



The Bucharest University of Economic Studies
Board of Trustees

Newsletter

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April 2018

ASE'S BOARD OF TRUSTEES' NEWSLETTER

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This month, The Bucharest University of Economic Studies celebrated **105 years since its establishment by Royal Decree, on April 6, 1913, as the Academy of High Commercial and Industrial Studies**, through a series of **anniversary events** scheduled during April 12 – 21, 2018 under the title **“ASE - 105 Years of Academic Performance”**.

Vivat, Crescat, Floreat!

Honoring the memory of ASE forefathers

- The ASE 105 Anniversary event series was opened on April 12, 2018, with the **Unveiling of the bust of PhD Prof. Ion Gh. Roșca**, ASE`s Rector during 2004-2012. The bust was made by sculptor Ion Ladea and placed at the “PhD Professor Ion Gh. Roșca” Training Center Complex in Predeal. The ceremony was attended by Mrs. Ana Roșca, the Professor`s wife , and by PhD Teaching asist. Vlad Roșca, his son.



- On April 13, as part of the “ASE - 105 Years of Academic Performance” anniversary event series, on the second day dedicated to honoring the University`s forerunners and founders, a Delegation from ASE, comprising PhD Prof. Dorel Paraschiv, Vice-rector, Associate Prof. Florina Mohanu, Head of the Marketing and Communication Office, and Adrian Mihail, Student Senate Representative, 3rd year student at the Faculty

of Management, participated in a **Wreath laying ceremony** in the county of Argeş **at the tombs of Kings Carol I, Ferdinand and Michael I of Romania**, as a token of pious homage and gratitude towards the history of ASE and of Romania. We hope that today's students inherit the respect towards historical roots and pass it on to the following generations. We are grateful to His Eminence Calinic, Archbishop of Argeş and Muscel, and to the representatives of the Curtea de Argeş Monastery for welcoming ASE's Delegation.



- On April 16, Delegations of ASE's management team, comprising PhD Prof. Nicolae Istudor, Rector, Vice-rectors – PhD Prof. Dorel Paraschiv, PhD Prof. Ion Smeureanu, PhD Prof. Dalina Dumitrescu, PhD Prof. Roxana Sârbu, academic staff members, participated in **Wreath laying ceremonies at the statue of King Carol I** from Bucharest (in front of the Central University Library), as well as **at the tombs of Nicolae Iorga, Virgil Madgearu, Rectors Stanislas Cihoski, Gheorghe Dolgu, Constantin Bărbulescu, Paul Bran, Ion Gh. Roşca.**



International Conference on Economics and Social Sciences - ICESS 2018

- On April 16, 2018, ASE organized its first University Conference entitled **“The International Conference on Economic and Social Sciences - ICESS 2018”**, attended by academic staff and doctoral students from all of ASE’s Faculties, as well as by prestigious guests from Romania and abroad. In his Opening Address, ASE’s Rector, PhD Prof. Nicolae Istudor, emphasized the significance of this event: “We conceived this Conference in a larger context, that of ASE’s 105th Anniversary, among other consistent highly academic events scheduled for this period, under the name of “ASE – 105 Years of Academic Performance”. Moreover, we were also keen on organizing the first edition of this conference in this special year for all Romanians, the year of Centennial modern Romania. (...) We placed this Conference in the wider context of the University’s internationalization efforts, inviting renown keynote speakers who are today amongst us, whom we can all learn from and whom we wish to become or remain our University’s long-term partners”.

Welcoming addresses were also delivered by PhD Prof. Dalina Dumitrescu, Vice-rector for Scientific research, development and innovation, and PhD Prof. Marius Profireoiu, Vice-rector for International Relations.

The first plenary session was moderated by PhD Prof. Marius Profireoiu; during this session presentations were made by Prof. Pasquale Mammone, President, Université d’Artois (France), Prof. Cristian Țiu, Chair, School of Management, University at Buffalo (USA), and Prof. Peter Nijkamp, Emeritus Professor, Free University Amsterdam (the Netherlands), DHC of The Bucharest University of Economic Studies.

The second plenary session was moderated by PhD Prof. Dalina Dumitrescu, introducing other three keynote speakers, who also made valuable and substantial contributions: Dr. Lorna Treanor, Assistant Professor in Entrepreneurship and Innovation - Nottingham University Business School (United Kingdom), Prof. Christopher Abraham, CEO & Head - Dubai campus and Senior Vice President (Institutional Development) at the S P Jain School of Global Management (United Arab Emirates) and Anatoly Karpov, Chess Grandmaster (Russian Federation).

During the afternoon, articles were presented during the following eight parallel sessions: The Food Safety in the Context of Globalization; Current Research Opportunities in Finance, Business and Financial Reporting; Modern Approaches in Public and Private Organizations Management; Education 4.0: Innovative Systems

and Technologies; Sustainable Business Models in the Context of Internationalization; Contemporary Business - between Sustainability and Waste; Sustainable Marketing; 100 Years of Economic Education & Research – Anniversary Workshop.



Round table on “Challenges and Trade Opportunities in the Context of the Completion of the EU-Japan Economic Partnership Agreement (EPA)”

- On April 16, 2018, ASE organized a debate in the context of the signing of the Economic Partnership Agreement between the European Union and Japan, focusing on the latter’s implications on Romanian-Japanese bilateral relations. The event benefited from the participation of Angela Cristea, Head of the European Commission Representation in Romania, HE Mr. Kisaburo Ishii, Ambassador of Japan to Romania, Adrian Marius Dobre, Secretary of State at the Ministry of Business Environment, Commerce and Entrepreneurship, HE Mr. Lazăr Comănescu, Ambassador, former Minister of Foreign Affairs, advisor to the President of the Romanian Chamber of Commerce and Industry on foreign affairs, Keisuke Mizuno, General Director JETRO (Japan External Trade Organization) Bucharest.



Outdoor Exhibition – “ASE – History Pages”

- On April 16, 2018, ASE inaugurated the **street exhibition entitled “ASE – History Pages”** in front of the entrance to the Palace of The Bucharest University of Economic Studies in Piața Romană. The exhibition comprises a series of photographs from the beginning of the 20th century on the building of ASE’s Palace, which has since gained the status of a heritage building, and on the study conditions of the first generation of students.



Conference on “The Implementation of the MiFID II Legislative Package”

- On April 17, The Alumni Association of The Bucharest University of Economic Studies (Alumni ASE) organized the **Conference on “The Implementation of the MiFID II Legislative Package”**, with reference to the transposition of the EU Directive on Markets in Financial Instruments into national law, which is to be effected by the end of the year. The Directive puts forth a common regulation framework for European countries, designed to offer a better protection to investors and to improve the functioning of financial markets, against the background of challenges arising from developments on this markets since the implementation of MiFID I. Among the speakers, we mention: PhD Prof. Nicolae Istudor – ASE’s Rector, and Mr. Leonardo Badea – President of the Financial Supervision Authority – ASF, and Vice president of the Alumni ASE Association.



Round table entitled “La réforme territoriale en France: défis et bonnes pratiques”

- On April 17, ASE hosted the **Round table entitled “La réforme territoriale en France: défis et bonnes pratiques”**. This round table on the territorial reform in France and best practices relevant for Romanian public administration was moderated by PhD Prof. André Cabanis (Toulouse 1 Capitole University, France) and PhD Prof. Marius Profiroiu (ASE), and was attended by academics and Doctoral students from ASE’s Faculty of Administration and Public Management.

Russian Language Certificate Award Ceremony in ASE

- On April 17, ASE hosted an **Award Ceremony of State Russian Language Certificates** obtained after the testing session carried out by a committee from the Saint Petersburg State University of Economics (UNECON) and the Saint Petersburg State University, in partnership with the Centre for Russian Language and Culture in ASE. Certificates were awarded by Prof. Dimitry Vasilenko, Vice-rector for International Relations at UNECON, attending ASE’s Anniversary events. The majority of candidates successfully passed the exams and obtained the Russian certificate. The next testing session will take place in March 2019. ASE is the only university in Romania to organize, in partnership with an accredited university, international certification exams in Russian as a foreign language.



Round table on “Perspectives in academic internationalization: challenges and best practices”

- On April 17, ASE organized the **Round table on “Perspectives in academic internationalization: challenges and best practices”**. Debates focused on the main trends in higher education at global, European and regional level and on university internationalization strategies. The event was moderated by PhD Prof. Marius Profiroiu, Vice-rector for International Relations, and was attended by representatives of: Artois University, the National Conservatory of Arts and Crafts - CNAM Paris, Toulouse 1 Capitole University (France), Saint Petersburg State University of Economics (Russian Federation), SP Jain School of Global Management (United Arab Emirates), Nottingham University (Great Britain), The Academy of Economic Studies of Moldova, the Egyptian Academy of Computers and Information Management Technology (Egypt), and of British Council Romania, discussions focusing on various approaches to internationalization in education and research.



Festive Gathering of ASE`s University`s Senate: “ASE - 105 Years of Academic Performance”

- On April 18, 2018, ASE`s Aula Magna hosted the Festive Gathering of ASE`s University`s Senate: “ASE - 105 Years of Academic Performance”. The event was attended by representatives of the Presidential Administration and the Government of Romania, members of the Romanian Academy of Sciences, representatives of local authorities, outstanding personalities from the academic environment, guests from the national and international diplomatic and business environments, ASE`s partners, academics and students. The Festive Gathering was opened by the launch of ASE`s University Hymn; author: Vlad-Răzvan Baci, composer, pianist and conductor.

Speeches were delivered by ASE`s Rector, PhD Prof. Nicolae Istudor, the President of ASE`s University`s Senate, PhD Prof. Pavel Năstase, the Presidential advisor Cosmin Marinescu, the Minister of National Education, PhD Prof. Valentin Popa, the Vice president of the Romanian Academy of Sciences, Academician Christian Hera and the Mayor of Bucharest, Gabriela Firea, as well as other distinguished guests.

ASE received numerous congratulatory messages, anniversary diplomas, medals, plaques, honorary titles, among which we mention: a Diploma awarded by the Minister of National Education, Mr. Valentin Popa, as a token of high appreciation for the generations of academics and students who, during 105 years, contributed to the carrying out of the noble mission of Romanian higher education; an Anniversary Diploma conferred by the National Council of Rectors on the celebration of 105 years of academic excellence and prestigious achievements in the field of Economic Sciences etc.

On this occasion, the Mayor of Bucharest announced the intention to confer the title of “Honorary Citizen of the Capital City of Romania” to ASE`s Rector, PhD Prof. Nicolae Istudor, and to the President of ASE`s University`s Senate, PhD Prof. Pavel Năstase, “as a token of recognition of the contribution of the economic higher education field to the development of the Capital City of Romania”.

Participants in the Festive Gathering also witnessed the **Conferral of the Title of Doctor Honoris Causa** to PhD Prof. Sorin Cimpeanu, President of the National Council of Rectors, for his significant contribution to the development of Romanian education in general, and of higher education in particular.



Round table on the “Development of Japanese – Romanian academic cooperation”, supported by the ASE’s Japanese Studies Center

- On April 18, ASE organized the **Round table on the “Development of Japanese – Romanian academic cooperation”**, organized with the support of ASE’s Japanese Studies Center; debates focused on opportunities for academic and scientific cooperation with Japanese universities and best practices in organizing international

study programs in Japan. The event was attended by Prof. Cristian Vlad and Hiroaki Tajiri from Globis University Tokyo.



Conference delivered by Dan Puric in ASE

- On April 18, 2018, in Aula Magna, ASE`s academic community enjoyed **artist Dan Puric`s Conference entitled “The Sacrifice of Our Union”**. The artist talked about the strength of having faith in our national being, about ancestral faith, heroes and martyrs in Romania`s history, and about promoting the country`s moral and cultural values. The Conference was followed by the presentation of the artist`s book entitled “To be Romanian” and an autograph-signing session.



Festive Gathering of ASE`s Academic Community

- On April 19, ASE`s Aula Magna hosted the **Festive Gathering of ASE`s Academic Community**. On this occasion, the **Documentary film entitled “105 Years of History”** was launched, and a series of awards and honorary titles were awarded to ASE`s partners from the business environment and representatives from the

management teams of the best high schools in Bucharest and throughout Romania, as a token of recognition and appreciation of the outstanding training of pupils who have become ASE's students.

The Festive Gathering was opened by PhD Prof. Nicolae Istudor, ASE's Rector, who briefly referred to key moments in the history of the University, founders, outstanding representatives, generations of students whose activities contributed to ASE's international prestige: "We would like the coming generations to proudly and respectfully refer to what we are building and what we leave behind".

The Festive Gathering continued with editorial events: the launch of the book entitled "International Economic Relations. Theories, strategies, policies, instruments and case studies", coordinators: PhD Prof. Gheorghe Hurduzeu and PhD Prof. Luminița Nicolescu, and of the anniversary volume entitled "Amfiteatrul Economic – year XX" – editors: PhD Prof. Vasile Dinu, and PhD Prof. Laurențiu Tăchiciu.





“ASE 105 Years Cup” – demonstrative matches

- On April 19, ASE’s students and academics and their guests jointly participated in the sports event entitled “ASE 105 Years Cup”, at ASE’s Sports center in the Cihoschi Building. Four teams competed in the tournament: ASE’s Academics team, the Romanian Showbiz Star team, the Steaua Bucharest STAFF team and the MADR-AFIR team, which comprised representatives of the Ministry of Agriculture and Rural Development, and of the Agency for Financing Rural Investments.



Postgraduate course on “Strategic Hospitality Management” - Graduation ceremony

- On Friday, April 20, 2018, ASE’s Aula Magna hosted the Graduation ceremony of the first class of alumni of the Postgraduate course on “Strategic Hospitality Management”, co-organized by The Bucharest University of Economic Studies and École hôtelière de Lausanne (Switzerland). The successful completion of the first edition of this joint ASE-EHL program and the start of registrations for the second edition highlight ASE’s management team’s achievements as regards the organization of prestigious internationally recognized programs that ensure participants’ access to the most up-to-date knowledge in leading professional fields.

The graduation ceremony was attended by ASE’s Rector, PhD Prof. Nicolae Istudor, H.E. Mr. Urs Herren, Ambassador of the Swiss Federation to Romania, H.E. Mr. Vlad

Vasiliu, Ambassador Extraordinary and Plenipotentiary of Romania to the Swiss Federation, Mr. Yateendra Sinh, CEO Lausanne Hospitality Consulting, PhD Prof. Ray Iunius, Development Director, Lausanne Hospitality Consulting, guest from the hotel industry in Romania, academics etc.



Student Cultural Evening

- On April 20, ASE's Aula Magna, hosted a **Student Cultural Evening**, with the participation of ASE's Choir, conductor: Prof. Alin Alexandru Rusu, pianist: Linda Nica, soloist: Cristian Iancu; and of the USASE T.R.I.P. Theater Band, who performed in the play entitled "TU! Știi cine ești?"/ "YOU! Do you know who you are?" Author/ director: Cristina Neacșu.



ASE's academic community networking event

- The anniversary series ended on April 21 with ASE's **academic community networking event** organized in the Moxa Canteen, a wonderful opportunity for socialization and celebration of this unique moment in ASE's history.

The magnitude of the event program of the 105th Anniversary of The Bucharest University of Economic Studies highlighted the prestige gained throughout this time by the University in the national and international academic, economic, diplomatic environments.

ASE's Board of Trustees would like to express its gratitude towards all those involved in the preparation and carrying out of this anniversary moment in the history of our University!

Institutional development projects

On April 5, 2018, during the meeting of the National Council for Higher Education Financing – CNFIS, ASE was declared the winner of the competition for institutional development projects in all five domains. The total funding approved is of cca 1.5 mil. RON. Congratulations to all project managers!

PhD Prof. Nicolae Istudor - appointed member of the National Committee for the Substantiation of the Euro Changeover Plan

On April 12, 2018, at the Government headquarters, PhD Prof. Nicolae Istudor, ASE's Rector, participated in the **first meeting of the National Committee for the Substantiation of the Euro Changeover Plan**. Debates focused on: the role of and expectations from the National Committee, diagnostic analysis of convergence criteria for the adoption of the euro, the future activity of the National Committee, the Regulations on organization and functioning of the National Committee etc.

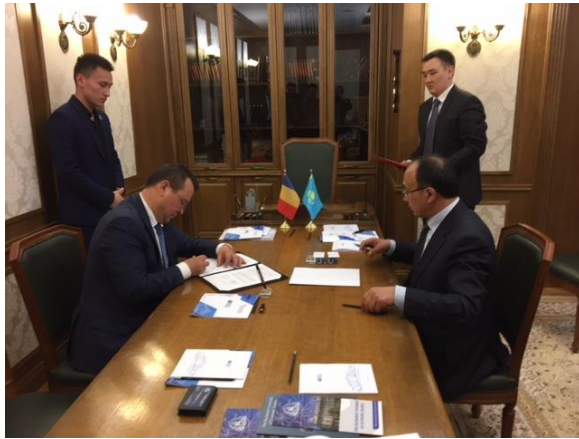
By **Government Decision no. 174/ April 13, 2018, PhD Prof. Nicolae Istudor, ASE's Rector, was appointed member of the National Committee for the Substantiation of the Euro Changeover Plan.**

ASE's Delegation's visit to Kazakhstan

During April 22 – 26, 2018, ASE's Delegation to Kazakhstan, comprising PhD Prof. Nicolae Istudor, ASE's Rector, and PhD Prof. Marius Profiroiu, Vice-rector for International Relations, had **a series of bilateral meetings with representatives from leading Economics and Business universities** in this country. On April 23, in Almaty, ASE's Delegation members discussed with Rectors and Vice-rectors from Narxoz University, University of International Business and Almaty Management University. Two "Memorandums of Understanding" were signed, and the parties convened to enhance academic and student exchanges at Master's and Doctoral levels, and to initiate joint research projects in the field of

economics. Next, ASE’s Delegation to Kazakhstan visited two leading universities in Astana: Kazakhstan University of Economics, Finance and International Trade, and Eurasian National University. On this occasion, two “Memorandums of Understanding” were signed with the Rectors of the two universities and discussions focused on concrete cooperation opportunities; it was convened to initiate academic exchange in the fields of Auditing, Finance, Management and Marketing. Discussions also covered the possibility of initiating an EMBA program with ASE and one of the two visited universities as partners.





ASE – visited by a group of pupils from the “Ion Ghica” Economic College in Târgoviște

On April 21, 2018, a group of pupils from the “Ion Ghica” Economic College in Târgoviște, accompanied by their teachers, visited ASE to request information on the Bachelor’s Educational Offer for 2018. Visitors were welcomed by a representative of the Marketing and Communication Office who gave details on Admission procedures, Bachelor’s study programs offered by all of ASE’s Faculties, facilities and professional opportunities available for ASE’s students.



American students undertaking an internship in Romania

During April-May 2018, based on the agreement between ASE’s Faculty of Accounting and Management Information Systems and Indiana University, USA, a group of 33 American students are undertaking a six-week internship in Romania. At the beginning of April, a series of meetings and induction seminars were organized under the coordination of Prof. Cătălin Albu, Indiana University contract responsible person.



Conferences and workshops in ASE

- On April 17, 2018, ASE's Aula Magna hosted the **Conference entitled "The Entrepreneur, His Personality, Motivations, Goals and How to Reach Them"**, delivered by Mohamed Geraldez, successful American entrepreneur. The event was organized by the Embassy of the United States in partnership with the National Council of Small and Medium Sized Private Enterprises (CNIPMMR) and with the support of The Bucharest University of Economic Studies. The event was addressed to those who are planning to open a business, as well as to those who are already entrepreneurs or freelancers.



- On April 19, 2018, ASE's Faculty of Marketing organized the event entitled **"Heritage People"**, the first in a series of events aiming to raise awareness on what cultural heritage means for our daily life, in the year in which our University celebrates 105 years of existence, and the country celebrates the Romanian Centenary. The event was organized by ASE in partnership with the ARCHÉ Association.

- On April 19, 2018, the Department of Financial and Economic Analysis and Valuation from ASE's Faculty of Accounting and Management Information Systems organized the **Conference entitled "Entrepreneurs and the Capital Market Financing"**; guest speaker: Ms. Ileana Botez, Head of Listing at the Bucharest Stock Exchange. The discussions focused on highly topical issues, considering the development opportunity of the domestic capital through the stock exchange mechanism.
- On Monday, April 23, 2018, ASE's Library organized in cooperation with Enformation (Clarivate Analytics Representative in Romania) the **Workshop entitled "Web of Science and Incites Platforms"**. The comprehensive program of the workshop included the presentation of Clarivate Analytics techniques and facilities used in bibliometric analysis, a tool for the assessment of research performance at all organizational levels of an academic institution. The workshop took place in the Robert Schuman Room on April 23 (The World Book and Copyright Day, and the Librarian Day in Romania) was delivered by Ms. Adriana Filip (Solution Consultant Clarivate Analytics). The event included the presentation of the Web of Science Platform, including reference to Romanian scientific research results comprised in Web of Science Core Collection (analyzed at national/ European/ international level). Participants explored the Impactstory access facilities and Open Access documents, the benefits of Open Access documents and their impact upon research, as well as emerging sources from throughout the world with Emerging Sources Citation Index (ESCI), and the newest platform components: Kopernio and Publons. The event was attended by academics, Doctoral students, representatives from the University's management team, and of the departments responsible for the evaluation of research, the indexing of publications, the decision-making on the development of publication collections or on the provision of access to electronic bibliometric and bibliographical resources.



- On April 23, 2018, the renowned American communication strategist Frank Pietrucha delivered a workshop on innovation and communication for ASE’s students and academic staff members. The event entitled **“Growing Tech Innovation Through Effective Communication”** was organized by a workgroup from ASE’s Department of Economic Informatics and Cybernetics, to encourage innovation among students and academics.
- On April 24, 2018, ASE’s Faculty of Business and Tourism – The Research Center for Business Administration, the Association for Innovation and Quality in Sustainable Business – BASIQ, and ASE’s Division for Liaison with the Economic and Social Environment organized the **Workshop entitled “Exploring the Opportunity for a Romanian Code of Sustainability”**. The event was attended by representatives of the governmental environment, non-governmental organizations, the business and academic environments.
- On April 24, 2018, ASE’s Faculty of Accounting and Management Information Systems organized the **Research seminar entitled “Interviews in accounting research”**, delivered by Prof. Sebastian Hoffmann, University of Edinburgh Business School and HHL Leipzig Graduate School of Management. The seminar aimed to develop the research skills of Doctoral students and academic staff members. The visit was organized as per the Erasmus Agreement between the Faculty of Accounting and Management Information Systems and HHL Leipzig Graduate School of Management.



- On April 26, 2018, ASE’s representatives participated in the **Conference entitled: “Agricultural Reforms in Romania, determining factors for the mitigation of**

social and economic issues arising in Romania”, event hosted by the “Gheorghe Ionescu – Șişești” Academy of Agricultural and Forestry Sciences (ASAS). The event was opened by PhD Prof. Valeriu Tabără, President of ASAS, Acad. Cristian Hera, Honorary President of ASAS, and Mr. Petre Daea, Minister of Agriculture and Rural Development. During the conference, PhD Prof. Gabriel Popescu, Head of ASE’s Department for Agrifood and Environment Economics, made a presentation entitled “Agricultural revolution and reform patterns”.

- On April 27, 2018, the Department of Law from ASE’s Faculty of Accounting and Management Information Systems and the Society of Juridical and Administrative Sciences jointly organized the **International Conference on “Contemporary Challenges in Administrative Law and Public Administration”**. The conference offered opportunities to debate and explore recent developments and perspectives in administrative law and public administration at national, European and international level.

PhD Prof. Nicolae ISTUDOR
President of ASE’s Board of Trustees

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