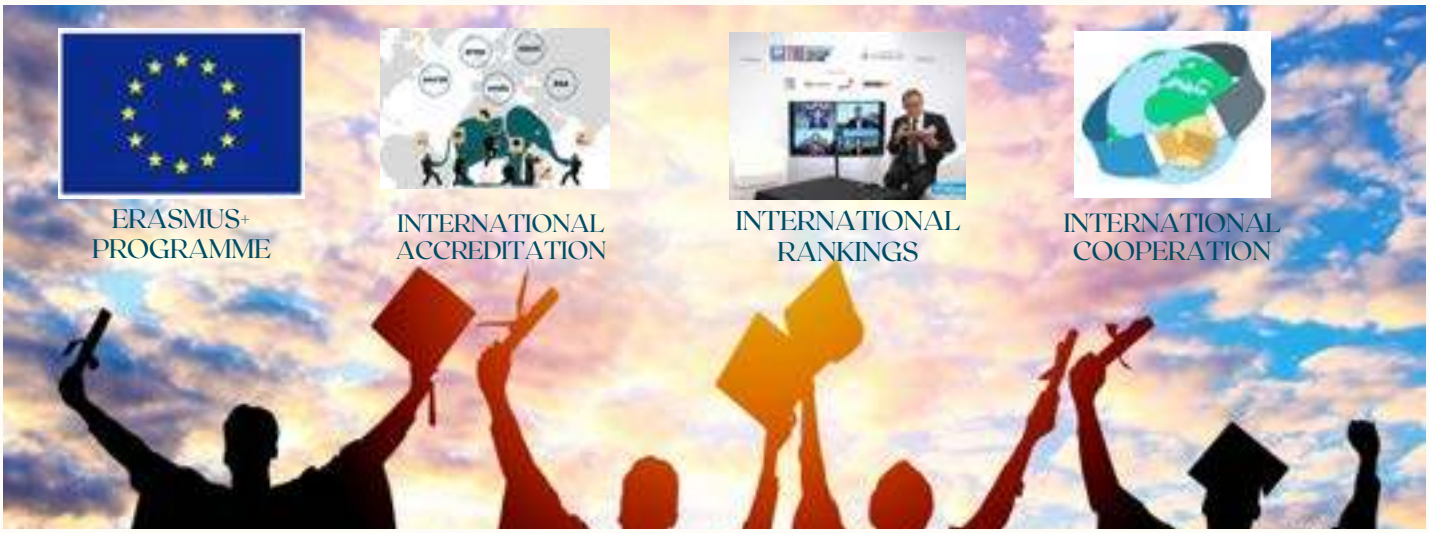


September 2026

Newsletter

Opening of the 2026–2027 Academic Year



Monday, September 28, the Bucharest University of Economic Studies will begin the 2026–2027 academic year, marking the start of a new phase dedicated to learning, research, and professional development. Students and faculty are invited to embark on a new academic stage full of challenges and opportunities.



Accreditation Summer Camp 2026

Internationalization at home

2nd September

- **Accreditation Summer Camp 2026 | Day 1**

Today, we opened the third edition of „Accreditation Summer Camp" Workshop, taking place from 2–4 September 2026 as part of the project „Consolidarea capacității instituționale de internaționalizare a ASE București în vederea alinierii la standardele AACSB și obținerii acreditărilor internaționale". The first day focused on AACSB accreditation and internationalisation – the institutional and strategic context, bringing together ASE representatives and international academic expertise around a shared objective: strengthening ASE's international profile and supporting its institutional development. The workshop was officially opened by Prof. Univ. Dr. Constantin-Marius Profiroiu, Vice-Rector for International Relations, who outlined the objectives and expected outcomes of the three-day programme. AACSB accreditation progress: Participants reviewed the current stage of the AACSB accreditation process, including the main results and progress reflected in Progress Report 2 and the next steps ahead. International visibility and reputation: An important session explored internationalisation as a driver of institutional reputation, the synergies between international accreditations and university rankings, and possible directions for enhancing ASE's international visibility. The discussion benefited from the expertise of Prof. Univ. Dr. Cristina Neesham (Newcastle University Business School, UK; Swinburne University of Technology, Australia) and Lect. Univ. Dr. Costin Ciora.
International benchmarking: from good practices to strategic action - The day concluded with a focus on how international benchmarking and global standards, including AACSB, can inform strategic initiatives and contribute to ASE's institutional development, presented by Lect. Univ. Dr. Cătălin Ploae. Day 1 takeaway: building a shared understanding of the current AACSB accreditation process and of the strategic role of internationalisation in the institutional development of ASE.













3rd September

- **The 13th international conference "Japan: Pre-modern, Modern and Contemporary"**

Between September 2-4, the Center for Japanese Studies at ASE and the Faculty of International Business and Economics organize the 13th international conference "Japan: Pre-modern, Modern and Contemporary", where researchers from 12 countries have gathered for a high-level academic exchange of ideas regarding various perspectives on Japan Studies. The conference started with Assoc. Prof. Roxana Voicu-Dorobantu's remarkable keynote speech on the necessary dialogue between economics, art and culture.

- **Accreditation Summer Camp 2026 | Day 2**

Day 2 of the „Accreditation Summer Camp" Workshop at ASE Bucharest focused on an essential question: How do we turn the Internationalisation Strategy ASE 2027–2035 into concrete action? Following yesterday's discussions on AACSB accreditation, international visibility and benchmarking, today's programme moved from strategic foundations towards implementation, collaboration and action. The day began with an update on the development of the ASE Internationalisation Strategy 2027–2035, providing the framework for the discussions and activities that followed. Participants also explored the Operational Procedure for international cooperation activities and participation in European and international professional organisations, discussing how institutional cooperation can be structured and supported through clear processes. Erasmus+ as an instrument for internationalisation was another key focus. The session highlighted recent Erasmus+ experience and results, the importance of international mobility and cooperation, and opportunities for the future. Particular attention was given to ensuring access to mobility for students from disadvantaged backgrounds and strengthening their integration into the academic community under conditions of equity and transparency. The afternoon brought participants into an applied workshop, moving from the four strategic areas and institutionally validated objectives towards concrete actions. Working in groups, participants began identifying and formulating initiatives that can contribute to the implementation of ASE's internationalisation ambitions. Day 2 takeaway: internationalisation becomes meaningful when strategic objectives are translated into clear, concrete and achievable actions, supported by collaboration across the academic community.











4th September

- **Accreditation Summer Camp 2026 | Day 3 – From Strategy to Action**

Today marked the final day of the „Accreditation Summer Camp" Workshop, bringing three days of strategic reflection, expert discussions and collaborative work to a close. The final day focused on a central challenge for ASE Bucharest: how to translate the vision of ASE 2035 and the Internationalisation Strategy 2027–2035 into concrete, measurable and sustainable action. The morning began with "From ASE 2035 to today's actions", encouraging participants to identify the actions that can contribute directly to achieving the desired institutional results. This was followed by a discussion on the key elements required to build the Action Plan of the ASE Internationalisation Strategy 2027–2035, with particular attention to transforming strategic priorities into a coherent framework for implementation.Another important topic was implementation, monitoring and resources. Participants explored mechanisms for implementation and monitoring, institutional responsibilities, periodic reporting, the resources required and possible funding sources. The key outcome of Day 3: concrete contributions to the Action Plan for operationalising the ASE Internationalisation Strategy 2027–2035, including priority actions, expected results, indicators, responsibilities, timelines, monitoring and resource considerations.









14th September

- **ASE Bucharest represented at the ENPA Board Meeting**

Professor Constantin Marius Profiroiu, PhD, Vice-Rector of the Bucharest University of Economic Studies (ASE), participated in the latest meeting of the European Network of Public Administration (ENPA) Board, of which he is a member. The meeting provided an excellent opportunity to express appreciation to ASE Bucharest for the outstanding organization and successful hosting of the first ENPA European Conference, held at ASE in April 2026.

The Board also discussed ENPA's upcoming projects and strategic priorities, as well as the active involvement and contributions of each Board member in advancing the network's future initiatives. We are proud to contribute to the development of European cooperation in public administration and to strengthen academic and institutional partnerships across Europe.





18th September

- **The 2nd Transnational Project Meeting (TPM) of # AGRI&TOUR – Boosting Agritourism with Youth Power, hosted by the Bucharest University of Economic Studies (ASE).**

The meeting brought together partners to discuss the progress of the Erasmus+ Cooperation Partnership Project, exchange experiences and expertise, and further develop the activities aimed at empowering young people and strengthening the potential of agritourism. The participants were warmly welcomed by Prof. Marius Profiroiu, Vice-Rector for International Relations of ASE, who highlighted the importance of international cooperation and innovative approaches in higher education and sustainable regional development. The project is managed by Prof. Gabriela Tigu, ASE, whose coordination contributes to bringing together the expertise and perspectives of all project partners. AGRI&TOUR brings together partners from Romania, Spain, Ireland and Italy: Bucharest University of Economic Studies (ASE), Unión de Agricultores y Ganaderos – Jóvenes Agricultores de Jaén, Universidad de Almería, Technological University of the Shannon, Associazione Sviluppo Rurale.

18th September

- **ASE Bucharest at the AUF Regional Conference**

Prof. univ. dr. Constantin Marius Profiroiu, Vice-Rector for International Relations of the ASE Bucharest, participated in the AUF Regional Conference, bringing together representatives of higher education institutions from Central and Eastern Europe to discuss the future of Francophone university cooperation. The meeting provided an important opportunity to discuss the main directions of the AUF Global Development Strategy for 2026–2029, as well as the opportunities and challenges related to strengthening and expanding the network of Francophone universities in the Central and Eastern Europe. The conference also provided an excellent setting for strengthening ASE Bucharest's relations with its international partners, including Caucasus University in Tbilisi, Georgia, as well as through the exchange with Rector Stratan of the Academy of Economic Studies of Moldova (ASEM). ASE Bucharest's participation reflects the University's continued commitment to internationalisation, academic cooperation and the development of strategic partnerships, while contributing to the strengthening of connections between higher education institutions across Central and Eastern Europe and the wider Francophone academic community.













21th September

- **ASE & Purdue University Fort Wayne**

We are pleased to announce a prospective e-meeting bringing together distinguished academic leaders from the Bucharest University of Economic Studies (ASE) and the Doermer School of Business, Purdue University Fort Wayne (PFW). The prospective meeting featured:
Prof. Constantin Marius Profiroiu, Vice-rector for international relations of Bucharest University of Economic Studies (ASE); Nodir Adilov, Ph.D., Dean and Professor, Doermer School of Business, Purdue University Fort Wayne; Ahmed Rachdi, Senior Lecturer & Coordinator of International Collaborations, Department of Management & Marketing, Doermer School of Business at Purdue University Fort Wayne. The e-meeting represented an opportunity to explore international academic collaboration, institutional partnerships, faculty and student mobility, joint educational initiatives, research cooperation, and knowledge exchange between the two institutions.



24th September

- **Meeting with two representatives of the European Commission**

We had the pleasure of welcoming today to the Bucharest University of Economic Studies (ASE) two representatives of the European Commission – Directorate-General for Education, Youth, Sport and Culture (DG EAC) from Brussels, Mr. Paul Tzimas and Mr. Jorge Moya, together with two representatives of the Romanian National Agency for Erasmus+. The visit took place in the framework of the monitoring of Erasmus+ mobility and cooperation projects implemented by ASE, offering an excellent opportunity for an open and constructive dialogue on the implementation, achievements and impact of the Erasmus+ programme at our university. The delegation was welcomed by Prof. Marius Profiroiu, Vice-Rector for International Relations, and Teodora Fulga, Head of the Erasmus+ Office. During the meeting, ASE also shared its experience and feedback on the implementation of the Erasmus+ Programme during the 2021–2027, highlighting both the progress achieved and the challenges encountered in implementing mobility and cooperation activities. An important part of the discussions focused on the future Erasmus+ programme, with ASE contributing suggestions and ideas on how the programme could be further improved, simplified and adapted to the evolving needs of higher education institutions, students and staff.







24th September

- **International re-accreditation of Bachelor's degree programme in Public Administration from EAPAA**

We are delighted to announce that our Bachelor's degree programme in Public Administration has successfully received international re-accreditation from EAPAA for another seven years! Back in 2019, we were the first Bachelor's degree programme at the ASE Bucharest to receive an international accreditation. We are especially proud that, over the 30 years since we laid the foundations of the Public Administration programme at ASE, and 16 years since the establishment of the Faculty of Administration and Public Management, the FAMP team has continued to grow and evolve.

24th September

- **ASE at the UNICA Contact Persons Meeting**

The Bucharest University of Economic Studies (ASE) was pleased to participate in today's UNICA Contact Persons Meeting, bringing together Contact Persons from universities across the UNICA network. The meeting provided a valuable opportunity to exchange ideas, share experiences and strengthen connections among universities within the network. As an active member of the UNICA network, ASE is proud to contribute to this vibrant community of universities and to support international collaboration, knowledge exchange and meaningful connections across Europe and beyond.

24th September

- **ASE at the Fulbright Alumni "Freedom 250" Reunion**

Prof. Constantin-Marius Profiroiu, PhD, Vice-Rector for International Relations at the Bucharest University of Economic Studies (ASE), together with a group of ASE faculty members and Fulbright alumni, participated in the "Freedom 250 Exchange Alumni Engagement Reception", a gathering dedicated to Romanian alumni of academic and professional exchange programs in the United States.

The event brought together the Fulbright alumni community and highlighted the academic and professional experiences fostered through exchange programs, as well as their contribution to strengthening ties between academic communities in Romania and the United States.

In 2026, the Fulbright Program celebrates 80 years of academic and cultural exchange, in an anniversary year that also marks the 250th anniversary of the independence of the United States of America.

European Association for Public Administration Accreditation
EAPAA
ACCREDITED
www.eapaa.org







25th September

- **Strengthening Academic Relations between ASE and India**

On September 23, ASE Rector, Prof. Nicolae Istudor, PhD, and Vice-Rector for International Relations, Prof. Constantin-Marius Profiroiu, PhD, met with His Excellency Kumar Mohapatra, Ambassador of India to Bucharest. The meeting focused on strengthening academic cooperation between ASE and higher education institutions in India, as well as on preparations for the upcoming ASE delegation visit to India. A valuable opportunity to deepen academic partnerships, foster international collaboration, and create new opportunities for students and faculty.





25th September

- **Meeting with representatives of Poland's public universities specializing in economics**

Vice-Rector Prof. Constantin Marius Profiroiu met with representatives of Poland's public universities specializing in economics, who are attending the CEEMAN Conference, together with colleagues from BBS-ASE: Dean Prof. Vasile Strat and Prof. Alin Angheluță.

The meeting provided an excellent opportunity to discuss ways of strengthening collaboration between ASE and Polish universities. One of the proposals put forward was to organize bilateral meetings between ASE and Polish public universities of economics that share a similar organizational model to ASE Bucharest.



25th September

- **Welcome to ASE, Erasmus+ Incoming Students!**

We were delighted to welcome our 184 Erasmus+ Incoming students who are joining the Bucharest University of Economic Studies for the first semester of the 2026–2027 academic year! Coming from more than 20 countries across Europe, Asia and Africa, our incoming students bring valuable cultural diversity and new perspectives to our university community.

During the meeting, our students were welcomed by Prof. Constantin-Marius Profiroiu, Vice-Rector for International Relations, together with the Erasmus+ Office team.

They had the opportunity to discover more about ASE, our academic opportunities, student facilities, and the university's internationalization initiatives.

With a constant increase in incoming students compared to the previous academic year, ASE continues to strengthen its international dimension and its connections with partner universities around the world.







25th September

- **34th CEEMAN Annual Conference**

It was an honour and a privilege for Professor Constantin-Marius Profiroiu, PhD, Vice-Rector of the Bucharest University of Economic Studies (ASE), to deliver the closing remarks at the 34th CEEMAN Annual Conference, held in Bucharest on 23–25 September 2026. Jointly organized by Bucharest Business School (BBS), FABIZ, and REI, the conference brought together an outstanding international community of academics, business leaders, public sector representatives, and other stakeholders around the theme: "Business Schools as Ecosystem Orchestrators: Engaging Business, Government, and Society."

The three days of discussions provided a valuable platform for exploring how business schools can move beyond their traditional roles and become active orchestrators of ecosystems—connecting business, government, academia, and society to foster innovation, sustainable development, and meaningful societal impact.

In his closing remarks, Professor Marius Profiroiu emphasized the importance of continuing this dialogue and translating the ideas and connections generated during the conference into meaningful cooperation and action.







28th September

- **ASE students participate in BIP programs organized by partner universities.**

In September 2026, students and doctoral candidates from the Bucharest University of Economic Studies (ASE) participated in Blended Intensive Programmes (BIP) organized by partner universities in Europe under the Erasmus+ program.

Between August 31 and September 4, two students from the Faculty of Cybernetics, Statistics and Economic Informatics (CSIE) attended a program at VSB – Technical University of Ostrava; six students from the Faculty of Agri-Food and Environmental Economics (EAM) attended one at the Latvia University of Life Sciences and Technologies; and two doctoral candidates plus one CSIE student attended a program at HTW Berlin.

From September 7 to 11, four CSIE students and one student from the Faculty of Law participated in a BIP organized by the University of Maribor, while between September 14 and 18, another two CSIE students took part in a BIP organized by the same university.

From September 28 to October 3, ten students from the Faculty of International Economic Relations (REI) participated in a BIP organized by the University of Calabria, and two REI students participated in a BIP organized by Riga Technical University – Liepaja Academy.

Participation in these international programs offered ASE students and doctoral candidates the opportunity to experience international academic environments, interact with participants from partner universities, and develop their academic and intercultural skills.

29th September

- **Cámara Mundial de Conferencistas, Expositores y Oradores (CMCEO)**

On September 29, 2026, DRI organized a webinar in collaboration with the Cámara Mundial de Conferencistas, Expositores y Oradores (CMCEO)—a platform for international conferences and events focused on South America—under the theme: "AI Challenges in the Labor Market: Opportunity or Threat?" The webinar addressed topical issues regarding labor market transformations in the context of the AI revolution.



30th September

- **Shanghai Ranking's Global Ranking of Academic Subjects (GRAS) 2026**

The Bucharest University of Economic Studies (ASE) has achieved another remarkable milestone in the Shanghai Ranking's Global Ranking of Academic Subjects (GRAS) 2026, ranking in the 101–150 band globally in the field of Economics. This result reflects ASE's significant and steady ascent over the past three years: moving from the 301–400 band in 2024 to 201–300 in 2025, and reaching the 101–150 band in 2026. At the same time, ASE has maintained its position as the national leader in Economics, ranking first among Romanian universities listed by Shanghai Ranking in this field.



International missions

9th September

- **Greetings from Glasgow!**

Day 1 of the EAIE (European Association for International Education) Conference & Exhibition 2026 is officially underway!

The ASE Bucharest delegation—led by Rector Prof. Dr. Nicolae Istudor and joined by Vice-Rector for International Relations Prof. Dr. Constantin Marius Profiroiu, Dean Prof. Dr. Claudiu Herțeliu, and IRO Officer Ms. Oana Mușat—is spending the day connecting with global partners, discovering new educational perspectives, and creating valuable opportunities for our students and faculty.



10th September

- **ASE at EAIE 2026 – Day 2 | Building Bridges for Global Education**

The second day of the ASE delegation's participation at EAIE 2026 was marked by a dynamic series of meetings and discussions with leading universities and international partners from across Europe and the United States. Our presence at EAIE 2026 continues to provide an exceptional platform for strengthening existing partnerships, exploring new opportunities for academic cooperation, mobility, joint projects and internationalization, while reinforcing the Bucharest University of Economic Studies' commitment to an increasingly connected global academic community.

Key meetings of Day 2 included: Bratislava University of Economics and Business

A particularly important meeting with Prorector Boris Mattoš, reaffirming the strong relationship between our institutions. Bratislava University of Economics and Business remains an important partner for ASE, with discussions focusing on further developing academic collaboration and creating new opportunities for students and faculty.

A special highlight of Day 2: Stanford University, USA

One of the particularly significant moments of the day was the meeting with Mike Roesler, International Partner Manager at Stanford University.

The discussion represented an important opportunity to engage with one of the world's most recognized academic institutions and to explore potential avenues for future international cooperation. The exchange highlighted the importance of connecting ASE with leading universities beyond Europe and of continuously expanding our global academic network.

From Bratislava to Strasbourg, from Tomar and the Netherlands to Stanford — Day 2 at EAIE 2026 demonstrated once again the importance of international dialogue and strategic partnerships in shaping the future of higher education.

For ASE, internationalization is not only about geographical reach. It is about creating meaningful connections, opening new opportunities for our students and academics, sharing knowledge and innovation, and building partnerships that generate long-term value for the entire academic community.

Together, we connect. Together, we create opportunities. Together, we shape the future of international education.







11th September

- **ASE at EAIE 2026 – Last Day | Connecting Ideas, People and Opportunities**

The final day of the ASE delegation's participation at EAIE 2026 brought together everything that makes international higher education so valuable: meaningful dialogue, shared experiences, new perspectives, strategic partnerships and a strong sense of community.

Throughout the day, members of the ASE delegation took part in a series of thought-provoking workshops and sessions addressing some of the most relevant challenges and opportunities shaping the future of internationalisation.

From strategy and collaboration to student perspectives and mobility, the sessions offered valuable insights and practical ideas for strengthening international engagement at our university.

The final day was also about community.

The ASE delegation joined representatives of other Romanian universities for a group photo, celebrating the strong presence of Romanian higher education at EAIE 2026 and the shared commitment to promoting internationalisation, academic cooperation and global engagement.

One community, many universities, one common goal: a stronger international presence for Romanian higher education.

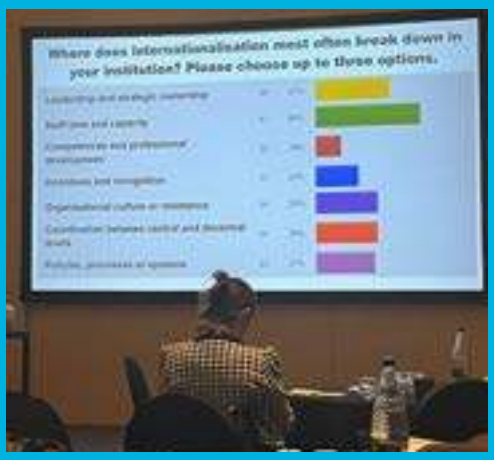
Throughout the day, the delegation also held additional meetings with international partners, continuing the conversations initiated during the conference and exploring new possibilities for collaboration, mobility and academic exchange.

EAIE 2026 has been more than a conference.

For ASE, it has been a valuable journey of learning, networking, reconnecting and looking ahead. From strategic partnerships and institutional meetings to workshops that challenged conventional thinking and placed students and people at the centre of internationalisation, every interaction contributed to a broader vision of what global higher education can become.









16th September

- **ASE Bucharest at THE World 100 Annual Conference 2026!**

ASE Bucharest was represented by Prof. Dr. Liviu-Adrian Cotfas, Director of International Relations, at THE World 100 Annual Conference 2026, hosted by the University of Vienna. The conference brought together higher education leaders and specialists to explore how universities can strengthen their reputation and build lasting trust with their communities. Discussions addressed institutional branding, academic reputation and international rankings, alongside the growing influence of AI on university communications and prospective students' choices. Examples shared during the sessions highlighted the importance of involving students, staff and alumni in shaping a university's identity.



16th September

- **ASE Bucharest at THE World Academic Summit 2026**

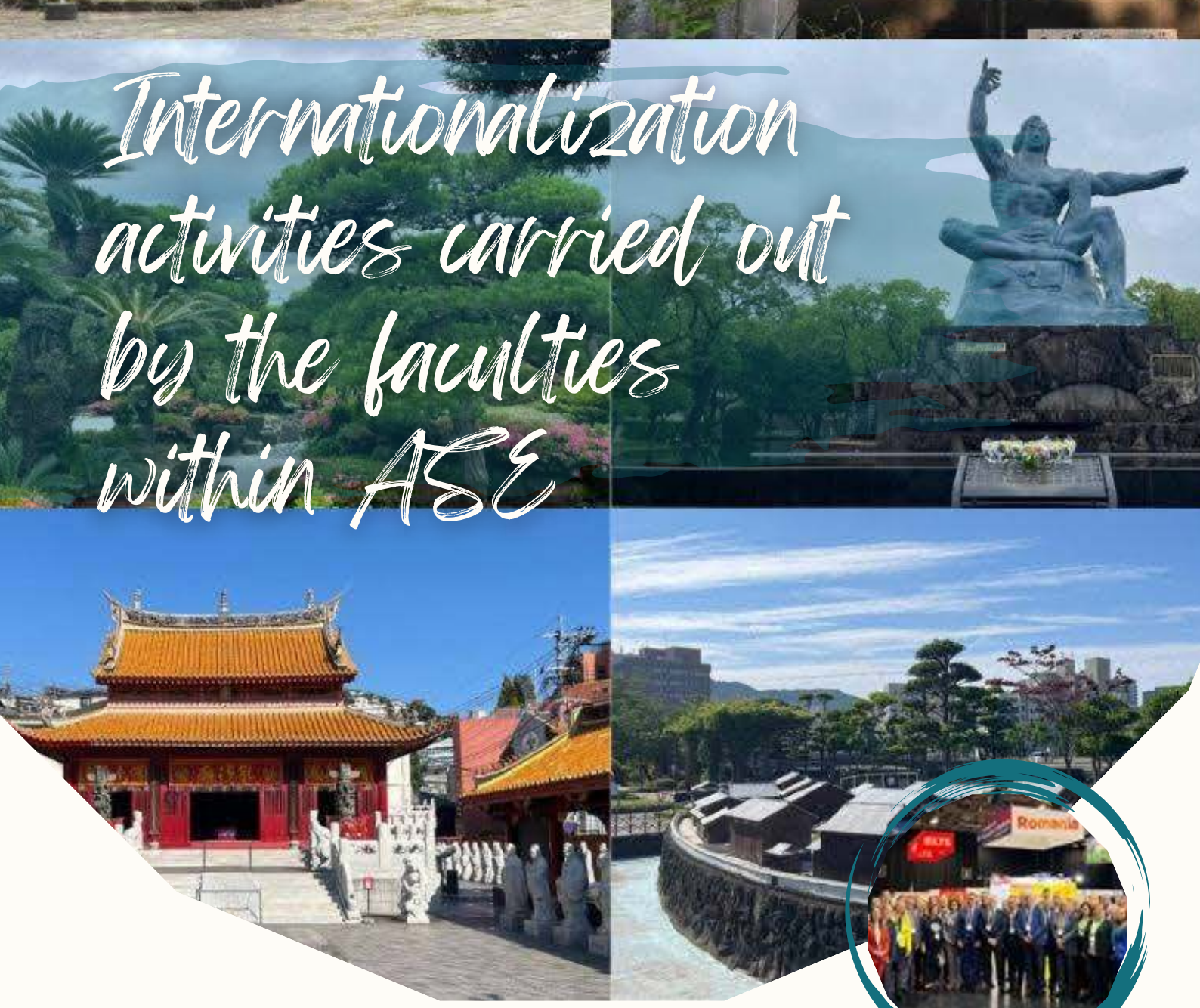
ASE Bucharest is participating in the THE World Academic Summit 2026, held in Cape Town, South Africa, and hosted by the University of Cape Town, in partnership with the University of Bristol and Times Higher Education. ASE is represented at the summit by members of its academic leadership and institutional team, contributing to discussions and exchanges with higher education leaders from around the world. Under the theme "Knowledge, justice and futures: Universities in the age of intelligence", the summit brings together global higher education leaders to explore the future of universities, international collaboration, innovation and global academic impact.

ASE's participation reflects its continued commitment to internationalisation, global academic visibility and meaningful partnerships with universities and institutions worldwide.





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.

INTERNATIONAL ACADEMIC COLLABORATION THROUGH ERASMUS+ BIP SUMDIVED FACULTY OF BUSINESS AND TOURISM BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

In September 2026, the Faculty of Business and Tourism at the Bucharest University of Economic Studies (ASE) participated in the online component of the Erasmus+ Blended Intensive Programme (BIP) titled "Sustainable Management and Digital Visibility of Ecotourism Destinations" (SuMDiVED).

The programme brings together five partner universities from Türkiye, Poland, Lithuania, Romania and Albania, fostering international academic cooperation, intercultural exchange, and innovative approaches to sustainable tourism education.

During the first week of online activities, held from 21 to 25 September 2026, students attended lectures delivered by international academics from:

- Isparta University of Applied Sciences (Türkiye);
- Krakow University of Economics (Poland);
- University of Vlora "Ismail Qemali" (Albania).

The sessions addressed contemporary challenges in sustainable tourism, climate change, ecotourism destination management and digital technologies, encouraging students to explore new perspectives and engage in an international learning environment.

INTERNATIONAL GUEST LECTURERS

Prof. Dr. Ömer Kürşad Tüfekçi
Isparta University of Applied Sciences, Türkiye

Prof. Dr. Ömer Kürşad Tüfekçi contributed to the opening session of the BIP programme, introducing its academic framework and international objectives. He also delivered a lecture entitled “Case Studies: Sustainable Management and Digital Promotion of Ecotourism Sites,” focusing on sustainable destination management and the role of digital promotion in increasing the visibility of ecotourism destinations.



Dr. Ferdi Akbıyık
Isparta University of Applied Sciences, Türkiye

Dr. Ferdi Akbıyık participated in the opening session of the program, presenting its structure, learning objectives, and planned academic activities. His contribution highlighted the importance of international collaboration and interdisciplinary learning in addressing sustainability challenges in tourism.



INTERNATIONAL GUEST LECTURERS

Prof. UEK dr hab. Agata Niemczyk
Director of the Institute of Management, Department of Tourism, Krakow University of Economics, Poland

Prof. Agata Niemczyk co-delivered the lecture "Climate Change and Its Effects on Natural Ecotourism Resources," examining the relationship between climate change, tourism development, and the sustainable management of natural resources. Her academic contribution gave students valuable insights into the environmental challenges facing tourism destinations and highlighted the importance of integrating sustainability principles into tourism management.



Dr. Zofia Gródek-Szostak
Krakow University of Economics, Poland

Dr. Zofia Gródek-Szostak co-delivered the lecture "Climate Change and Its Effects on Natural Ecotourism Resources," contributing to the discussion on environmental sustainability and the challenges of preserving natural resources in ecotourism destinations. The session encouraged students to reflect on the relationship between environmental protection, tourism development, and responsible destination management.



INTERNATIONAL GUEST LECTURERS

Dr. Robert Szydło
Krakow University of Economics, Poland

On 23 September 2026, Dr. Robert Szydło delivered an interactive lecture titled "Virtual Reality and Augmented Experiences in Ecotourism (Gamification in Sustainable Tourism)."
The presentation explored the potential of virtual reality, augmented reality, and gamification to enhance visitor experiences and support the digital visibility of ecotourism destinations.
The session also included an interactive Kahoot activity that encouraged active student participation and fostered an engaging international learning experience.



INTERNATIONAL GUEST LECTURERS

Dr. Rezarta Brokaj

University of Vlora “Ismail Qemali”, Albania

Dr. Rezarta Brokaj delivered an online lecture entitled “Community-Based Tourism and Stakeholder Engagement,” exploring the importance of local community participation in sustainable tourism development. The presentation covered key concepts such as inclusive tourism, stakeholder involvement, accessibility, social inclusion, and the fair distribution of tourism benefits. The session highlighted how community-based tourism can promote more responsible and equitable destination management while supporting local development and preserving cultural heritage. Her lecture provided students with valuable insights into the role of local communities in creating sustainable and inclusive tourism experiences.



The participation of international guest lecturers in the SuMDiVED program makes an important contribution to the internationalization efforts of the Faculty of Business and Tourism. Ten students and three academic staff members from our faculty are actively involved, with students attending online lectures alongside peers from four partner countries and benefiting from an international learning environment that fosters academic exchange and intercultural collaboration. This experience will continue with the physical mobility component in Türkiye from October 12 to 16, 2026, when the Romanian participants will travel to Isparta to take part in field studies, workshops, and cultural activities, further strengthening academic cooperation between the partner universities.

September 3, 2026: Alex Edmans, at FEB-RN

Alex EDMANS
Professor at London Business School

Professor Alex Edmans made a presentation, at FEB-RN meeting, on the topic "The Madness of Markets: An Overview of Behavioral Finance".



September 10, 2026: Allan Timmermann, at FEB-RN

Allan TIMMERMANN
Professor at UC San Diego

Professor Allan Timmerman made a presentation, at FEB-RN meeting, on the topic “Compute, Complexity, and the Scalling Laws Return Predictability”.



September 17, 2026: Online seminar, FEB-RN and FMA International

John GRAHAM
Professor at Duke University – The Fuqua School of Business, USA

The presentation “CFOs meet LLMs; The Effect of AI on Productivity and the Workforce” shows that the large-scale language model has the potential to address some shortcomings. We are calling on LLM to play a role as a CFO of a specific company at a specific date for every public company CFO who has responded to the Duke--Federal Reserve CFO survey between 2002 and 2025, and answer a question about economic optimism. The LLM's optimism score predicts the actual response of individual CFOs, including specifications with firm fixed effects in each quarter, and controls to measure the delays in human CFO responses. The accuracy of information provided to LLM increases, and the relationship remains in a quarterly aggregation. We found that the same pattern applies to two other questions for measuring CFO expectations: the response's optimism about its own company and its expectations of its own revenues. By providing adequate conditions, LLMs could become digital twins for managers in the future, providing scalable and high-frequency expectations data for financial research and policy.



September 24, 2026: Academic partnership discussions with University of Szeged

Beáta Kincsesné Vajda
Assistant professor at Faculty of Economics and Business Administration, University of Szeged
Head of Department, Programme Director

The meeting between Dr. Beáta Kincsesné Vajda, Faculty of Economics and Business Administration, University of Szeged, and the management team of the Faculty of Finance and Banking, Bucharest University of Economic Studies focused on establishing a partnership between the two faculties and explored opportunities for Erasmus+ student and staff mobility, as well as closer academic cooperation through research projects, joint conferences and workshops. The partners also discussed mutual participation in their respective International Week events, with a view to fostering long-term academic exchange and strengthening the international dimension of both faculties.



Faculty of Marketing at ICSR 2026

On 3–4 September 2026, the Faculty of Marketing of the Bucharest University of Economic Studies was represented by our colleagues Prof. Alin Stancu, PhD, Assoc. Prof. Camelia Kailani, PhD, and Assoc. Prof. Mara-Gabriela Ploiești eanu, PhD, at the 13th edition of the International Conference on Social Responsibility, Ethics and Sustainable Business (ICSR 2026), held at the Budapest University of Technology and Economics (BME), Hungary.

Dedicated to the theme "Responsible and Crisis-Resilient Spaces," the conference brought together researchers and practitioners from around the world to address current challenges in social responsibility, ethics, sustainability, and responsible organizational development.

Prof. Alin Stancu, PhD, made an active contribution to the organization and delivery of the conference's scientific programme, chairing the "Digital Responsibility, AI and Marketing Ethics" session and presenting research, together with fellow scholars, on timely topics such as artificial intelligence and corporate social responsibility, as well as the ethics of measurement in digital marketing. He also moderated the roundtable dedicated to sustainable and circular cities.

Assoc. Prof. Camelia Kailani, PhD, and Assoc. Prof. Mara-Gabriela Ploiești eanu, PhD, presented two studies focusing on corporate values communication and sustainability, and on the phenomenon of value washing in brand communication in the context of the cost-of-living crisis in Romania, respectively. Their research explored how organizations communicate responsibility and corporate values within a constantly changing social and economic environment.

The participation of our colleagues in ICSR 2026 highlights the Faculty of Marketing's continued commitment to developing relevant, interdisciplinary research connected to the current challenges facing the business environment and society.

Through such contributions, the academic community of the Faculty of Marketing continues to strengthen its presence in the international dialogue on responsibility, ethics, sustainability, and the transformations driven by emerging technologies.





The International Political Marketing Symposium 2026

From 14 to 16 September 2026, the Faculty of Marketing of the Bucharest University of Economic Studies (ASE) hosted the International Political Marketing Symposium (IPMS), an international event that brought together researchers, practitioners, and experts in Bucharest to explore developments in contemporary political marketing.

The official opening ceremony was attended by Prof. Alina Mihaela Dima, PhD, Vice-Rector for Scientific Research, Development and Innovation at ASE, who highlighted the importance the university places on scientific research. A welcome address was also delivered by Prof. Ioana Cecilia Popescu, PhD, Dean of the Faculty of Marketing. The opening programme continued with keynote addresses delivered by Christian Scheucher and Emma Rowlands.

The event was organized in partnership with Prof. Paul Baines from the University of Leicester and Prof. Christopher Pich from Nottingham University Business School, under the coordination of Prof. Mihai Ioan Roșca, PhD, and the Faculty of Marketing team.

Throughout the symposium, participants explored topics of major relevance to contemporary political marketing research, including civic engagement and democratic legitimacy, political branding and institutional strategy, trust, manipulation, and disinformation in political communication.

The programme also featured a roundtable addressing the question “Can We Save Democracy?”, a special session with the editors of the Journal of Political Marketing, and a doctoral colloquium bringing together early-career researchers from Antwerp, Jakarta, Budapest, and Bucharest.

Part of the programme took place at the Palace of the Parliament, providing a representative setting for international academic dialogue.

An important part of the event was the meeting between Prof. Alina Mihaela Dima, PhD, Vice-Rector of ASE, and Prof. Paul Baines, Professor of Political Marketing and Head of Executive Education at the University of Leicester School of Business. The discussions focused on identifying new opportunities for academic and research collaboration between the two institutions.

The potential areas of collaboration discussed included the continuation and internationalization of the political marketing conference series hosted by ASE, joint academic publications, the development of collaborative research projects, as well as expanding cooperation in teaching activities through knowledge exchange and the involvement of faculty members in joint academic initiatives.

The organization of the International Political Marketing Symposium 2026 in Bucharest strengthens the Faculty of Marketing's role in the international academic dialogue and creates new opportunities for collaboration among faculty members, researchers, and students. By connecting Romanian research with international academic networks, the Faculty of Marketing contributes to the development of interdisciplinary perspectives on the transformations shaping political marketing and contemporary communication.





Participation in EASM 2026

Associate Professor Mihaela Constantinescu, PhD, participated in EASM 2026 – the 34th European Association for Sport Management Conference, held from 15 to 18 September in Thessaloniki, Greece. The conference brought together researchers and practitioners from the field of sport management, providing a platform for presenting recent research findings, exchanging ideas, and exploring new directions for collaboration.

As part of the conference programme, Associate Professor Mihaela Constantinescu presented the research paper "Buying Sports Shoes Based on Online Reviews in the Era of AI-Generated Content." The study explores how sports consumers perceive AI-generated online reviews and examines their effects on trust, perceived usefulness, and consumer behaviour.

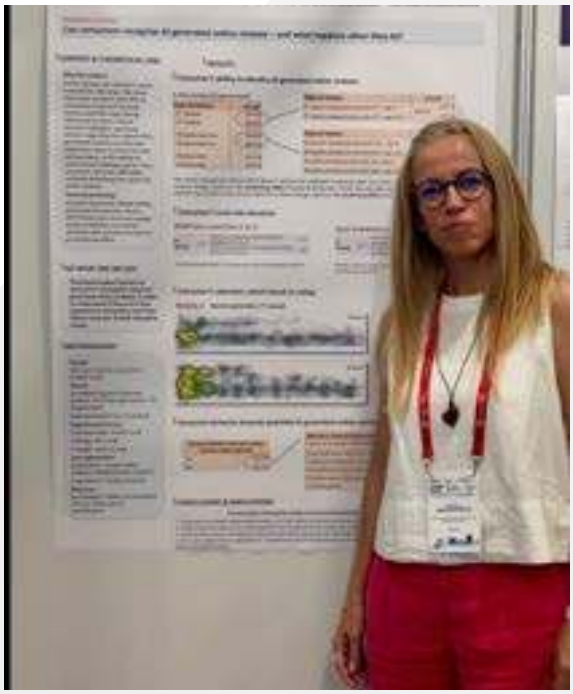
The research combines experimental methods, eye-tracking, and survey research to investigate consumers' ability to identify AI-generated reviews and the factors that influence their responses to such content. The findings indicate that identifying AI-generated reviews can be more challenging than consumers might expect and that the context in which reviews are presented plays an important role in their evaluation.

A notable moment of the conference was the keynote delivered by Daniel Funk, which focused on the relationship between academic research and the needs of real-world organizations. The idea that research should extend beyond the boundaries of academia and generate value for society and organizations emerged as a relevant theme for the development of contemporary research.

The conference programme covered a wide range of topics in contemporary sport management, including fan loyalty and match attendance, relationship marketing on TikTok, sustainability in football, fan identification and team personality, and the role of sport brands as cultural innovators.

EASM 2026 provided an opportunity for researchers and practitioners to discuss current developments in sport management research and to explore emerging questions at the intersection of sport, technology, consumer behaviour, and organizational practice.







16th September 2026 - University of Strathclyde Spotlight Webinar

The Center for American Studies participated in a webinar organized by the Texas International Education Consortium (TIEC), dedicated to the University of Strathclyde in Glasgow.

The event showcased the university's academic programs, opportunities for international mobility and exchange, and prospects for collaboration between faculty members and institutions. Participation offered the Center the opportunity to explore new avenues for international academic cooperation.

28th September 2026 - European Forum on US History

The Center for American Studies is participating today in the opening session of the 2026–2027 program of the European Forum on US History, hosted online by the American Studies Center at the University of Warsaw. Brooke L. Blower, from Boston University, is delivering a presentation titled *Flying for Refuge: Europe’s Unwed Mothers and Birthright Citizenship at the US Border, 1880s–1920s*.

The event offers a valuable opportunity to delve into themes concerning migration, citizenship, and the social history of the United States.

30th September 2026 - Can US-EU Relations Get Back on Track?

The Center for American Studies will participate in an online debate organized by the Atlantic Council, dedicated to the outlook for the relationship between the United States and the European Union.

The discussion will examine opportunities to strengthen transatlantic cooperation, as well as key current political and strategic challenges. This participation reflects the Center’s interest in the evolution of transatlantic relations and in dialogue with international experts.

www.international.ase.ro

INTER-INSTITUTIONAL AGREEMENTS

SEPTEMBER/2026



Top Agreements

- University of Pécs
- Károli Gáspár University of the Reformed Church in Hungary
- Catholic University of the West
- University of Chicago

September Highlights at BUES

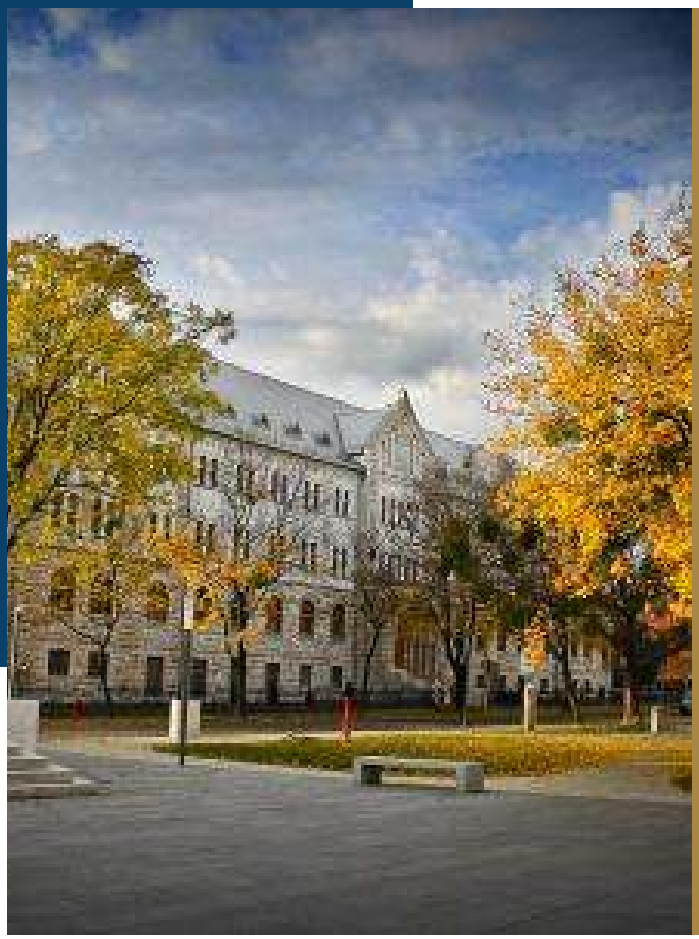
New Inter-Institutional Agreements Signed

BUES further strengthened its international network in September by signing several Erasmus+ Inter-Institutional Agreements with prestigious universities. These partnerships will enhance opportunities for student and staff mobility, foster academic exchange, and encourage international collaboration. Through these developments, BUES continues to reinforce its commitment to academic excellence, intercultural dialogue, and stronger connections within the global higher education community.

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New Partnerships Formed



University of Pécs Hungary

BUES has signed a new Erasmus+ Inter-Institutional Agreement with the University of Pécs, Hungary, further expanding its network of European partners. The collaboration will support student and staff mobility, encourage academic exchange, and promote the sharing of knowledge and best practices. This partnership represents another step towards strengthening BUES's international cooperation and fostering intercultural learning experiences.

Károli Gáspár University of the Reformed Church Hungary

BUES is delighted to welcome Károli Gáspár University of the Reformed Church in Hungary as a new Erasmus+ partner. This agreement will foster student and staff mobility, academic exchange, and closer international cooperation between the two institutions. Through this collaboration, both universities aim to enrich their international engagement and create valuable academic experiences for their communities.





Catholic University of the West
France

BUES is pleased to welcome the Catholic University of the West, France, as a new Erasmus+ partner. This agreement will support student and staff mobility, promote academic exchange, and strengthen international cooperation between the two institutions. It will also encourage intercultural learning and the sharing of knowledge and best practices.

University of Chicago
Statele Unite ale Americii

BUES is pleased to announce an Erasmus+ Inter-Institutional Agreement with the University of Chicago, USA, focused on doctoral mobility. This collaboration will support academic exchange and research opportunities for PhD students, while strengthening the academic ties between the two institutions. It also represents an important step in expanding BUES's international cooperation at doctoral level.



INTERNATIONAL COOPERATION

SEPTEMBER'S HIGHLIGHTS



INTERNATIONAL MOBILITIES



NEW ATTENDANCES AT INTERNATIONAL EVENTS

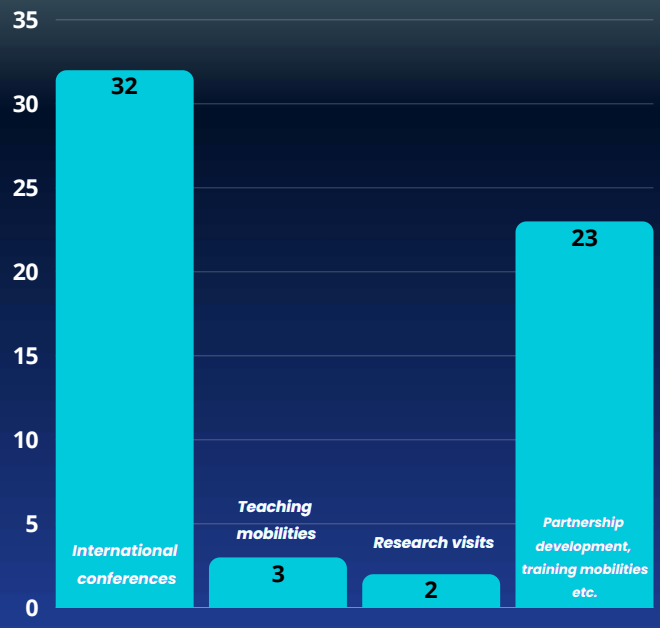
More info at

WWW.INTERNATIONAL.ASE.RO

INTERNATIONAL MOBILITIES



INTERNATIONAL MOBILITY FIGURES FOR SEPTEMBER



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.

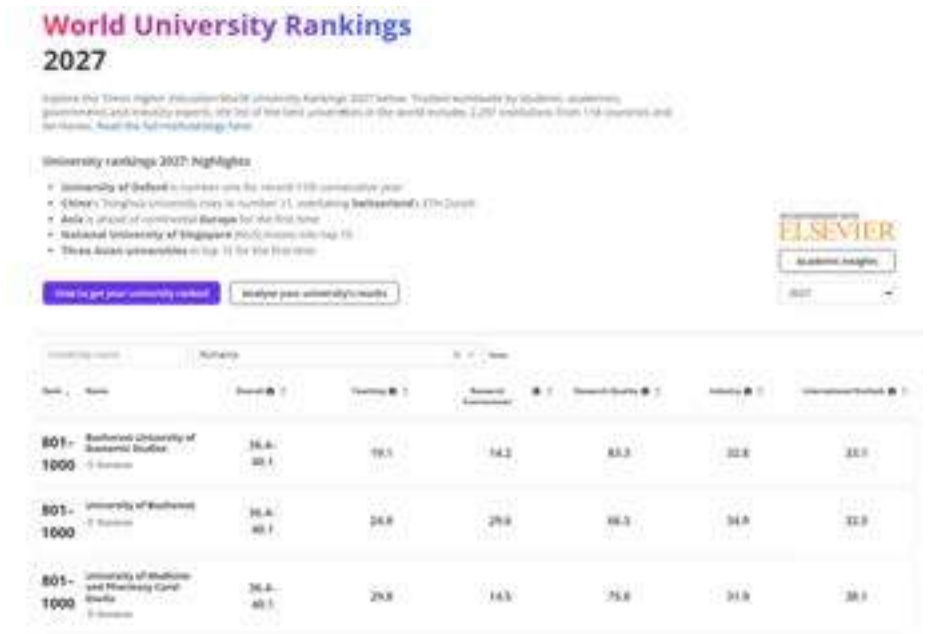
Through programs like Erasmus+, BUES facilitates study exchanges, internships, and teaching placements across numerous partner institutions worldwide. These initiatives aim to enhance academic experiences, promote cultural exchange, and strengthen global networks.

Activities		ACADEMIC MANAGEMENT	Business Administration in Foreign Languages	Economics and Public Management	Business and Tourism	IBIS	Accounting and Management Information System	CAFR	Agrifood and Environmental Economics	Economics and Business Communication	Finance and Banking	Economic Cybernetics, Statistics and Informatics	International Business Economics	Marketing	Management	Advanced Studies in IBIS	Romanian	PhD students	TOTAL
International Conferences	Funded by the Research Department - conference participation funds																		
	Funded from other sources																		
Teaching Missions (funded through the ERASMUS program)																			
Training Mobilities for Academic Staff (funded through the ERASMUS program)																			
Training Mobilities for Administrative Staff (funded through the ERASMUS program)																			
Research Visits																			
Partnership Development Meetings, International Promotion Courses, Other Objectives																			
TOTAL																			



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

ASE RANKS 1ST IN ROMANIA IN THE TIMES HIGHER EDUCATION WORLD UNIVERSITY RANKINGS 2027



THE Times Higher Education

