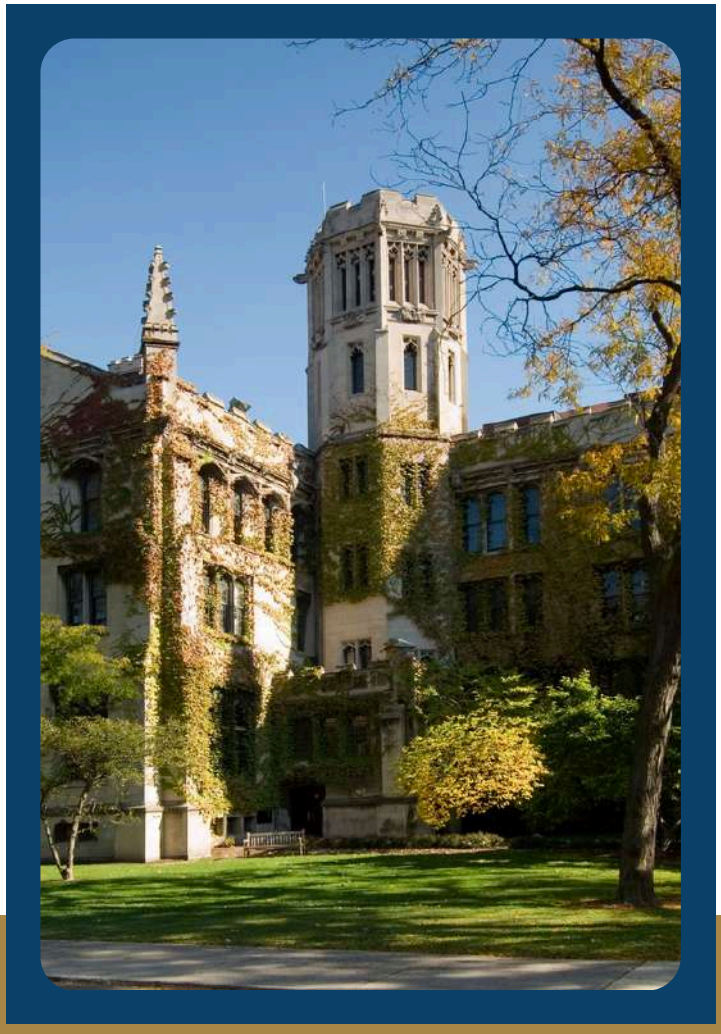


Ca' Foscari University of Venice Italy

BUES has recently established a new Erasmus+ Inter-Institutional Agreement with Ca' Foscari University of Venice, further strengthening its network of European partners. The agreement will support student and staff mobility, encourage academic cooperation, and facilitate the exchange of knowledge and best practices. Through this new partnership, both institutions aim to expand international learning opportunities and foster meaningful cooperation within the European higher education community.

University of Chicago USA

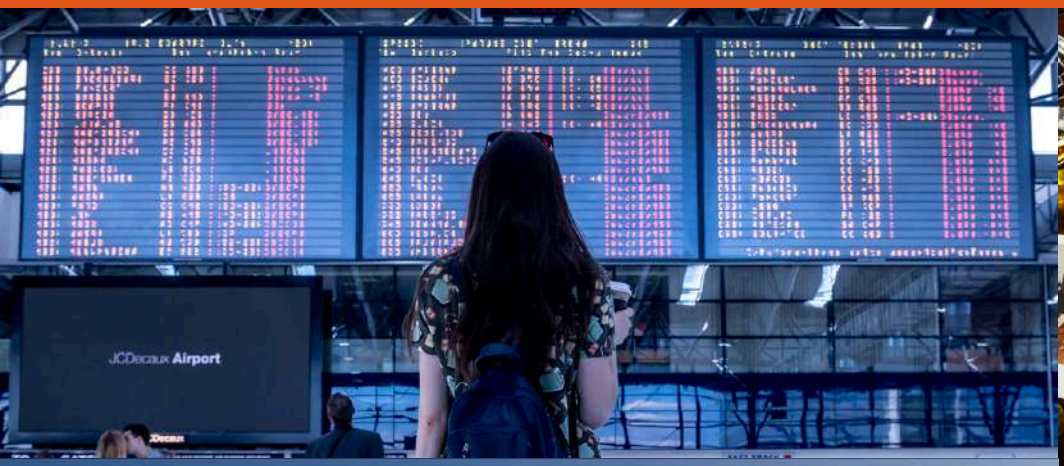
BUES has established a new Erasmus+ Inter-Institutional Agreement with the University of Chicago, USA, primarily supporting short-term student mobility. The agreement creates an opportunity for a BUES student to undertake an international learning experience at one of the world's leading universities, while also providing a framework for academic exchange and future cooperation between the two institutions.



TESTIMONIALS

ERASMUS+

2026







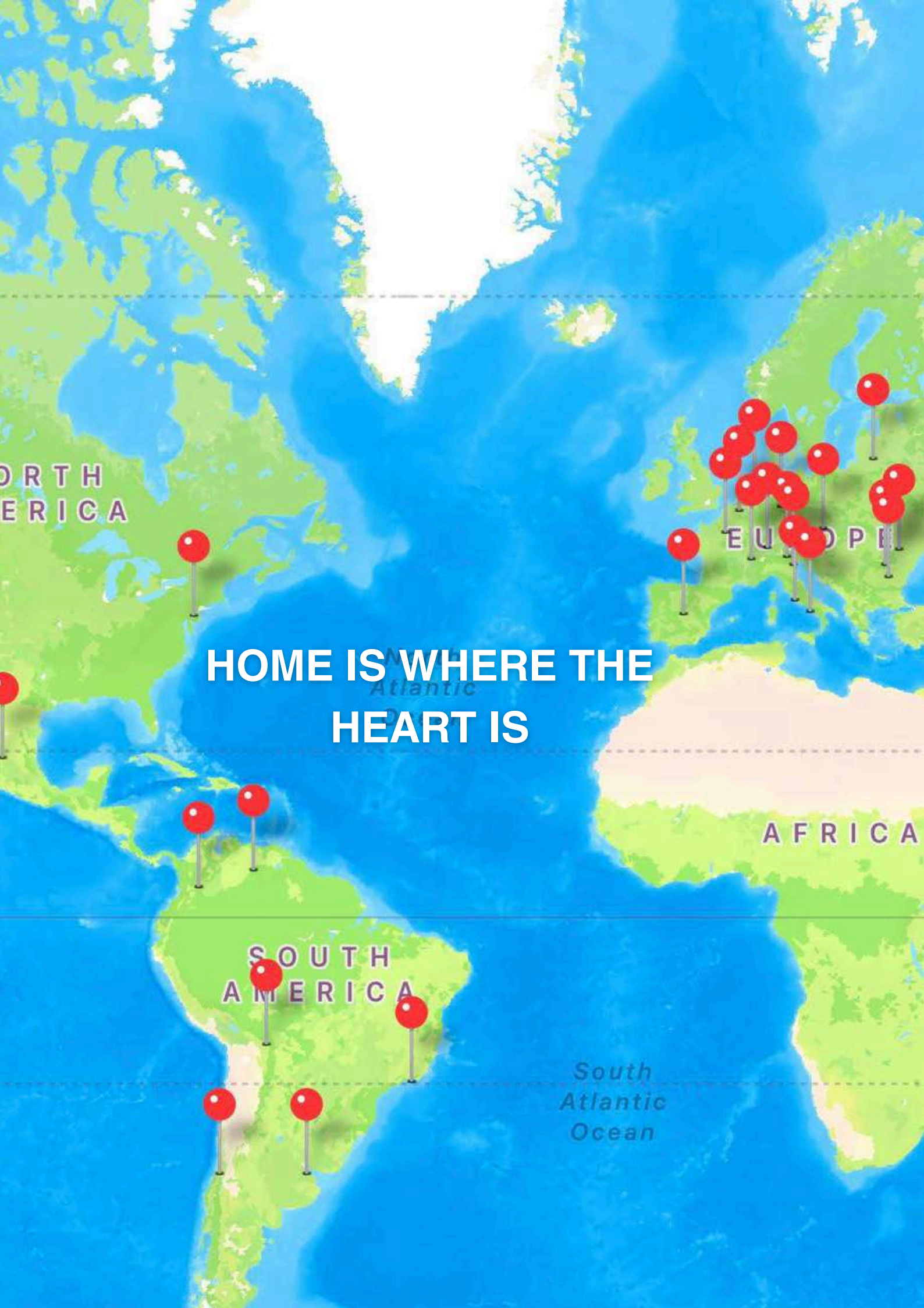


MEET FLAVIU

EMPLOYEE OF ERASMUS+ OFFICE IN A STAFF TRAINING MOBILITY IN MONTREAL/CANADA AT HEC MONTREAL



„The mobility program at HEC Montréal was an excellent opportunity to see how the academic and professional environments operate in Canada. Beyond the seminars at McGill University and visits to industry-relevant companies, I particularly valued the networking discussions and the chance to contribute to new international collaborations. It was an action-packed week during which I forged valuable connections and gained a much broader perspective on my field. It is the kind of experience that takes you out of your comfort zone and opens up possibilities you hadn't even considered.”


HOME IS WHERE THE
HEART IS
AFRICA
SOUTH
AMERICA
South
Atlantic
Ocean

INTERNATIONAL COOPERATION

AUGUST'S HIGHLIGHTS



NEW SIGNED AGREEMENTS



INTERNATIONAL MOBILITIES



NEW ATTENDANCES AT INTERNATIONAL EVENTS

More info at

WWW.INTERNATIONAL.ASE.RO

MoUs signed in August



Wrocław University of Science and Technology
Poland

Agreement initiated by **the Research Department and the Faculty of Economic Cybernetics, Statistics and Informatics**

Wrocław University of Science and Technology (Wrocław Tech) is a leading public technical university in Poland, established in 1945. Located in Wrocław, it specializes in engineering, information technology, architecture, natural sciences, and management. With approximately 21,000 students and 14 faculties, the university emphasizes technological innovation, applied research, and industry collaboration. Its international profile is strengthened through over 600 international cooperation agreements, Erasmus+ exchanges, double-degree programmes, and membership in the European University Alliance Unite!

Website link:
https://pwr.edu.pl/en/

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.

Faculties / Indicators		ACADEMIC MANAGEMENT	Business Administration (in Foreign Languages)	Administration and Public Management	Business and Tourism	IBIS	Accounting and Management Information Systems	Law	Agrifood 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		1				1				1	2	1					6	12
	funded from other sources			1															1
Teaching Missions (funded through the ERASMUS program)			1					1				1							4
Training Mobilities for Academic Staff (funded through the ERASMUS program)		1					1		1						1				4
Training Mobilities for Administrative Staff (funded through the ERASMUS program)																1			1
Research Visits			1		1													4	6
Partnership Development Meetings; International Promotion Caravans; Other Objectives			1							2									3
TOTAL		1	4	1	1	0	2	2	1	2	1	3	1	0	1	1	0	10	31



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

LEARN, CONNECT AND EXPLORE!

BUCHAREST SUMMER UNIVERSITY

ASE's official international summer school, bringing together students from around the world for two weeks of academic learning, cultural discovery and international networking.

Make the most of your summer, build international connections, and take part in an enriching experience at ASE!

Find out more: https://bsu.ase.ro/

