



The Bucharest University of Economic Studies
Board of Trustees

Newsletter

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MINISTRY OF NATIONAL EDUCATION AND SCIENTIFIC RESEARCH

Bucharest University of Economic Studies

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ASE'S BOARD OF TRUSTEES' NEWSLETTER

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106 Years of Tradition in Economic Higher Education

The Bucharest University of Economic Studies celebrated 106 years since its establishment, by means of a series of events organized during April 3-17, 2019. The anniversary program included scientific, cultural and sports events, which benefited from the participation of prestigious guests from Romania and abroad, from the academic, diplomatic and business environments, as follows:

- On April 3, ASE hosted the **Conference entitled “A New Deal for Romanian Financial Services Users, BETTER Finance 10th Year Anniversary Event”**, organized by Better Finance – the European Federation of Investors and Financial Services Users and AURSF – the Association of Romanian Financial Services Users, in partnership with ASE, under the aegis of the Romanian Presidency of the Council of Europe. Conference participants debated on topics related to the offers available for Romanian and European users of financial services, developments in the EU and Romania in the fields of pensions, live assurance and the capital market. Among the participants, we mention: PhD prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, Leonardo Badea, President of the Financial Supervisory Authority, Lucian Claudiu Anghel, President of the Bucharest Stock Exchange, Jella Benner-Heinacher, President of Better Finance, Alin Iacob, President of AURSF, Adrian Codirlaşu, President of CFA Romania, specialists in financial services, representatives of central and local authorities, of professional associations and of private insurance companies and pension funds.



- On April 3, ASE hosted the **Conference entitled “CFA AMBASSADORS”**, organized by CFA Romania, ASE’s Faculty of Finance and Banking, and Faculty of International Business and Economics. Guest speaker: Ayman Abouhend, CFA - Chief Investment Officer at Advisable Wealth Engines. Discussions focused on topics related to economic algorithms for manipulating economic policies, and to digital banking.
- On April 3, a **Festive Gathering of the academic community**, dedicated to ASE’s Anniversary, was held in the Aula Magna. The opening speech was delivered by PhD Prof. Nicolae Istudor, ASE’s Rector, who referred to the contributions of ASE’s forefathers and the duty of the entire academic community to honor their intellectual achievements and continue to reinforce the professional identity of economists. “I dare say that our forefathers were great teachers, great scholars, great statesmen, historical figures and sources of inspiration for future generations. I am confident that together we will succeed in continuing, with wonderful results, the work of our forefathers, and our University will continue to meet their expectations, and ours”, said Prof. Istudor. During the Festive Gathering, speeches were made by PhD Prof. Pavel Năstase, President of ASE’s University’s Senate, PhD Prof. Ioan Ștefan Groza, State Secretary with the Ministry of National Education, PhD Prof. Lucian Puiu Georgescu, State Secretary with the Ministry of Research and Innovation, PhD Prof. Eng. Mihnea Costoiu, Rector of the University Politehnica of Bucharest, PhD Prof. Gheorghe Zaman, President of the General Association of Economists in Romania (AGER), PhD Prof. Ioan Talpoș, Honorary President of the Association of Faculties of Economics from Romania (AFER), PhD candidate Dragoș Stoica, President of ASE’s Students’ Senate. On this occasion, ASE received an anniversary message from the Universitaria Consortium, delivered by PhD Prof. Marilen Pirtea, Rector of the West University of Timișoara. The Festive

Gathering was attended by members of ASE's management team, guests from the social and economic environment, outstanding personalities from the academic environment, Rectors of state universities, academics and students. The event ended with an artistic moment delivered by ASE's Choir.



- On April 3, ASE's Aula Magna hosted the **Conferral Ceremony of the Title of Doctor Honoris Causa to Acad. PhD Prof. Ioan-Aurel Pop**, President of the Romanian Academy, and Rector of the "Babeş-Bolyai" University in Cluj-Napoca. In his opening speech, PhD Prof. Nicolae Istudor, ASE's Rector, highlighted a few aspects from the remarkable activity of the distinguished scholar, emphasizing his encyclopedic spirit, scientific erudition, managerial activity and involvement in solving outstanding issues in Romanian higher education, as well as the relevance of the profoundly patriotic message of love and real affection for the country's history and national values, the laureate has been offering the young generation. In his address, Acad. Prof. Ioan Aurel Pop spoke for the cherishing of our heritage, of balance, righteousness and truth, all of them representing the main desiderata that help us understand the present and adapt more easily to the requirements of our current life. "Let us not hate this country or its people. No country or people in this world deserves or needs to cause hatred. And our wise men bequeath, if we know how to decipher their messages, a wonderful will: the thirst for truth and justice, both in the light of love and kindness", said Acad. Prof. Ioan Aurel Pop.



- On April 4, ASE organized the **International Conference on Economics and Social Sciences - ICESS 2019, second edition**. The event reunited academics and Doctoral students from all of ASE’s Faculties, as well as prestigious guests from Romania and abroad. The conference was opened by PhD Prof. Nicolae Istudor, ASE’s Rector. Welcome messages were also delivered by PhD Prof. Dalina Dumitrescu, Vice-rector for Scientific research, development and innovation, and PhD Prof. Marius Profiroiu, Vice-rector for International relations. Among the keynote speakers, we mention: Dr. Tilokie Depoo - Chief Academic Officer & Dean, School for Business, Metropolitan College of New York (USA), Prof. Winfried Pohlmeier – University of Konstanz (Germany), and Prof. Jean-Michel Eymeri-Douzans – Sciences Po Toulouse (France). The conference program included five panel sections, as follows: “Management Challenges in Public and Private Organizations”, “Financial Challenges for Bio-Economy and Environmental Projects”, “Cultural & Creative Economy. Creative and Entrepreneurial Europe”, “Contemporary Business - between Sustainability and Waste” and “Information Gathering and Reporting in the Data Science Era: Challenges and Opportunities”.



- **Honoring the memory of our founders** – on April 4 and 12, delegations of ASE’s Board of Trustees and of the management of ASE’s University’s Senate participated in wreath laying ceremonies at the tombs of ASE’s founders and former Rectors: PhD Prof. Ion Gh. Roșca, PhD Prof. Paul Bran, PhD Prof. Gheorghe Dolgu, PhD Prof. Constantin Bărbulescu, Prof. Virgil Madgearu, A. D. Xenopol, Prof. Stanislas Cihoski.



- On April 4, ASE’s Foreign Trade Excellence Center organized the **first consultation with the business environment on “Romania’s Foreign Trade Strategy”**. The event was attended by representatives of the public and private sectors, academics, Romanian producers and exporters, who shared their opinions on the elaboration of a strategy so useful and valuable for domestic capital.



- On April 4, ASE’s Aula Magna hosted the **Conferral Ceremony of Honorary Titles and Diplomas**, as follows:
 - The “Virgil Madgearu Diploma with Gold Medal” to PhD Prof. Ahmed Deya Khamis, President of the Egyptian Academy of Computers, Information and Management Technology in Tanta (Egypt);
 - The “Virgil Madgearu Diploma” to PhD Associate Prof. Fugigi Petru Constantin;
 - The “Professor Emeritus” Honorary title and diploma to a series of academics retired during the current academic year.



- On April 5, ASE’s Faculty of Marketing organized the **live broadcast of the Tonic Morning Show of Virgin Radio**, from the studio set up in ASE’s Ion N. Angelescu Building (on Căderea Bastiliei Str.). For a few hours, ASE’s students enjoyed good music and had fun with the trendiest DJs of the time.



- On April 5, ASE’s Virgil Madgearu Room hosted the **launch of the book** entitled “Sustenabilitate și inovare în mediul internațional de afaceri” (Sustainability and innovation in the international business environment), ASE’s Publishing House, Bucharest, 2019; authors: Ana Maria Marinoiu and Alina Irina Popescu. The event was attended by PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, and PhD Prof. Dalina Dumitrescu, Vice-rector for Scientific research, development and innovation, academics, other guests.



- On April 6, ASE’s Faculty of Marketing organized the **ASE Student RUN & Bucharest Students Run**, fourth edition. Participants’ warm-up session was facilitated by Vlad Alexandru, renowned athlete, with exceptional results in decathlon competitions organized at European level. The starter of the competition was given by Constantina Diță Olympic champion, long-distance runner, specialized in marathon and half-marathon competitions.



- On April 6, ASE’s Moxa Canteen hosted the **Meeting of the members of the academic community**, an occasion to socialize and celebrate together the University’s 106 years of prestigious existence among Romanian higher education institutions. The Bureau of ASE’s Board of Trustees wishes to thank all those involved in the success of this anniversary moment.



- On April 6, ASE’s Faculty of Marketing organized the event entitled **TROTINETOBUS ASE 106**, which consisted in the “inauguration” of the special tricycle line ‘Trotinetobus ASE 106’ in the Moxa student complex. Celebrating ‘100% environmentally friendly 100sixASE years’, academics, students and graduates went on a ride on the Calea Victoriei Street with the exactly 106 electric tricycles provided by sponsors.



- On April 9, the Association of Alumni from the Bucharest University of Economic Studies (Alumni ASE) organized the **Conference entitled “Leadership and Organizational Transformation”**, guest speakers: Mariana Gheorghe, ASE Alumna, ex-CEO OMV Petrom, Sergiu Manea, President of Alumni ASE, CEO BCR, Ionuț Simion, Vice-president of Alumni ASE, Country Manager Partner PwC. Discussions focused on topics related to the challenges facing managerial positions in large successful companies and imperative decisions that demonstrate multinational companies’ adaptive capacities.



- On April 11-12, 2019, all of ASE’s faculties organized the **Annual Students’ Conference**. The event program comprised 36 panels, out of which 27 panels for Bachelor’s students and 9 panels for Master’s students. There were 760 registered papers, out of which 578 papers submitted by Bachelor’s students and 182 papers submitted by Master’s students. Each panel was awarded a set of prizes and special mentions.

Congratulations to academics who acted as paper coordinators and jury members, to all participating students and winners for this successful event!

- On April 17, ASE's "Ion N. Angelescu" Building hosted the 6th edition of **ASE Job & Internship Fair**, organized by ASE, with the support of the Students' Union of the Bucharest University of Economic Studies (USASE), Alumni ASE and the Association of Faculties of Economics from Romania (AFER). On this occasion, representatives of large companies from various fields engaged in dialogue with ASE students on topics related to professional opportunities and available vacancies.



The events organized on the occasion of the 106th anniversary of tradition in economic higher education at ASE highlighted the close relation between the University, the academic and the economic and social environments, whom ASE permanently relies on for carrying out interdisciplinary teaching and research activities, as well as professional training of students for a rapid insertion on the labor market, which contributes to the prestige attained by the University at national and international level. Vivat, crescat, floreat!

The Bucharest University of Economic Studies – included in the first edition of 2019 Times Higher Education University Impact Rankings

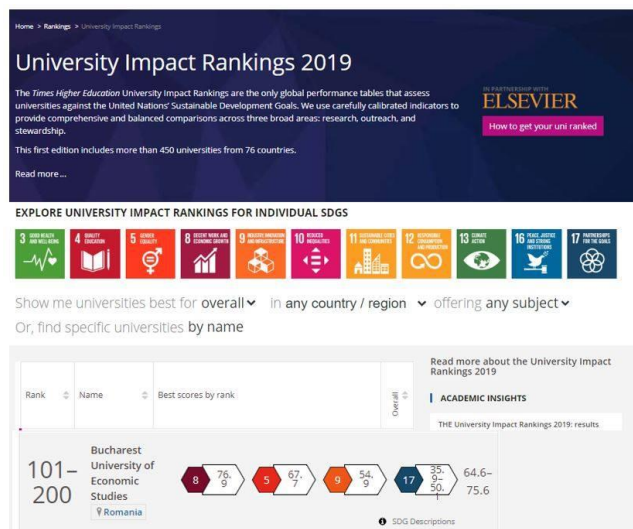
The Bucharest University of Economic Studies is present in the first edition of **2019 Times Higher Education University Impact Rankings**, published on April 3, 2019. This ranking reflects our University's impact upon society, against the United Nations' Sustainable Development Goals. ASE holds the following notable positions:

- 101-200 overall;
- 201-300 as regards Quality Education;
- 38 as regards Gender Equality;
- 9 as regards Decent Work and Economic Growth;
- 79 as regards Industry, Innovation and Infrastructure;
- 101-200 as regards Reduced Inequalities;
- 201-300 as regards Partnership for the Goals.

The 2019 Times Higher Education University Impact Rankings evaluates more than 450 universities in 76 countries, against the United Nations' Sustainable Development Goals: Good health and Well-being, Quality Education, Gender Equality, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, responsible Consumption and Production, Climate Action, Peace, Justice and Strong Institutions, Partnership for the Goals.

Details on the website:

https://www.timeshighereducation.com/rankings/impact/2019/overall#!/page/0/length/25/sort_by/rank/sort_order/asc/cols/undefined



Training sessions organized by the Division of Research and Innovation Management

Considering the increasing attention paid to plagiarism prevention and detection in the case of scientific research results, on April 1, 2019, ASE's Division for Research and Innovation Management organized a series of **training sessions** to familiarize students with the plagiarism detection in the case of Bachelor's and Master's students.

First aid courses in ASE

On April 6, 2019, ASE's Academy of Hope Foundation and the SMURD Foundation organized a new series of first aid classes in ASE, to familiarize the members of the academic community – academics, Romanian and foreign students – with first aid techniques.



Interview granted by PhD Prof. Nicolae Istudor, ASE's Rector, for the "UniversulJuridic.ro" online magazine

At the beginning of April 2019, PhD Prof. Nicolae Istudor, ASE's Rector, granted an interview for the "UniversulJuridic.ro" online magazine, referring to ASE's openness towards professional organizations related to the economic field, as well as to the importance of the juridical training of specialists in this field. The interview was granted on the occasion of the 20th anniversary of the National Union of Insolvency Practitioners in Romania (UNPIR). Moreover, Prof. Istudor participated in the General Assembly of UNPIR Bucharest, held on April 8 in ASE's Aula Magna,

during which discussions focused on activity reports, draft resolutions and appointing delegates to the UNPIR Congress.



Photo credit: www.universuljuridic.ro

Information session on increasing the University’s visibility in international classifications

On April 8, 2019, editors-in-chief of ASE’s journals met with PhD Prof. Dalina Dumitrescu, Vice-rector for Scientific research, development and innovation. On this occasion, the members of the respective editorial boards were informed on measures to increase institutional visibility in leading international rankings. Discussions focused on possible solutions for improving the University’s positioning in competitive rankings (e.g. QS Ranking); among such solutions, we mention: increasing the number of journals indexed on internationally recognized platforms (Clarivate Analytics and Scopus), use of the University’s name in a uniform manner to correctly reflect the affiliation of article authors who are members of the academic and research staff of the Bucharest University of Economic Studies, elaboration and dissemination of useful materials for the indexing of ASE’s journals on international scientific platforms, and, on the long term, the creation of a joint platform for all of ASE’s journals.

Round table on rural development topics

On April 11, 2019, ASE’s Faculty of Agrifood and Environmental Economics organized a **Round table on rural development topics**, as part of the project entitled “Towards Sustainable Food and Drink Choices among European Young Adults: Drivers, Barriers and Strategic Implications”. Discussions focused on aspects related to the need to effectively adjust public policies and marketing strategies to promote sustainable food and drink consumption. The event was attended

by PhD Prof. Nicolae Istudor, ASE's Rector, PhD Prof. Gabriel Popescu, Head of the Department of Agrifood and Environmental Economics, PhD Prof. Valeriu Tabără, President of the "Gheorghe Ionescu-Șișești" Academy of Agricultural and Forestry Sciences, members of the project management and implementation team, representatives of the Romanian Academy and of the Academy of Agricultural and Forestry Sciences.



ASE's participation in the largest medical exercise in the history of NATO

On April 11-12, 2019, as per its partnership with the Romanian Department for Emergency Situations (DSU), ASE participated in the largest **medical exercise** in the history of NATO organized in Romania under the name of “**#Vigorous_Warrior_2019**”. ASE hosted a military-civilian field hospital for treating the victims of a possible explosion occurring at the Piata Romana subway station, thus proving that, in case of necessity, the University can assist rescue forces with human and material resources. We would like to thank all those involved in the exercise: the Academy of Hope, the Association of Students in Agrifood and Environmental Economics (ASEAM), the Students' Union from the Faculty of Cybernetics (SiSC ASE), - the Romanian General Inspectorate for Emergency Situations (ISU Bucharest Ilfov), the Red Cross, ASE's management team, auxiliary didactic and administrative staff, as well as volunteering students.



Photo credit: ASEAM, ISU Bucharest Ilfov

ASE's participation in the Danube Region Cooperation Forum

On April 11-12, 2019, PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, participated in the **Danube Region Cooperation Forum**, an annual event organized by the “Dunărea de Jos” University of Galați, where government representatives, EU high officials, representatives of municipalities and regions administrative structures, as well as experts and scholars have the opportunity to exchange best practices and knowledge on rural and urban development. During debates focusing on education and academic cooperation in the Danube Region, Prof. Paraschiv spoke about the role of academic cooperation programs in the development of the Danube Region and made recommendations for future regional projects.



Conference on “Promoting domestic capital and business”

On April 16, 2019, PhD Prof. Nicolae Istudor, ASE’s Rector, participated as guest speaker in the conference entitled “Promoting domestic capital and business”, held in Bucharest, as part of the program entitled “The Future of Romania”. This series of conferences and debates is organized by the Grand National Lodge of Romania, as per its partnership with the Romanian Academy and the leading universities in Bucharest and other towns in Romania, with a view to clarifying major issues facing Romania today, relying on the involvement of the civil society and all stakeholders. Conference speakers: Prof. Nicolae Istudor, ASE’s Rector, Lazăr Comănescu, diplomat, former Minister of Foreign Affairs, Mohammad Murad, Head of the Romanian Federation of Tourism Employers, and Mirel Palada, government advisor.



ASE's participation in the General Assembly of ASAS

On April 18, 2019, PhD Prof. Nicolae Istudor, ASE's Rector, and PhD Prof. Gabriel Popescu, Head of ASE's Department of Agrifood and Environmental Economics, participated in the **General Assembly of the “Gheorghe Ionescu-Șișești” Academy of Agricultural and Forestry Sciences (ASAS)**. Prof. Istudor and Prof. Popescu are associate members of ASAS.



Conference entitled “Economic Convergence in the European Union” - ECEU 2019

On April 19-20, 2019, ASE's Faculty of Theoretical and Applied Economics organized the 16th edition of the **Conference on “Economic Convergence in the European Union” - ECEU 2019**. Among participants, we mention academics, scholars, economics specialists and students. Debates focused on multidisciplinary cooperation and exchange of knowledge on the latest evolutions in modern economic theory.

Student sports events

During April 2019, ASE's students participated in a series of **student sports events**, as follows:

- the 7th edition of the Student Associations' Football Championship, held on April 6-14, where the **USASE Football team** coordinated by Marius Cătălin Vintilă **was ranked third**. Congratulations!
- the sports event entitled “TAE BO – Ultimate workout fat burning”, organized on April 17 by ASE's Department of Physical Education and Sports to promote new sports

programs designed for students. Event venue: the Basketball Gym in ASE's Sports Complex.

- the "Dracula Cup" mixed basketball competition, organized on April 20, by ASE's Department of Physical Education and Sports. The event was organized as a 3x3 competition for the first time and it was held in the Gym from ASE's Stanislav Cihoschi Building. Competitors were the representative teams of universities in Bucharest.



Senior high school pupils visiting ASE

During April 2019, more than 400 senior high school pupils from Bucharest and other places in Romania, accompanied by their teachers, visited the Bucharest University of Economic Studies, eager to find out more about the Bachelor's Admission 2019. The pupils engaged in dialogue with representatives of ASE's Marketing and Communication Office and of ASE's Faculties, and were informed about Bachelor's programs, the Bachelor's admission process, student facilities, campus

highlights. Pupils came from pre-university institutions such as: the “Hermes” Economic College in Bucharest, the “Ion Creangă” National College in Bucharest, the “Henri Coandă” Technical College of Aeronautics in Bucharest, the “Ion Ghica” Economic College in Târgoviște, and the “Carol I” Technological High school in Valea Doftanei.



Dear colleagues,

May the joy of Christ’s Resurrection bring you light, love and the happiness of spending these special moments with your loved ones!

Happy Easter!

PhD Prof. Nicolae Istudor

President of ASE’s Board of Trustees



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