



The Bucharest University of Economic Studies
Board of Trustees

Newsletter

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April 2017



MINISTRY OF NATIONAL EDUCATION
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NEWSLETTER

APRIL 2017

Events dedicated to the University Day, celebrating ASE's 104th anniversary. **Vivat Academia!**

On April 5, ASE's Aula Magna hosted the **Festive Gathering of the University's Senate, occasioned by the 104th anniversary celebration of The Bucharest University of Economic Studies**. On this occasion, anniversary messages were conveyed by ASE's Rector - PhD Prof. Nicolae Istudor, the Minister of National Education and President of ASE's University Senate - PhD Prof. Pavel Năstase, guests from the Republic of Moldova, student representatives. The Festive Gathering ended with a concert delivered by ASE's Choir.



The University Day was celebrated by a series of educational, cultural and artistic events, as follows:

- **Demonstration football matches** (on April 4), between ASE's team, led by PhD Prof. Nicolae Istudor, the Steaua staff team, coached by Laurențiu Reghecampf, the team of the Romanian Football Federation - FRF, and the Artists' team. The matches were refereed by the President of the Steaua Bucharest team, Valeriu Argăseală. ASE's team won both matches it played: scoring 6-4 against the Steaua staff team, and 7-3 against the FRF team (the final match).



- **Official launch of the Postgraduate study program in Strategic Hospitality Management** (on April 5), co-organized by the Bucharest University of Economic Studies and École hôtelière de Lausanne (EHL), Switzerland. The launch benefited from the participation of PhD Prof. Nicolae Istudor, ASE's Rector, PhD Prof. Ray Junius, the Development Director at Lausanne Hospitality Consulting, members of the diplomatic corps, of Chambers of Commerce, of ASE's Advisory Council, representatives of professional tourism associations, local government departments, specialists, academics and students from ASE.



- **Conference entitled “Debate on the Future of the European Union”** (on April 6). Organized by ASE’s Faculty of International Business and Economics and the European Commission Representation in Romania, the event was included in the European Commission’s Conference series entitled "Citizens’ Dialogues”. The guest speaker of the event was **Ms. Kerstin Jorna**, Deputy Director-General, European Commission Department for Economic and Financial Affairs (DG ECFIN), who engaged in dialogue on topics referring to the White Paper on the Future of Europe, or to Romania’s role and place within EU. The debate was moderated by Mr. Daniel Apostol, Editor-in-chief of "Economistul”.



- **Participation in the National Training Firms Fair** (on April 7) in Bolintin Vale, the county of Giurgiu. The event was organized by the "Dimitrie Bolintineanu” Technological High School and representatives from ASE’s Faculties and students had

the opportunity to present our educational offer, student facilities and career opportunities.

- **ASE Student Run** (on April 9) – a sports event organized by ASE's Faculty of Marketing and the Department of Physical Education and Sports, supported by the Marketing Association of Romanian Students and the Sports Business Academy. This second edition reunited over 500 participants, with several categories of runners competing for the 36 prizes. The Romanian Athletics Federation offered logistics support, and the Sports and Youth Division from the Bucharest Municipality offered trophies and T-shirts for the champions.



- **Award Ceremony of the Royal Scholarships "King Carol I" and "Queen Elisabeth" for ASE students** (on April 12), hosted by ASE's Aula Magna. This year, the "King Carol I" Scholarship was awarded to Nicolae Pintilie, second year student at the Faculty of Management, and the "Queen Elisabeth" Scholarship was awarded to Georgiana-Alina Dorobantu, third year student at the Faculty of Business and Tourism. The scholarships were awarded by HRH Prince Radu of Romania, who conveyed a message from HRH Crown Princess Margareta of Romania and himself to the attendees. The event was attended by members of ASE's managerial team, academics and students. The two Royal Scholarships are a token of the continuing traditional link between the Royal Family and educational institutions.



Visit to the US Department of State

On April 3, 2017, PhD Prof. Constantin Marius Profiroiu, ASE's Vice-rector for International Relations attending a training course in USA, went on a **visit to the Bureau of Educational and Cultural Affairs within the US Department of State**. On this occasion, Prof. Profiroiu presented our University's internationalization endeavors and highlighted the good cooperation between ASE and the US Embassy to Bucharest.



Debate on the Optimization of dual educations: the relation between companies, the public education system and local administration

On April 4, 2017, ASE's Virgil Madgearu Room hosted the **Debate on the Optimization of dual education: the relation between companies, the public education system and local administration**, organized by cursdegovernare.ro, in cooperation with ASE and the Ministry of National Education, and moderated by PhD Assistant prof. Andreea Paul Vass. ASE's Rector, PhD Prof. Nicolae Istudor, opened the event highlighting the role played by the "triangle" comprising local administration – the business environment – the public education system in the dual professional education. Among the speakers participating in the debate, we mention: PhD Prof. Pavel Năstase, Minister of National Education, Gabriela Petre – Director of the National Centre for the Development of Technical and Vocational Education and Training (CNDIPT), Mona Nicolici – Manager of the Sustainability Department of Petrom, Dorin Șaramet – Vice President of the Kronstadt German Vocational School and Vice President of DWK Fit For Future, members of the Education Committee, state secretaries, city hall representatives and company managers.



Visits of representatives from ASE's Faculty of Business Administration (in Foreign Languages) to the "I.L. Caragiale" National College and the "Goethe" German College

Representatives of ASE's Faculty of Business Administration (in Foreign Languages) – FABIZ visited the "I.L. Caragiale" National College (on April 4) and the "Goethe" German College (on April 7), both in Bucharest, for a **fair dedicated to higher education institutions delivering study programs in German**. The fair was organized at the initiative of the

German Academic Exchange Service - DAAD, who brought together several faculties from Bucharest which deliver study programs in German, to increase high school pupils' awareness of such programs. The academics and students participating in this event had the opportunity to discuss with high school pupils and offer them information on ASE's Faculty of Business Administration (in Foreign Languages) and the 2017 admission procedures.



Launch of the HR Challenge - Minecraft Academy

On April 4, 2017, ASE's Virgil Madgearu Room hosted the **Launch of the training program entitled HR Challenge - Minecraft Academy**, targeting students from the Master's program in Human Resources organized by ASE's Faculty of Management. The new training program is the result of a longstanding successful cooperation between the Bucharest University of Economic Studies and BRD - Groupe Societe Generale. The event was attended by Master's students, academic staff members, Human Resources specialists and other members of the academic community.

FABIZ students' visit to the Romanian-German Chamber of Commerce and Industry (AHK)

On April 4, 2017, 3rd year students from the Bachelor's study program delivered in German by ASE's Faculty of Business Administration (in Foreign Languages) – FABIZ went on a **study visit to the Romanian-German Chamber of Commerce and Industry (AHK)**, to find out more about the services offered by this institution. The visit benefited from the presentation of Ms Iuliana Roșu, Investment & HR Manager at AHK, on the current labor

market situation, investment made by and challenges specific for German companies in Romania, and intercultural aspects highlighted by the German companies that deal in our country.



Conference on "Monetary policy and inflation. Debate on macroeconomic policy: How should the monetary policy makers try to stabilize the economy?"

On April 5, 2017, ASE hosted the conference entitled "**Monetary policy and inflation. Debate on macroeconomic policy: How should the monetary policy makers try to stabilize the economy?**", delivered by Prof. Ylvije Kraja, from the Luigj Gurakuqi – University of Shkodra in Albania, as part of a CEEPUS (Central European Exchange Program for University Studies) mobility.

ASE receives the Educatia Award

On the occasion of the Gaudeamus Book and Education Fair held in Cluj Napoca during April 5-9, 2017, the Bucharest University of Economic Studies received the **Educatia Award** as a token of appreciation for the program organized at the stand of ASE's Publishing House (book launches and presentations etc.) and for the quality books brought to the fair. Congratulations to the team from ASE's Publishing House!



AEEF Conference

On April 6, 2017, The Department of Financial and Economic Analysis and Valuation from ASE's Faculty of Accounting and Management Information Systems organized the **Conference entitled "The Analysis of Romanian Private Capital"**, delivered by Mr. Sorin Pîslaru, Editor-in-chief of "Ziarul Financiar".

Debate moderated by journalist Dragoș Pătraru

On April 6, 2017, ASE's Faculty of Marketing organized a **debate moderated by journalist Dragoș Pătraru**, who shared a series of life experiences deemed useful by the attending students. The event was hosted by ASE's Victor Slăvescu Library Reading Room.



FABIZ representatives' visit to Advantage Austria

On April 7, 2017, representatives from ASE's Faculty of Business Administration (in Foreign Languages) – FABIZ participated in an **event organized by Advantage Austria**, affiliated to the Commercial Section of Austria's Embassy in Bucharest, representative of Austrian companies in Romania. On this occasion, as part of the webinar on "Employer Branding in Romania – Finding and Retaining Talents", PhD Teaching assist. Ioana Ceaușu and PhD Associate prof. Tănase Stamule held the presentation entitled "Cooperation with universities – a fundamental aspect in recruiting graduates". During the meeting, various aspects were discussed: the university as a talent developer and pool, employer branding in and with the assistance of universities, new talent management programs developed in cooperation with the business environment. The webinar session was opened by Mr. Gerd Bommer, Head of the Commercial Section of the Austrian Embassy in Bucharest, with a speech on Romania's economic development; among the participants, we mention representatives of foreign enterprises in Romania, who focused on Eastern European management issues and employer branding.

ASE student – winner of the 3rd Prize in the National Contest “Keep an Eye on Erasmus+”

Congratulations to Teodora Ionescu, winner of the 3rd Prize in the **National Contest "Keep an Eye on Erasmus+!"** Teodora Ionescu is a student at ASE's Faculty of Business Administration (in Foreign Languages), who benefited from an Erasmus scholarship at the University of Porto during the 2015-2016 academic year.

Humanitarian events organized by the Academy of Hope, ASE's Charity Foundation

During the month of April 2017, the Academy of Hope, ASE's Charity Foundation organized a series of **humanitarian events** (The Basketball Hope Cup, The Football Hope Cup, Stand-up Comedy) and the money raised during these events was donated to the “Pinocchio” Day

Care Centre. We thank the organizers from the Academy of Hope Foundation coordinated by PhD Prof. Virginia Mărăcine, for their initiative and endeavors to bring hope and joy to less fortunate children.



Workshop entitled "Campus internationalization. Structures that support student and staff mobility"

On April 11, 2017, ASE's American Studies Center and Department for International Relations organized the **Workshop entitled "Campus internationalization. Structures that support student and staff mobility"**, delivered by PhD Prof. Marius Profiroiu, Vice-rector for International Relations. Prof. Profiroiu shared the experience gained during the training program organized in the previous three weeks by EducationUSA Leadership Institutes, at the University of Illinois at Urbana-Champaign in Urbana, Illinois, the areas covered by the training and the methodology the latter was based on. Moreover, the debate covered aspects related to the US procedures for welcoming foreign students, outbound/ inbound mobilities, and the internationalization challenges that our University is facing.



Meeting of ASE's Advisory Council

On April 12, 2017, ASE's **Advisory Council reunited for a meeting** to discuss on the "Renewal of the University's curricula and continuing education programs". The meeting was opened by PhD Prof. Nicolae Istudor, who welcomed the members of the Council and expressed appreciation for their cooperation with our institution. The debates focused on two major areas: the results of the activities undertaken by the Council in the previous period, and proposals for the future.

Among the highlighted results, we mention: the organization of lectures, seminars and conferences for students, in partnership with a series of successful companies on the Romanian market; the organization of internships for students; the research projects jointly undertaken by representatives of the business environment and members of ASE's academic community; the progress made with the creation of ASE's Alumni database; the sponsoring of educational, research and marketing activities organized by ASE etc.

The proposals made for the future centred on the following aspects: the renewal of curricula (by introducing new disciplines, increasing the weight of practical activities, inviting specialists to classes etc.), the cooperation between ASE and its partners from the institutional and business environment to offer continuing education programs, and professional and research internships for students; the identification of opportunities for joint research programs; the organization in ASE of the Conference of the Financial Supervisory Authority in May 25, 2017.

Indiana University students in ASE

On April 12, 2017, ASE received a group of 24 students from Indiana University, USA, for a **six-week study and internship program**. The latter is offered by ASE's Faculty of Accounting and Management Information Systems, in cooperation with multinational corporations.



Conference on "Romanian-German Relations: Cultural and Economic links"

On April 12, 2017, ASE's Faculty of Business Administration (in Foreign Languages) – FABIZ hosted the **Conference on "Romanian-German Relations: Cultural and Economic Links"** organized by the Konrad Adenauer Foundation and delivered by Mr. Hartmut Koschyk MdB, Federal Government Commissioner for Matters Related to Ethnic German Resettlers and National Minorities. A former state secretary in the Ministry of Finance, Mr. Koschyk talked about the opportunities for bilateral development of our two countries just one day after the 20th reunion of the Romanian-German Government Commission, held in Bucharest, where Mr. Hartmut Koschyk MdB stated that "the German schools in Romania no longer belong just to the German ethnic minority, but to the entire population, to which they bring genuine value". The presentation was attended by academics and over 50 students from the German-taught Bachelor's program organized by FABIZ.



Decision to reopen the construction site in 7 Piata Romana, dating April 14, 2017

The Bucharest University of Economic Studies announces the resuming of the restoration works of the C1 and C2 modules of the building in 7 Piata Romana. This decision was taken by the Regional Constructions Inspectorate from Bucharest-Ilfov – the Constructions Inspectorate of the Municipality of Bucharest (IRCBI-ICMB), following extensive controls.

Given the fact that ASE has met all the requirements imposed by the authorities, as specified by the documents issued by the Regional Constructions Inspectorate from Bucharest-Ilfov, on April 14, 2017, ASE received the **approval to reopen the construction site for the C1 module of the building in 7 Piata Romana.**

The Universitaria Consortium convened in Tulcea during April 20-23, 2017

During April 20 - 23, 2017, the Bucharest University of Economic Studies organized in Tulcea the Convention of the “Universitaria” Consortium, comprising the five topmost Romanian universities. Rectors, Presidents of University Senates, Vice-rectors, Administrative Directors, Deans and Student representatives from the five member universities of the “Universitaria” Consortium, reunited to debate current issues in Romanian higher education. The event was opened by representatives of local authorities – the Mayor of Tulcea, Mr. Constantin Hoge, and the President of the Tulcea County Council, Mr. Horia Teodorescu, who welcomed the representatives of Romanian elite universities to the town on the banks of the Danube. Over 70 participants debated on practical issues in Romanian higher education, in the following fields: university management; teaching activities; infrastructure management; international relations; common future endeavors; research, development and innovation projects; financial and accounting management; developing student cultural, artistic and entrepreneurial projects; mutual promotion of such projects. Here are the main conclusions of the Convention:

- The managerial boards of the members universities of the “Universitaria” Consortium officially request the National Council of Rectors to disregard political influences and act as a genuine representative of the Romanian higher education environment, by

revising the decision-making process so as to reflect the weight of each university (in terms of academic staff and student numbers, and research activities undertaken). Under such terms, the “Universitaria” Consortium can consider rejoining the National Council of Rectors.

- The management of the “Universitaria” Consortium has reasserted its firm public and academic support of Romanian higher education performance and competitiveness, and its strong commitment for adopting a national higher education strategy based on quality education standards.
- The Consortium publicly requests that the National Ministry of Education involve the “Universitaria” Consortium and its representatives throughout the process of elaborating the new Education Law. The members of the Consortium are to elaborate a series of public policy documents to highlight their programmatic solutions for national education issues.
- The managerial boards of the five member universities of the “Universitaria” Consortium request that the National Ministry of Education ensure a thorough evaluation of Doctoral Schools, according to a clear methodology. The Consortium considers it necessary for its representatives to participate in the elaboration of the Methodology for evaluating Doctoral Schools, so that it is a transparent result of public consultation and benefits from the added value brought by Consortium members.
- The five member universities of the “Universitaria” Consortium, the most prestigious Romanian universities, have expressed their concern regarding the fact that the new advisory councils from the National Ministry of Research and Innovation depart from a genuine representativeness of the Romanian research system.
- The Rectors and Presidents of the Senates of the member universities of the “Universitaria” Consortium have highlighted the underfinancing of the national education system, which heavily impacts upon Romania’s competitiveness at international level.

- The recent allocation of subsidized enrollment numbers for Bachelor’s study programs for which Admission is organized in 2017 has been disadvantageous for some member universities of the “Universitaria” Consortium, who see no justification for this arbitrary decision of the National Ministry of Education.
- The student representatives from the five member universities of the “Universitaria” Consortium attending the Convention in Tulcea petition the National Ministry of Education and other relevant institutions to convey the Unique Student Identifier Registry to the Ministry of Transportation, with a view to ensuring the possibility that students purchase train tickets online, as well as to develop the “Euro 200” Program, by increasing the financial limit from 150 RON to 578 RON.

ASE’s Board of Trustees wish to express their gratitude towards all those involved in the successful organization of the Convention of the “Universitaria” Consortium, who contributed to the enhancement of the University’s prestige.





Workshop organized by ASE's Center for Career Counseling and Guidance

On April 24, 2017, ASE's Center for Career Counseling and Guidance – CCOC organized the workshop entitled **“Choose a healthy lifestyle”**, delivered by Mr. Frantz Adrian Diaconescu, radio program maker, to Bachelor's students from the Faculties of Accounting and Management Information Systems, International Business and Economics, and Economic Cybernetics, Statistics and Informatics.

Conference organized by the “Teodora Cristea” Research Centre

On April 25, 2017, The “Teodora Cristea” Research Centre organized the Conference entitled **“Les facteurs qui influencent le discours publicitaire des magazines français”**, delivered by PhD Prof. Ruxandra Constantinescu-Ștefănel, as part of the Conference series on Trends and Perspectives in Interdisciplinary Research.

Hotel management software seminars

Starting April 25, 2017, ASE's Faculty of Business and Tourism (the Department of Tourism and Geography) and TCNET, a dynamic provider of software solutions for the hospitality industry, organize a series of hands-on evening seminars (starting 18.00h) to train first year

Master's students in a new and up-to-date hotel management system. The seminars are also scheduled to take place during the month of May.

Signing of the Partnership Agreement between ASE and the Academy for Computers, Information and Management Technology in Tanta, Egypt

On April 26, 2017, PhD Prof. Nicolae Istudor, Rector of the Bucharest University of Economic Studies, met PhD Prof. Ahmed Deya Khamis, President of the Egyptian Academy for Computers, Information and Management Technology in Tanta, to sign the **Partnership Agreement** between the two academic institutions. Institutional cooperation is based on the development of academic and research exchange programs in the fields of Economics, Management, and Information Systems. The event was attended by foreign guests and members of ASE's Board of Trustees.



ASE participated in the 2nd edition of the Critical Infrastructure Protection Forum

On April 26, 2017, PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the business and social environment and cooperation with students, represented ASE at the 2nd edition of the **Critical Infrastructure Protection Forum** in Bucharest. The debates revolved around the challenges imposed by new technologies in strategic areas, redefining business opportunities, the major impact of technology on the business and financial environments, and the need for developing transversal partnerships for critical infrastructure.



Annual Students' Conference

On April 27-28, 2017, our University organized the Annual Students' Conference. This year's edition reunited 1497 participants registered with 915 papers in the Bachelor's sessions, and 231 participants registered with 176 papers in the Master's sessions. ASE awarded 3 prizes and 2 special mentions for each of the 39 Bachelor's sessions and 7 Master's sessions.





Painting and design exhibition entitled “Artistic Intertwining”

During the month of April 2017, ASE’s “Victor Slăvescu” Building hosted the **Painting and design exhibition entitled “Artistic Intertwining”**. The exhibiting artists were Maria Alexandra Maassen, Ana-Maria Putineanu and Antonia Costea, three graduates from Bachelor’s and Master’s programs organized by the Faculty of Business Administration (in Foreign Languages) – FABIZ (a German-taught program in the case of Maassen, and English-taught programs for Ms Putineanu and Ms Costea).



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