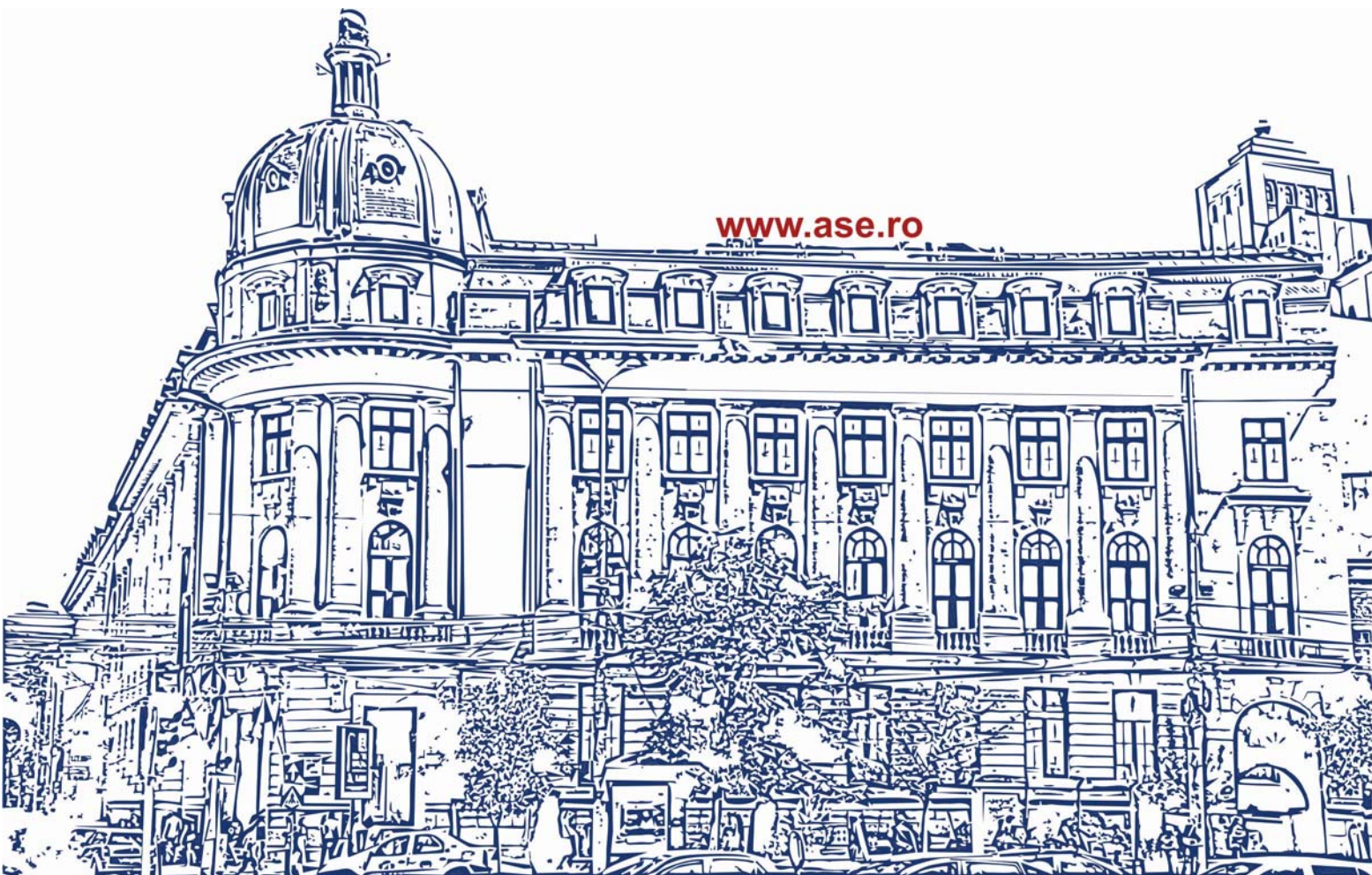




**Bucharest University of Economic Studies
Board of Trustees**

Newsletter



August - September 2019



ASE'S BOARD OF TRUSTEES' NEWSLETTER

NO. 8-9/ AUGUST-SEPTEMBER 2019

Opening of the 2019-2020 academic year at the Bucharest University of Economic Studies

On September 30, 2019, the Aula Magna of the Palace of the Bucharest University of Economic Studies hosted the **Opening Ceremony of the 2019-2020 academic year** at institutional level. The event was attended by members in the University's Board of Trustees and Faculties' management teams, academics, students, heads of colleges and high schools, as well as guests from the business environment, parents, mass-media representatives. The event was opened by PhD Prof. Nicolae Istudor, Rector, PhD Prof. Pavel Năstase, President of the University's Senate, PhD Prof. Eng. Gigel Paraschiv, State Secretary for higher education in the Ministry of National Education, Leonardo Badea, President of the Financial Supervisory Authority (ASF), prof. Mariana Iacoban, Director of the "A.D. Xenopol" Economic College in Bucharest, student Mihaela-Isabelle Țancu, alumna of the Zimnicea Theoretical High School, admitted first with the highest grade at ASE's Faculty of Economic Cybernetics, Statistics and Informatics, PhD Candidate Dragoș Stoica, president of ASE's Students' Union (USASE).

During the ceremony, ASE's Rector bestowed award to first year Bachelor's students admitted with the highest admission grades, and to the management of the colleges/ high schools completed by the former. Moreover, Diplomas of Excellence were conferred to the management of the first 20 colleges/ high schools whose graduates were admitted to ASE in high numbers in 2019.

On September 30, ASE's Faculties also organized opening ceremonies, who benefitted from the participation of representatives of the Faculties' management teams, of members of the academic community, as well as of guests from the economic and social environment.

The opening ceremonies of the new academic year at ASE received extensive media coverage by TVR1, Agerpres, AMOSNews, Antena 1, Bursa.ro, DC News, EditiaDeDimineata.ro, Inquam Photos, Kanal D Romania, Radio Europa Libera Romania, RealitateaNet, Telegrafonline, TOPdeArges, , Ziarelive etc.



Opening of the 2019-2020 academic year at ASE's Distance Learning Center in Deva

On September 28, 2019, ASE's Distance Learning Center in Deva organized an **Opening ceremony of the 2019-2020 academic year** at its headquarters in Piata Unirii, Deva. The event was attended by academics from ASE, students, parents and representatives of local and county authorities, who welcomed future economists and emphasized the importance of thorough education. More than 100 youth from the county of Hunedoara are now students at ASE's Faculty of Management at the Distance Learning Center in Deva.



Opening of the 2019-2020 academic year at ASE's Distance Learning Center in Tulcea

On October 1, 2019, ASE's Distance Learning Center in Tulcea organized an Opening ceremony of the 2019-2020 academic year; the Center has been reopened by the University after 11 years, to respond to the needs of the labor market and of the local community. The event was attended by PhD Prof. Nicolae Istudor, ASE's Rector, representatives of county and local authorities, academics from ASE's Faculty of Agrifood and Environment Economics, students, other guests. The Center welcomes 48 new Bachelor's students in Agrifood and Environment Economics.



The Bucharest University of Economic Studies on an upward trend in the prestigious Times Higher Education World University Ranking 2020

The Bucharest University of Economic Studies has climbed in the 2020 edition of the prestigious Times Higher Education World University Ranking, being the topmost Romanian university present in this classification. ASE is ranked 801-1000 in the world (significantly higher than the 1243 position held last year), a place also held by the "Babeş-Bolyai" University in Cluj-Napoca. In the same ranking, the other members of the "Universitaria" Consortium are ranked 1001+.

The Ranking published on September 11, 2019 evaluates nearly 1400 universities in 92 countries, as per the following criteria: teaching (the learning environment) – 30%; research (volume, income and reputation) – 30%; citations (research influence) – 30%; international outlook (staff, students and research) – 7.5%; and industry income (knowledge transfer) – 2.5%.

Details are available on the following website: https://www.timeshighereducation.com/world-university-rankings/2020/world-ranking#!/page/0/length/1/sort_by/rank/sort_order/asc/cols/scores.

Congratulations to all the members of the academic community for this outstanding result, due to our team efforts!



Summer schools

In August-September 2019, the Bucharest University of Economic Studies organized a series of **summer schools**, continuing the tradition of offering students the possibility to capitalize on their intellectual potential, participate in study visits, recreational activities and debates with specialists from the business environment, with a view to permanently developing on a personal and professional level, and to finding a pleasant and useful way of combining learning with social networking.

1. “Bucharest Summer University”

On August 11-25, 2019, the Bucharest University of Economic Studies organized the 15th edition of the “Bucharest Summer University”, in partnership with the Students’ Senate, with the academic mentoring of ASE’s Faculty of Agrifood and Environment Economics. This year’s topic was “Breaking the Frontiers: Bioeconomy Strategies & Policies and Environmental Challenges for a Sustainable Future”.

The aim of this project was to engage students from over 30 countries in dialogue and debates with leading specialists from the academic and business environments, to promote exchange of ideas and identify solutions for problems arising in the environmental field and sustainable development.

During the two weeks, students enjoyed numerous educational and cultural activities, such as: participating in lectures and debates with specialists in the field, study visits to leading wineries in Romania and to the headquarters of Alka and Angst, tours of the Capital City of Romania (City Tour, bike tour), visits to museums in Bucharest (the “Grigore Antipa” National Museum of Natural History, the Romanian Peasant Museum), a trip to the country (the Transfăgărașan, the Bâlea Lake, the Vidraru Dam, Brașov, Predeal), as well as other activities (visit to the National Bank of Romania, to the Peleş Castle, the Bran Castle, Treasure Hunt, Global Village, Karaoke a.o.).

The 15th edition of the “Bucharest Summer University” ended with the final evaluation of participants, who received 5 ECTS credit points.



2. Summer schools organized by the Faculty of Business Administration in Foreign Languages – FABIZ

During July 21 – August 2 and August 4-16, 2019, ASE’s Faculty of Business Administration in Foreign Languages organized the 8th edition of the Summer school in “Entrepreneurship and

German Language” in Moieciu de Sus, county of Braşov, followed in August 18-30, 2019 by the third edition of the Summer school in “Entrepreneurship and French Language” and the third edition of the Summer school entitled “How to Manage Change – The Digitisation Revolution”. These summer schools were organized by FABIZ with the support of the Students’ Union from the Bucharest University of Economic Studies (USASE), of the Pro Magna Association and of the Society for Business Excellence.

The summer schools organized by FABIZ reunited nearly 250 participants, in three main categories: students from leading Romanian universities, senior pupils from renowned national colleges and high schools from all over Romania and representatives of the sponsoring institutions.

Each module comprised intensive 40-hour German or French language classes delivered by teachers from Germany, Austria, France, French Polynesia and Morocco, with sound skills of teaching German/ French as a foreign language. There were a total of 14 teachers. Apart from the language lessons, the program included presentations on entrepreneurial, economic, social and cultural topics, delivered by representatives of FABIZ and of project partners.

The summer schools organized by FABIZ represent an opportunity for improving the entrepreneurial, economic and foreign language skills of students from ASE and other universities, as well as of pupils from large national colleges and high schools from all over Romania interested in becoming students in ASE.





3. “Data Science Summer School”

On August 16-24, 2019, ASE organized the second edition of the “Data Science Summer School”, the first of its kind in Romania. The summer school benefited from the expertise of professors and specialists from the University of Chicago and Ohio University (USA), the University of Oslo (Norway), Research Studios Austria and the Polytechnic University of Madrid (Spain).

The schools’ activities were hosted by ASE’s “PhD Prof. Ion Gh. Roșca” Training Center Complex in Predeal and reunited Master’s, Doctoral, Post-doctoral students and young specialists from Romania and abroad. The program included interactive lectures, hands-on sessions, discussions and projects which enhanced participants’ theoretical knowledge and practical abilities in various fields of data science: statistics, machine learning, text processing, data cleansing and processing, data management, data visualization, graphical analysis.

The 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, supported by partner Ericsson.





4. Summer school entitled “Health and Beauty through Tourism”

On September 2-8, 2019, ASE’s Faculty of Business and Tourism organized at Băile Tuşnad, the Summer school entitled “Health and Beauty through Tourism”, with the support of the Town Hall of Băile Tuşnad (through Mr. Albert Tibor, Mayor of Băile Tuşnad and President of the National Association of Spa and Wellness Resorts in Romania) and of the local tourism agency.

Apart from lectures on tourism issues, students benefited from hands-on activities such as the analysis of natural ecosystems and protected areas (Lake St. Ana and Tinov Mohoş), the monitoring of a craft beer production processes (at the Csiki Sör Beer Factory), getting acquainted with the mineral springs and mofettes in the area, the analysis of spa services in the area, outdoor cooking of local products, visits to various natural and cultural sights in the county of Harghita.

Participating students, divided in 4 teams, were assigned a practical project of use to the community, on one of the following topics: research into the resort tourist profile, suggestions for tourism enhancement and promotion in the resort, destination branding. The projects were delivered before the Mayor and other members of the local community, as well as before academics from ASE.





5. International Festival for Learners of Russian Language

On September 11-14, 2019, ASE's Russian Cultural Center's team participated for the sixth year in a row in the **International Festival for Learners of Russian Language** held in Kiten, Bulgaria. Our team comprised 23 students from Romania, the Republic of Moldova, Ukraine and Montenegro, coordinated by PhD Associate prof. Florina Mohanu, Director of the Center. Our students made presentations of Romania and the Romanian folklore, and of ASE, and participated in various workshops, sports competitions, cultural activities, which offered them the opportunity to get acquainted with Russian history, geography, theatre, music and culture, and also to improve their academic performance by developing their proficiency in Russian, as well as by liaising and communicating with other international students.

The Festival brought together 270 students from all over the world, with the representatives of universities from Japan, China, Turkey and Tunisia being present at the event for the first time.



The Summer Schools of 2019 offered ASE's students numerous opportunities for academic, professional and personal development in an international environment. Besides the long-standing summer schools (Bucharest Summer University, Data Science, or the summer schools organized by the Faculty of Business Administration in Foreign Languages) organized by ASE and held in English, French or German, and the support received for participating in the

International Festival for Learners of Russian Language, ASE extended its offer of extracurricular activities with events delivered in Japanese and Hindi (in the months of June-July 2019). Multilingualism and multiculturalism are thus considered by the first economic university in Romania as key aspects of the education of economists for a labor market whose continuously changing requirements include not only thorough specialized knowledge and practical abilities, but also diverse linguistic and intercultural skills.

ASE's Library, partner and co-organizer of the 30th edition of the ABR National Conference

On September 4–6, 2019, the Romanian Library Association (ABR) organized in Bucharest the **30th edition of the ABR National Conference entitled “30 years of evolution for Romanian libraries”**. Following the invitation of the Romanian Library Associations, ASE's Library participated in the anniversary event as partner and co-organizer, along with leading libraries in Bucharest: the National Library of Romania, the “Carol I” Central University Library and the Romanian Academy Library. As part of the event, ASE's Library hosted the works of two professional panels: “Statistics and evaluation” and “Communicating documents and interlibrary loan”. The event was attended by representatives of university, specialized, national libraries, as well as members of the librarian community who are directly involved in documentation, interlibrary relations or statistics and evaluation, with discussions focusing on the latest developments and new trends in the field.



ASE's Rector, PhD Prof. Nicolae Istudor, participated in CNFIS Meetings

On September 5 and 12, 2019, PhD Prof. Nicolae Istudor, ASE's Rector, participated, as Vice-president, in the meetings of the National Council of Higher Education Financing (CNFIS), an advisory body with the National Ministry of Education. Debates focused on the following issues: the reporting of complementary financing indicators, principles of higher education financing in 2020, financing students who benefit from accommodation in dorms and meals in university cafeterias etc.

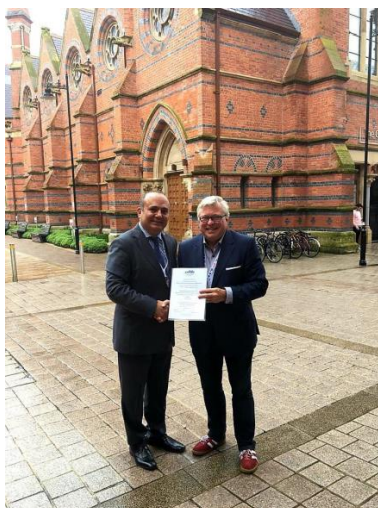
PhD Prof. Gabriela Țigu – member of the World Committee on Tourism Ethics – WCTE

On September 10, 2019, during the general Assembly of the World Tourism Organization (UNWTO) held in Saint Petersburg, **PhD Prof. Gabriela Țigu**, from the Department of Tourism and Geography from ASE's Faculty of Business and Tourism, was elected **member of the World Committee on Tourism Ethics – WCTE**, for a four year-term, the first Romanian member of this forum. The selection process lasted for 4 months and considered the applications of 29 specialists from all over the world.

The World Committee on Tourism Ethics has 8 members and a president, from all the geographical regions of the globe. Established in 2003, it is the impartial body responsible for interpreting, applying and evaluating the provisions of the UNWTO Global Code of Ethics for Tourism by member states.

EAPAA Accreditation for the Bachelor`s program in Public Administration organized by ASE

On September 12, 2019, PhD Prof. Marius Profiroiu, Vice-rector for International relations, was bestowed the **Accreditation Certificate issued by EAPAA** (European Association for Public Administration Accreditation) **for the Bachelor`s program in Public Administration offered by ASE`s Faculty of Management and Public Administration**. The Diploma was bestowed by Ms. Marleen Brans, from the Catholic University of Leuven, Chair of EAPAA, and by PhD Prof. Geert Bouckaert, President of IIAS (International Institute of Administrative Sciences), during the EGPA 2019 Conference organized in in Belfast by the European Group for Public Administration (EGPA).



PhD Prof. Marius Profiroiu, member of the EGPA Steering Committee

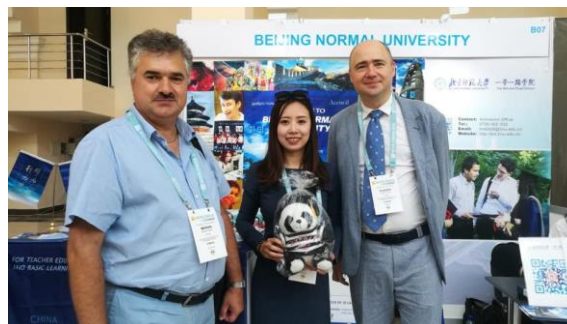
During the General Assembly of the European Group for Public Administration - EGPA held on September 13, 2019, **PhD Prof. Marius Profiroiu**, ASE's Vice-rector for International relations, **was elected member of the EGPA Steering Committee** for 2019-2022. The new President of EGPA is PhD Prof. Jean Michel Douzans; among the newly elected board members, we mention PhD Prof. Geert Bouckaert, President of the International Institute of Administrative Sciences - IIAS, Doctor Honoris Causa of ASE.



ASE's participation in the "QS Worldwide 2019" Strategic Summit

During September 19-20, 2019, ASE participated in the **"QS Worldwide 2019" Strategic Summit** held in Almaty, Kazakhstan. PhD Prof. Marian Dărdală, Dean of ASE's Faculty of

Economic Cybernetics, Statistics and Informatics, and PhD Prof. Claudiu Cicea, Deputy dean of ASE's Faculty of Management, participated in the higher education conference entitled "Journey to Global Prominence: Harmony of Human Heritage and Advanced Technology".



Meeting of PhD Prof. Nicolae Istudor with H.E. Mr. Paul McGarry, Ambassador of Ireland to Bucharest

On September 20, 2019, **PhD Prof. Nicolae Istudor**, ASE's Rector, **had a meeting with H.E. Mr. Paul McGarry, Ambassador of Ireland to Bucharest**, and Mr. Liviu Buzilă, Commercial Attaché with the Embassy of Ireland. Discussions focused on the visit to ASE of Prof. Alan Ahearne from the National University of Ireland, Galway, member in the Board of Directors of the Central Bank of Ireland. Prof. Alan Ahearne will deliver a conference on October 17, 2019, in ASE's Aula Magna, on a topic related to BREXIT.



PhD Prof. Nicolae Istudor, ASE's Rector: "86% of our graduates find a job upon completing their studies"

On September 24, 2019, on the eve of the opening of the new academic year, **PhD Prof. Nicolae Istudor, ASE's Rector, granted an interview to Hotnews** on the employability of ASE's graduates, the adaptability of academic programs to labor market requirements, and on our University's outstanding positioning in leading international academic rankings. The interview

is available (in Romanian) on the news portal: <https://www.hotnews.ro/stiri-educatie-23384982-nicolae-istudor-rectorul-ase-86-dintre-absolventii-nostri-angajeaza-dupa-terminarea-facultatii.htm>.

Workshop entitled "Good practices in the development of the Student Entrepreneurship Associations in Romanian universities"

On September 24, 2019, ASE hosted the **Workshop entitled “Good practices in the development of Student Entrepreneurship Associations in Romanian universities”**, organized by the Bucharest University of Economic Studies, ASE’s Student Entrepreneurship Association (SAS ASE), and the Association of Faculties of Economics from Romania (AFER). The event was attended by coordinators and representatives of Student Entrepreneurship Associations from 23 universities in Romania. Discussions focused on: the identification of cooperation opportunities between Student Entrepreneurship Associations in Romania, best practices used to encourage student entrepreneurial initiatives, suggestions for improving the legislation in the field.

The event was opened by PhD Prof. Nicolae Istudor, ASE’s Rector, PhD Candidate Dragoș Stoica, State Councilor at the Chancellery of the Prime Minister, Dr. Radu Petrariu, Executive Director of AFER, PhD Teaching assist. Robert Bumbac, coordinator of SAS ASE. During the second part of the meeting, PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, made a presentation of cooperation opportunities between Student Entrepreneurship Associations from universities, the business environment and authorities.



The participation of ASE's Delegation in the 2019 EAIE Conference and Exhibition

On September 24-27, 2019, a delegation from the Bucharest University of Economic Studies participated in the **31st edition of the EAIE Conference and Exhibition** organized in Helsinki, Finland, by the European Association for International Education. This leading event on the international education market reunited ca 6000 participants from over 90 countries, who organized 243 exhibition stands. Romania was represented by 31 universities.

On this occasion, ASE's Delegation had a series a meetings with a view to consolidating the University's image on the international education market. The Delegation comprised PhD Prof. Liliana Feleagă, Dean of the Faculty of Accounting and Management Information Systems; PhD Prof. Gheorghe Hurduzeu, Dean of the Faculty of International Business and Economics; PhD Associate prof. Grigore Piroșcă, Dean of the Faculty of Theoretical and Applied Economics; PhD Prof. Olimpia State, Deputy dean of the Faculty of Business and Tourism; PhD Associate prof. Anca Bogdan, Director of International Relations; Oana Cărnicianu, International cooperation officer.



Conferral Ceremony of the “Virgil Madgearu Diploma - with a Gold Medal” to PhD Prof. Mihai Ristea

During the Meeting of the University's Senate on September 25, 2019, ASE conferred the “**Virgil Madgearu Diploma – with Gold Medal**” to PhD Prof. Mihai Ristea, for the latter's contribution to the development of higher education in Romania, and to the enhanced prestige of the Bucharest University of Economic Studies.



Meeting of PhD Prof. Nicolae Istudor, ASE’s Rector, with mass-media representatives

On September 25, 2019, PhD Prof. Nicolae Istudor, ASE’s Rector, had a meeting with mass-media representatives, on issues related to the accommodation conditions in ASE’s dorms. After the meeting, the mass-media representatives were accompanied on a short visit to ASE’s dorms in Moxa and Occidentului Str. by PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, and Ms. Virginia Năstase, Head of the Social Services Division.



ASE’s participation in the EMAC 2019 Regional Conference

On September 25-28, 2019, ASE participated in the **10th edition of the Regional Conference of the European Marketing Academy – EMAC 2019**, on the topic of “Innovations in Marketing Models and Customer Experience Management: Emerging Markets Perspectives”. The conference was hosted by the Saint Petersburg State University of Economics (UNECON), Russia, ASE’s strategic partner for almost 15 years. At the EMAC 2019 conference, the Bucharest University of Economic Studies was represented by a team of academics from the Faculty of Business Administration in Foreign Languages and from ASE’s Doctoral School in “Business Administration”. Conference panels focused on issues such as: Innovations and Marketing, Sustainability Marketing, Relationship Marketing and B2B Marketing, Consumer

Behavior, Loyalty Management, Brand Communications, Luxury Marketing, Social Media Marketing and Data Analysis etc.



Opportunities for international academic cooperation

On September 26, 2019, PhD Prof. Marius Proftiroiu, Vice-rector for International relations, had a meeting with representatives of the Reykjavik University and University of Iceland, on topics related to the “EEA Grant Project EY-MPO-0082”, and on opportunities for extending ASE’s cooperation with these universities.



ASE’s participation in the Sustainable Development Forum

On September 26, 2019, PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, participated in the Sustainable Development Forum held at the Bucharest Chamber of Commerce and Industry. Discussions focused on priorities for a sustainable strategy for the following decade.



ASE participated in the European Researchers' Night

On September 27-28, 2019, ASE participated in the “European Researchers’ Night” events in the “Lumea Copiilor” Park in Bucharest. The University organized a program consisting in scientific and educational activities and workshops, delivered by various of ASE’s Faculties - the Faculty of Agrifood and Environment Economics, the Faculty of Finance and Banking, the Faculty of Management, the Faculty of Marketing and the Faculty of International Business and Economics, supported by ASEAM – the Students’ Association from the Faculty of Agrifood and Environment Economics, the Animal Partners & Friends Association etc. ASE’s representatives present at the University’s exhibition stand interacted with visitors and discussed about what research and the world of science mean.



International Conference “Emerging Trends in Marketing and Management” - ETIMM 2019

On September 26-28, 2019, ASE’s Faculty of Marketing organized the 4th edition of the “Emerging Trends in Marketing and Management” International Conference - ETIMM 2019. Guest speakers: Prof. Berend Wierenga, Rotterdam School of Management, and Alina Stepan, Cluster Head South-East Europe and Country Manager Romania @ Ipsos. The event was attended by international researchers, members of ASE’s Faculties, PhD candidates and business people. Discussions focused on the identification of current and future trends in marketing and management, as well as solutions for developing international practices in these fields.



International Conference on “Competitiveness and Innovation in the Knowledge-based Economy”

On September 27-28, 2019, ASE’s Delegation comprising PhD Prof. Dalina Dumitrescu, Vice-rector for Scientific research, development and innovation, PhD Prof. Anca Ilie, Deputy dean of the Faculty of International Business and Economics, and PhD Prof. Florina Bran from the Faculty of Agrifood and Environment Economics, participated in the **21st edition of the International Conference on “Competitiveness and innovation in the Knowledge-based Economy”**, organized by the Academy of Economic Studies in the Republic of Moldova – ASEM Chişinău. During the conference opening, PhD Prof. Dalina Dumitrescu spoke about the wonderful cooperation between our two universities, as well as about PhD Prof. Paul Bran, the founder of ASEM Chişinău. On this occasion, Academician PhD Prof. hab. Grigore Belostecinic, the Rector of ASEM Chişinău, conferred “Paul Bran” Medals to outstanding personalities from the Republic of Moldova and Romania.



Congratulations to the winners of the public recruitment exams for academic positions in ASE!

On September 30, 2019, the members of ASE's Board of Trustees reunited to congratulate the colleagues who successfully passed the recruitment or promotion exams organized at the end of the second semester of the previous academic year to fill academic positions. Congratulations and a rewarding academic career to all our colleagues!



ASE – visited by pupils interested in the University's Educational offer

At the beginning of the school and academic year, ASE received the visit of groups of high school pupils interested in becoming ASE's students, as follows: on September 23, 2019, a group of 30 senior pupils from the Țândărei Technological High School, accompanied by their teachers, and on September 30, a group of 50 pupils from the "Carol I" Commercial College from Constanța, accompanied by 3 teachers. The pupils and their teachers received detailed information in the Educational offer of ASE's Faculties, study programs, student facilities and career opportunities, and were accompanied on a guided tour of ASE's campus: the Aula Magna, lecture and reading rooms, sports facilities etc.



Dear colleagues,

We begin the 2019-2020 academic year with confidence and security, owing to the great number of students admitted by ASE this year, and to the University's top positioning in international rankings.

I wish us all to forever be the best, to be united, to exceed our own limits, to excel in our endeavors to place the Bucharest University of Economic Studies on ever higher positions in national and international rankings!

May we and our families have a wonderful academic year, in health, good fortune and full of rewarding moments!

Yours faithfully,

Rector,

PhD Prof. Nicolae Istudor

The Bucharest University of Economic Studies

6 Piata Romana, district 1, Bucharest, 010374, Romania

Tel. no.: +4021.319.19.00; +4021.319.19.01. Fax no.: +4021.319.18.99

www.ase.ro; rectorat@ase.ro