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Summer schools in ASE

During July-September 2018, The Bucharest University of Economic Studies has continued to organize long-standing summer schools, but it has also initiated new ones, in response to students' continuously evolving educational and personal development needs. These events represented perfect occasions for them to benefit both from formal and non-formal education, and from interaction with the international business and cultural environments.

The international summer school entitled “Bucharest Summer University”

During August 12-26, 2018, The Bucharest University of Economic Studies organized the 14th edition of the “Bucharest Summer University”, in partnership with the Students' Senate, with the academic mentoring of ASE's Faculty of Marketing. This year's topic was “Cultural Heritage: fostering Community Spirit and Sustainable Development”.

The aim of the school was to facilitate interaction between students coming from over 20 countries, to engage them in dialogue and debates with renowned specialists, both from the academic and the business environments, to promote exchange of ideas and identification of solutions for issues arising in the field of cultural heritage and sustainable development. Following these activities, participants received 5 ECTS points.

For two weeks, students enjoyed numerous cultural and creative activities, among which we mention: participation in lectures and debates on various topics related mainly to cultural heritage, teambuilding activities meant for them to get to know each other better, a bicycle tour of Bucharest, a Karaoke Party, a Bucharest City Tour, or a Treasure Hunt meant to develop their competitive spirit. Moreover, participants had the opportunity to present their countries, customs and traditions during a multicultural “Global Village” event. Considering this year’s topic, participants’ creativity was tested by means of a calligraphy and a pottery workshop.

Participants were delighted by the opportunity to visit some of the most famous sights in Romania: the Palace of the Parliament, the National Bank of Romania, the “Grigore Antipa” National Museum of Natural History, the Peleş Castle, the Bran Castle, the Transfăgărășan Highway, the Bâlea Lake, the Vidraru Dam, Braşov, Predeal, the Văcăreşti Nature Park.



The international “Data Science Summer School”

During August 24-31, 2018, The Bucharest University of Economic Studies organized the first edition of the international “Data Science Summer School”. This was the first summer school in Romania in the field of data science, and it benefited from the expertise of academics and specialists from the University of Chicago and Ohio University (USA), the University of Oslo University (Norway), University of Innsbruck (Austria), the “Josef Stefan” Institute in Ljubljana (Slovenia), the Polytechnic University of Madrid (Spain) and Cognism / AI for Good Foundation (USA).

Hosted by ASE’s “Ion Gh. Roșca” Training Center Complex in Predeal, the school was attended by Master’s and Doctoral students, as well as by young specialists from Romania and the neighboring area. The interactive lectures, hands on sessions, debates and projects contributed to the development of participants’ theoretical knowledge and practical abilities in various fields in data science: statistics, machine learning, text mining, data management, data visualization, data science applications in finance and economics.

This summer school was organized by ASE’s International Relations Office in cooperation with the Faculty of Economic Cybernetics, Statistics and Informatics, and the Faculty of Finance and Banking, being supported by the Ministry of National Education and the partner - Ericsson Telecommunications Romania.



Summer school entitled “Iași - history, culture, future”

On September 2-8, 2018, The Bucharest University of Economic Studies (through the Faculty of Business and Tourism) organized in Iași the Summer school entitled “Iași – history, culture, future”, in partnership with the “Alexandru Ioan Cuza” University of Iași (through the Faculty of Economics and Business Administration, and the Faculty of Geography and Geology), and with the support of the ECOTUR Student Club in Bucharest. Part of the activities were dedicated to the Centennial Anniversary of Romania’s Great Union. The program included visits to the main tourist attractions in Iași and the neighboring areas, workshops, teambuilding activities, creative workshops, wine tasting, professional visits etc.

During lectures, debates focused on the main trends in hospitality industry at Romanian and international level, representatives of the private business environment sharing their experience in hotel management and emphasizing the importance of good practices in attaining efficiency indicators and ensuring economic competitiveness. Moreover, a “World café” event was organized to identify concrete solutions for enhancing the attractiveness of urban areas both for tourists and for local communities, which could harmonize the interests of all stakeholders in the economic and social life of urban areas – local authorities, NGOs, private businesses,

inhabitants etc., both by means of investment in infrastructure and tourist services, and by creating a local public consultation space, which can all contribute to the improvement of the standard of living for inhabitants and to authentic travel experiences for visitors. The event was part of a series of activities organized by ASE's Department of Tourism and Geography, and reunited students and academics from both organizing universities, as well as from other higher education institutions.



Summer school in “Business and Competitive Intelligence for Entrepreneurs”

On September 10-14, 2018, as part of the European project entitled “CIEN - Business and Competitive Intelligence for Entrepreneurs” and through the ERASMUS+ Program, ASE organized the second Summer school in the field, with more than 60 participants – students, academics, representatives of the business environment from Bulgaria, France, Greece and Romania.

On this occasion, on September 12, ASE hosted the Conference on Business & Competitive Intelligence for entrepreneurs, and a mini-fair of business intelligence solutions. The information session benefited from the support and participation of the international academic environment (EDC Paris Business School and The National Conservatory of Arts and Crafts CNAM Paris – France, as well as SP Jain School of Global Management – United Arab Emirates), and of the national business environment. Participants in the conference welcomed

the message of the Ministry for Business Environment, Trade and Entrepreneurship, and of the Foreign Trade Excellence Center, newly established in ASE.

The CIEN project is implemented by ASE as part of a consortium of universities from Bulgaria, France, Greece and Romania, being the first to bring business and competitive intelligence knowledge to the attention of higher education institutions and the business environment.



Summer schools organized by ASE’s Faculty of Business Administration in Foreign Languages – FABIZ

ASE’s Faculty of Business Administration in Foreign Languages – FABIZ organized summer schools in all three of the languages in which it offers study programs: English, French and German.

On August 26 – September 4, 2018, FABIZ organized in Constanța, with the support of Ernst&Young and of the Konrad Adenauer Foundation, the second edition of the Summer school entitled “How to Manage Change – Challenges of Globalisation”, this year’s topic being “The Digitisation Revolution”. Participants debated on business, management and digitisation models with academics from renowned world universities: Herbert Casteran – from the EM Strasbourg Business School, France, David S. A. Guttormsen – from BI Norwegian Business School, Norway, Wolfgang Härdle - Humboldt University of Berlin, Germany, Andrea Naghi -

Erasmus University Rotterdam, The Netherlands, Marco Savastano, Sapienza University of Rome, Italy, Patrick Sensburg - Westphalia University of Applied Sciences in Germany.

The French Summer School 2018 was organized on August 19-31, in the Moieciu de Sus Resort in the County of Braşov. Participants – pupils and students from Romania and abroad willing to learn or develop their knowledge of French with native teachers – had the opportunity to combine language classes with numerous spare time activities in a unique landscape, all activities being meant to provide the occasion to actually communicate in French. Moreover, the program included special evenings and meetings with various personalities from the Francophone area: managers of French companies present on the Romanian market, outstanding public figures in France, entrepreneurs etc., whose shared their experience, highlighting the professional opportunities available for speakers of French.

The Summer School in Entrepreneurship and German Language 2018 was organized for two series of trainees, on July 22-August 3, and on August 5-17, in the Moieciu de Sus Resort in the County of Braşov. It offered an intensive German language study program for beginners, intermediate and advanced speakers. Classes alternated with interactive spare time activities, organized together with native teachers of German, facilitating communication in German so as to offer participants the chance to practice and consolidate the knowledge gained during classes. The program also included meetings with German personalities: entrepreneurs and managers of German companies present on the Romanian market etc.



Participation of the team of ASE's Centre of Russian Language and Culture in the International Russian Language Summer School in Varna and in the International Festival for Learners of Russian Language in Kamcia, Bulgaria

The team of ASE's Centre of Russian Language and Culture participated in the 10th International Russian Language Summer School in Varna, on August 13-18, 2018, together with teams from 14 universities from 10 countries in Europe. The Russian language, culture and civilization classes alternated with workshops, competitions and other interactive networking experiences in Russian.

On September 10-15, 2018, the 7th International Festival for Learners of Russian Language in Kamcia, Bulgaria, reunited more than 350 students from 29 universities in 21 countries in Europe and Asia. The program included professional competitions, various artistic events, 12 masterclasses on varied areas of interest, delivered by renowned specialists facilitating the elaboration of projects in international teams.



The variety and complexity of the summer schools organized by The Bucharest University of Economic Studies in the capital city or other cities in Romania, as well as the successful participation of ASE students in similar programs abroad stand proof of the proactive attitude of the University's management and academic community in promoting nonformal education, cultural diversity and the internationalization of higher education.

The 27th International Congress of the European Academy of Management and Business Economics – AEDEM

On September 4-5, 2018, the Romanian Academy of Sciences – the “Costin C. Kirițescu” National Institute for Economic Research, and The Bucharest University of Economic Studies organized **the 27th International Congress of the European Academy of Management and Business Economics – AEDEM**, headquartered in Spain, Madrid. This year’s edition focused on “Local entrepreneurship and innovation” and reunited more than 100 researchers from Brazil, Columbia, France, Mexico, Peru, Portugal, Romanian and Spain. The works of the Congress were held in ASE’s Aula Magna in two plenary sessions, and were opened by PhD Prof. Nicolae Istudor, ASE’s Rector. Debates were attended by personalities from the academic environment, managers of European businesses, Romania specialists. Speakers: the President of the Romanian Academy of Sciences, the President of the Spanish Royal Academy of Economic and Financial Sciences. the President of AEDEM, the Spanish Ambassador to Bucharest, the President of the Chamber of Commerce and Industry of the Municipality of Bucharest, the General Director of the “Costin C. Kirițescu” National Institute for Economic Research.



September admission intake for Bachelor's, Master's, MBA and Doctoral study programs

On September 6-25, 2018, ASE organized the **2018 fall admission intake** for enrolment numbers available after the summer admission session, for study programs at all learning cycles. Upon completion of the entire admission process, ASE welcomes for the 2018-2019 academic year, ca 8870 new students, as follows: over 5000 on campus first year Bachelor's students, and nearly 700 off campus first year Bachelor's students; over 3000 new Master's students; and nearly 170 new Doctoral students.

On September 24-28, 2018, ASE's Postdoctoral school also organized admission procedures for applicants that obtained a PhD 5 years before the contest. Admitted candidates will benefit from the opportunity to apply for research projects that have been submitted by ASE for the "Human Capital" Operational Program and are now under evaluation.

We welcome all admitted candidates and wish them a successful academic year!

ASE's Delegation participated in the EAIE Conference and Exhibition in Geneva

During September 10-14, 2018, ASE's Delegation, headed by PhD Prof. Nicolae Istudor, Rector, participated in the **30th edition of the EAIE Conference and Exhibition** in Geneva, Switzerland, organized by the European Association for International Education.

This leading international educational event reunited over 5800 participants from higher education institutions from more than 90 countries. For five days, 40 national pavilions were organized, hosting 250 specialty sessions and workshops. Romania was present through representatives of 30 universities and of the Ministry of National Education, of the National Erasmus Agency, of the Executive Unit for Financing Higher Education, Research,

Development and Innovation (UEFISCDI), of the Permanent Mission of Romania to the United Nations, and of the Romanian Embassy in Switzerland.

On this occasion, ASE's Delegation had a series of meetings aimed at consolidating the University's image on the international market, by exploring opportunities for cooperation and conclusion of new partnerships in international education and scientific research.

On September 11, 2018, ASE's Delegation participated in the Graduate Employability Summit 2018, organized by QS Intelligence Unit in cooperation with the University of Geneva. Debates focused on the skills that the labor market demands higher education graduates to possess, and on the development of academic services in the field of career counseling and enhanced employability. On the same day, ASE's Delegation attended a meeting with the future EAIE President, Ms. Sabine Pendl, and Ambassador Adrian Cosmin Vierța, Permanent Representative of Romania to the United Nations Office in Geneva and international organizations headquartered in Switzerland.

On September 12, 2018, ASE's Delegation participated in a plenary session and met with Mr. Bernardo Amador, EMEA Director – QS Unisolution. Organized under the aegis of the National Council of Rectors in Romania and with the support of the Ministry of National Education, the "Study in Romania" Pavilion is an initiative meant to promote the internationalization of Romanian higher education.

ASE's Delegation comprised PhD Prof. Nicolae Istudor, Rector, PhD Prof. Constantin Marius Profiroiu – Vice-rector for International Relations, PhD Prof. Marian Dârdală – Dean of the Faculty of Economic Cybernetics, Statistics and Informatics, PhD Prof. Anca Ilie – Vice-dean of the Faculty of International Business and Economics, and PhD Associate prof. Anca Bogdan – Director of International Relations. ASE's participation was financially supported through the CNFIS-FDI-2018-0173 project – Support for the internationalization of the campus of ASE Bucharest.



ASE congratulates the Cooperatist Commercial University of Moldova on its 25th Anniversary

On September 13-14, 2018 the Cooperatist-Commercial University of Moldova (UCCM) celebrated 25 years since its establishment. On behalf of ASE's Rector, PhD Prof. Nicolae Istudor, and of the University's academic community a congratulatory message and a plaque were delivered by PhD Prof. Ion Verboncu to PhD Prof. Larisa Șavga, the Rector of UCCM, on the anniversary of 150 years of cooperatist movement in the Republic of Moldova, of 100 years

of cooperatist education, and of 25 years since the establishment of the Cooperatist-Commercial University of Moldova.

The Celebratory Events included the works of the international conference on “The Innovative, Collaborative, Inclusive Development of Cooperatives: Theory, Practice, Perspectives”, attended by scholars, academics, students, state dignitaries, economic agents, members of central authorities etc.



PhD Prof. Nicolae Istudor, ASE’s Rector, participated in the 40th Anniversary events organized by the 1978 Class of Alumni of the Faculty of International Business and Economics

On September 14, 2018, PhD Prof. Nicolae Istudor, ASE’s Rector, participated in the **40th Anniversary events of the 1978 Class of Alumni** of the Faculty of International Business and Economics, together with PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, and PhD Prof. Gheorghe Hurduzeu, Dean of the Faculty of International Business and Economics.



Sir Suma Chakrabarti, President of the European Bank of Reconstruction and Development (EBRD), delivered a lecture at ASE

On September 17, 2018, Sir Suma Chakrabarti, President of the European Bank for Reconstruction and Development (EBRD), delivered a lecture at The Bucharest University of Economic Studies, which is honored to have Sir Suma Chakrabarti as Doctor Honoris Causa since 2013. The lecture entitled “**Lectio Magistralis on Romania and Transition**” was part of a series of meetings that Sir Suma Chakrabarti had during his visit to Romania, occasioned by his participation in the Summit of the Three Seas Initiative – a European project launched in 2016 to consolidate cooperation in areas such as trade, infrastructure or energy among the 12 countries bordering the Adriatic Sea, the Baltic Sea and the Black Sea.



Conference entitled “Growing Economy, Decreasing Competitiveness: Errors, Hesitations, Policies, Path for Growth”

On September 19, 2018, ASE, in partnership with CursDeGuvernare.ro, organized the **Conference entitled “Growing Economy, Decreasing Competitiveness: Errors, Hesitations, Policies, Path for Growth”**. Debates focused on the fundamental perspectives of business environment representatives and decision-making bodies on measures for increasing general competitiveness, strategies and policies that may generate concrete results.

The Conference was opened by PhD Prof. Nicolae Istudor, ASE's Rector, and comprised two panels entitled "Why is competitiveness decreasing while economy is growing?" and "The decisive decade: how to direct competitiveness sources towards the economy of the future". Debates were attended by representatives of the Ministry for the Business Environment, Trade and Entrepreneurship, the Ministry of Public Finances, the National Bank of Romania, the Romanian Chamber of Commerce and Industry, the Fiscal Council, and of the European Commission Representation in Romania.



ASE's Participation in the "Times Higher Education World Academic Summit 2018", in Singapore

On September 25-27, 2018, PhD Prof. Marius Profireoiu, Vice-rector for International Relations, represented ASE at the "Times Higher Education World Academic Summit 2018" in Singapore. This year's edition reunited 400 participants from the academic, governmental and business environment in 51 countries.



Partnership Agreement between the European Commission Representation in Romania and The Bucharest University of Economic Studies

Following the call launched by the European Commission Representation in Romania in June 2018 to find new members for the *Europe Direct* European Documentation Centers Network, ASE's European Documentation Center successfully applied for continuation of its activity within the network. In September, ASE's Rector, PhD Prof. Nicolae Istudor, signed the **Partnership Agreement with the European Commission Representation in Romania** on the functioning of ASE's European Documentation Center.

The latter ensures the access of all the members of the academic community to economic, political, sociological, legal information etc., as well as to publications made available on the EU Bookshop website, administered by the Publications Office of the European Union, offering the Center free of charge copies of new publications authored by the European Union institutions and agencies.

ASE's European Documentation Center has organized, in cooperation with ASE's Faculties, conferences, colloquia, and debates on EU priority themes. These events are to continue to be

organized in the new format of the Documentation Centers, with the aim to raise awareness and expand on priority axes of the European Community.

At the same time, the background of these events represents a good opportunity to increase ASE's national and international visibility. ASE's European Documentation Center is part of ASE's Library, the "Victor Slăvescu" Reading Room (Room 0118bis). Center coordinator – PhD Associate prof. Liviu Bogdan Vlad.

PhD Prof. Nicolae Istudor, ASE's Rector, Doctor Honoris Causa of the Academy of Economic Studies of Moldova

On September 28, 2018, **PhD Prof. Nicolae Istudor, ASE's Rector, was conferred the title of Doctor Honoris Causa of the Academy of Economic Studies of Moldova (ASEM)**, during a Festive Gathering held in Chişinău. The event continues the long standing tradition of the fruitful academic, scientific and cultural cooperation between our universities, initiated ever since the establishment of ASEM by PhD Prof. Paul Bran, Rector of ASEM (1991-1994) and Rector of ASE (1996-2004). During the ceremony, PhD Prof. Nicolae Istudor thanked the Senate and the attending members of the academic community of ASEM and delivered a lecture on current issues related to the link between the training of economic specialists and the society they belong to, as follows: "the ultimate test of our formative mission is to train specialists who turn development into their professional obsession, worthy of their noble mission as active citizens endowed with a practical spirit and responsibility. This fundamental goal requires concrete efforts in the direction of an educational offer aimed at molding the professional and civic conscience of specialists who understand the national perspective of their job and profession. In my opinion, we will be preparing such specialists when we find the formula to mold their profile on the basis of the four decisive dimensions: general knowledge,

entrepreneurial knowledge, law observance and democracy (including love for one's country)
All of the four dimensions of a specialist's knowledge and culture represent the very measure that would take us to the comfort zone of economic, social and national performance".

The conferral ceremony took place on the occasion of the 20th edition of the **International Scientific Conference "Competitiveness and Innovation in Knowledge Economy"**, organized on September 28-29 in Chişinău by the Academy of Economic Studies of Moldova together with The Bucharest University of Economic Studies, the "Costin C. Kirişescu" National Center for Economic Research, the Romanian Academy of Sciences, and the "Valahia" University of Târgovişte.

The conference works, which included the delivery of papers by ASE's academic staff members, focused on the assessment of the current state of development of knowledge economy, the enhancement of research endeavors, cooperation and dissemination in key areas of life and activity in knowledge economy. Discussions emphasized the need for facilitating cooperation projects among researchers, academics and the business environment, for identifying short-, medium- and long-term solutions for the consolidation, testing and application of new development methods and strategies in various areas – economy, accounting, auditing and economic analysis, informatics, cybernetics, statistics, finance, innovation, entrepreneurship, sociology, juridical sciences, agriculture, the environment, health, education, culture, tourism, arts etc.



ASE at the European Researchers' Night 2018

On September 28-29, 2018, The Bucharest University of Economic Studies participated in the European Researchers' Night events. ASE's representatives organized at the University's headquarters in Romană Square and at the exhibition stand in University Square an exciting and varied program, comprising presentations, demonstrations and workshops on: the results of research conducted by academic staff members, undergraduate, graduate and Doctoral students, as well as research topics suggested by the business environment; means of avoiding plagiarism in academic writing; simple ways to improve the quality of the environment; managerial games used in teaching etc. Interested participants were offered a guided tour of the Palace of The

Bucharest University of Economic Studies, celebrating 105 years of existence this year (with details on the frescos painted by artists Cecilia Cuțescu-Storck and Sabin Bălașa).



Dear colleagues and students,

May we all have an academic year defined by professional excellence, triggering progress for each member of our academic community and an ever better positioning of The Bucharest University of Economic Studies in the world's most prestigious rankings!

Dear students, may you be ambitious and confident that you are up to every challenge, may energy and courage never fail you, and your pro-active attitude lead you to the satisfaction of plenty of achievements obtained by competition!

Vivat Academia!

Rector,

PhD Prof. Nicolae Istudor

President of ASE's Board of Trustees

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