



The Bucharest University of Economic Studies  
Board of Trustees

# Newsletter

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December 2016



MINISTRY OF NATIONAL EDUCATION AND SCIENTIFIC RESEARCH

The Bucharest University of Economic Studies

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## NEWSLETTER

December 2016

### ASE's Board of Trustees' position regarding the CNATDCU academic criteria for the field of Economic Sciences and Business Administration

On December 5, 2016, the National Centre for the Attestation of Academic Degrees, Diplomas and Certificates – CNATDCU approved upon the new academic promotion criteria in the field of Economic Sciences and Business Administration. As already known, while the criteria were being elaborated, ASE's Board of Trustees, through the Association of Faculties of Economics from Romania – AFER, submitted a proposal for academic criteria that would require an undisputably necessary higher degree of professionalism, at the same time allowing for a certain period for the academic staff members to adjust to the new criteria. Following ardent public debates, the majority of the CNATDCU members decided that ASE's proposal is the most suitable for the current needs and development capacity of Romanian economic higher education.

As regards the above mentioned criteria, **ASE's Board of Trustees** wishes to make the following **statements**:

- a. There is a constant need for improving the promotion criteria such that, within a reasonable amount of time, the work of our academic staff members should align with international standards.
- b. Considering the fact that the number of publications in internationally recognized journals is vital for positioning in international university rankings, it is crucial that our academic staff members publish an increasing number of articles with a high influence score.
- c. ASE's position in the public debate preceding the adoption of the academic promotion criteria focused on the need for a gradual implementation of more competitive criteria and never questioned the need for excellence.

- d. In 2017, ASE and AFER will organize a series of debates with groups of researchers from Romania and abroad, involved in the development of academic criteria, to elaborate a strategy for the consistent, predictable and gradual increase in the requirements for academic promotion over the following years.
- e. As the leader of the Romanian economic higher education market, ASE has the potential to become a driver of change and promotion of excellence within a framework that takes into account the current national and international developments.
- f. The current level of the criteria adopted by CNATDCU represents a first step towards professionalism and excellence and it is expected that this level will substantially increase.

ASE's Board of Trustees considers that any proposal for change that affects the professional evolution of thousands of academic staff members must be preceded by thorough and complex debates, to avoid tensions that are not beneficial to the evolution of Romanian higher education and its alignment with international standards.

### **Academic Writing Events for students and teachers**

During December 5-9, 2016, ASE's Faculty of Administration and Public Management organized two seminars within the project entitled "Academic Writing for research papers in the fields of Human Resources and Public Administration", as follows: on Tuesday, December 6, Bachelor's and Master's students attended the **Conference entitled "Research ethics in the fields of Human Resources and Public Administration"**, and on Wednesday, December 7, teachers who coordinate graduation papers participated in the **Workshop on "Preventing plagiarism in graduation papers"**. Both events benefited from the input of **Prof. André Cabanis** from Toulouse I Capitole University, Doctor Honoris Causa of the Bucharest University of Economic Studies.



### Blood donation campaign in ASE

On December 5-7, 2016, USASE - the Students` Union from the Bucharest University of Economic Studies organized a **blood donation campaign** under the slogan "Donate blood and save lives!". A special stall was set up for this purpose in the Ion Angelescu Building.



### Interactive Management to the benefit of the academic community

During December 2016, ASE's **Board of Trustees** held its **traditional biannual meetings with students and academic staff members** to exchange opinions and suggestions on the academic and administrative activities they are involved in. With openness and transparency, ASE's management team and their partners for dialogue discussed about the teaching and learning process, student facilities, administrative issues etc., examining the suggestions made so as to identify optimal means of improvement, to the benefit of the University's academic

community. These biannual meetings coincided with the end of the Board of Trustees' first 9 months in office – a good opportunity to assess the activities performed so far, as well as to harmonize the managerial plan with the needs of the community, which are to be addressed in the upcoming period.



### ASE's Rector has received the Legal Point Award

On December 8, 2016, ASE's Rector, **PhD Prof. Nicolae Istudor**, received the **Legal Point Award** granted by the Universul Juridic Publishing House during a ceremony occasioned by the launch of Issue 2/2016 of the prestigious "Legal Point" Journal. The event was attended by personalities from the academic, legal and cultural environments, as well as by journalists.



## AEEF Conference

On Thursday, December 8, 2016, The Department of Financial and Economic Analysis and Valuation - AEEF from ASE's Faculty of Accounting and Management Information Systems organized the **Conference entitled "Job interview secrets. What are employers looking for?"**. This highly relevant event focused on the novelties on the labor market and was facilitated by Ms Raluca Ioana Dumitrescu, Training & OD Specialist COFACE.

## Workshop on "Leadership in the Global Workplace"

On December 8, 2016, ASE's Virgil Madgearu Room hosted the **Workshop on "Leadership in the Global Workplace"**. Guest speaker: Ms Mari Kano Klemm, moderator: PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students.



## The 2016 Awards Ceremony of the Romanian Organization for Tourism Marketing

On December 9, 2016, ASE hosted **The 2016 Awards Ceremony of the Romanian Organization for Tourism Marketing - OMTR**, event supported by The Marketing Organization and ASE's Faculty of Marketing. The ceremony was attended by PhD Prof. Nicolae Istudor, ASE's Rector, PhD Prof. Ion Pârgaru, deputy in the Parliament of Romania,

Ms Anca Pavel-Nedea, President of the Romanian National Tourism Authority, outstanding representatives of the academic and business environments, specialists in tourism marketing and hospitality industry. The famous Romanian man of culture Dan Puric was present among the distinguished guests and delighted ASE's academic community with a brilliant speech and an autograph session.



### **ASE's Educational Caravan at the end of its national tour**

On December 9, 2016, ASE's **5th Educational Caravan** ended the first stage of its national tour. During November 17 – December 9, 2016, the Caravan teams travelled to 29 high schools from Alexandria, Buzău, Constanța, Focșani, Galați, Pitești, Ploiești, Râmnicu Vâlcea, Slatina, Târgoviște and Târgu Jiu. ASE's Caravan teams comprised 54 teachers and 23 students and their presentations were attended by over 3 100 high school pupils.



## **Workshop for young researchers**

On December 9-10, 2016, the Doctoral School in Business Administration from ASE's Faculty of Business and Tourism organized a workshop for young researchers as part of the project entitled **"To elaborate, write and publish a scientific article in the field of economic research"**. The participants tackled the following topics: communicating the results of economic research, against the general background of scientific research; guidelines for the structuring, elaboration and citation optimization of scientific articles; plagiarism, plagiarism prevention and ethics; publication of scientific articles in the field of economic sciences.

## **Signing of the Framework Agreement between ASE and the Competition Council**

On December 12, 2016, ASE's Rector, PhD Prof. Nicolae Istudor, and Mr. Bogdan Chiritoiu, the President of the Romanian Competition Council, signed the Framework Partnership Agreement between our two institutions. The agreement focuses on aspects such as: internship programs for ASE's students at the Competition Council, cooperation on European Union-funded projects, elaboration of surveys and research studies in the field of competition. Moreover, it was agreed that the annual report entitled "Competition in Key Sectors" would be launched in ASE.

## **"Seven Years Searching for the Living Flame" – An Irish experience promoting Romanian heritage**

On December 13, 2016, ASE hosted an event designed to promote Romania's heritage, facilitated by Mr. Peter Hurley, an Irishman who is truly dedicated to advocating Romania's patrimonial values. During the event, Mr. Peter Hurley told the members of our academic community about the way he discovered and fell in love with our country, its beautiful landscapes and people, and how he decided to promote Romania's national values in Europe and throughout the world. Mr. Peter Hurley spoke about the Long Route towards the Merry Cemetery of Sapanta, the United States of Maramures, his projects and experiences in search



for the Living Flame and, especially, about his joyful discovery of Romanian people, places and traditions.

### Workshops organized by ASE's Center for Career Counseling and Guidance

On December 14, 2016, ASE's Center for Career Counseling and Guidance - CCOC organized the workshop entitled "Stress during exam sessions. Means of prevention and intervention", to the benefit of ASE's students. Participants were engaged in interactive activities, being given the opportunity to experience various testing instruments, which made them discover new things about themselves and their own learning style. Moreover, they became aware of several means of coping with exam stress.

On December 15, 2016, CCOC and ASE's Faculty of Theoretical and Applied Economics co-organized the workshop on "Career Guidance", for students from the Faculties of Accounting and Management Information Systems, and Theoretical and Applied Economics. The topics under discussion were: building a successful career, identifying and developing necessary skills and competences, students' expectations about their future profession.



## **ASE's Rector, laureate of the Romanian Academy of Sciences**

The “Costin C. Kirițescu” National Institute of Economic Research from the Romanian Academy of Sciences has awarded the “Pierre Werner Centenary” Medal to ASE's Rector, PhD Prof. Nicolae Istudor, as recognition for his contribution to the development of higher education and academic research, for his constant endeavors for promoting national cultural values along the lines of the Wernerian ideal of reaching consensus and compatibility between European and national values.

The Medal was awarded on the occasion of the 4th edition of the International Conference “Economic Scientific Research – Theoretical, Empirical and Practical Approaches” – ESPERA 2016. PhD Prof. Nicolae Istudor delivered a keynote speech at this conference, which took place in Bucharest on December 15-16, 2016.



## **Romanian Academy of Sciences Award for Economics, Juridical Sciences and Sociology**

On December 16, 2016, the Romanian Academy of Sciences granted the „Virgil Madgearu” Award for Economics, Juridical Sciences and Sociology to PhD Prof. Gabriel Popescu for his book entitled "Cooperăția în agricultură, de la argumentul istoric la transferul de cunoaștere" (in English: Agricultural Cooperatives, from the historical argument to knowledge transfer), which was published in 2014 by the Publishing House of the Romanian Academy of Sciences. Gabriel Popescu holds a PhD in Economics and is an esteemed researcher in the field of agricultural economics and European agricultural policies.

### **Round Table occasioned by the celebration of 100 years since the publishing of Nicolae Xenopol's book entitled "Romania's Wealth"**

On December 15, 2016, ASE's Museum and the Faculty of International Business and Economics organized a Round Table dedicated to the celebration of 100 years since the publishing of Nicolae Xenopol's book "La richesse de la Roumanie" (in English "Romania's Wealth"). In 2013, the book was translated from French into Romanian by a team of academic staff members from ASE's Department of Modern Languages and Business Communication.

### **Videoconference organized by the Teodora Cristea Center for Research**

On Thursday, December 15, 2016, the Teodora Cristea Center for Research in Literature and Applied Linguistics, affiliated to ASE's Faculty of International Business and Economics, organized the **Videoconference entitled "La corrélation entre l'approche communicative et l'approche actionnelle dans la didactique du français de spécialité"**, delivered by PhD Prof. Niculina Ivanciu. This videoconference is part of the Center's Conference Series on Trends and Perspectives in Interdisciplinary Research.

### **Completion of student project and Award Ceremony**

On December 15, 2016, ASE's Aula Magna hosted the Closing conference of the student project entitled "Facilitating the integration of underrepresented students in the academic community of ASE Bucharest", financed by the National Council for Scientific Research in Higher Education – CNCSIS. On this occasion, ASE's Rector, PhD Prof. Nicolae Istudor, attended the Award Ceremony in recognition of the most deserving students involved in this project.

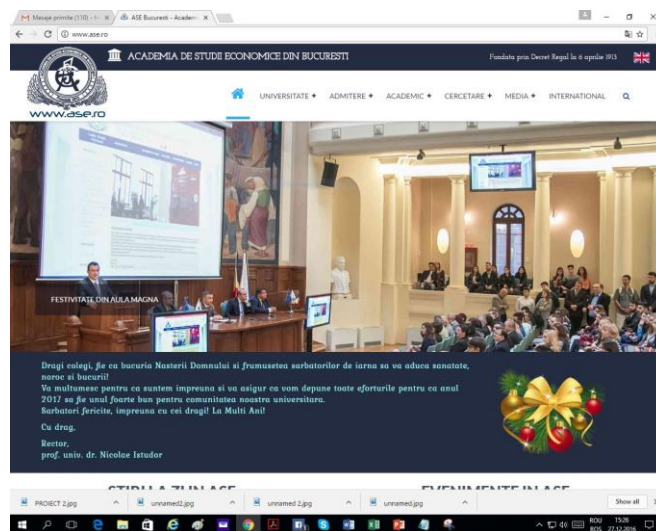


### **Institutional meeting between ASE and the Bucharest Stock Exchange**

On December 19, 2016, the institutional meeting between ASE and the Bucharest Stock Exchange - BVB benefited from the presence of PhD Prof. Nicolae Istudor, ASE's Rector and Mr. Ludwik Sobolewski, CEO of the Bucharest Stock Exchange. The aim of the meeting was to discuss the signing of a framework cooperation agreement between the two institutions, taking into account their common interests as well as their specificities. The objectives of this contract would be: to facilitate academic exchange and permanent update for the teachers and the curricula in the field; to organize seminars for students so that the latter become more knowledgeable of the theoretical and practical issues of the mechanisms underpinning the capital market; to organize joint conferences for the professional development of students; to use adequate marketing tools for bilateral promotion, which could lead to an increased visibility and attractiveness of the two institutions; to establish student professional societies/ organizations dedicated to the study of the Romanian and international capital markets etc. It was agreed that ASE and BVB would sign a strategic partnership agreement.

### **Launch of the new version of the institutional website [www.ase.ro](http://www.ase.ro)**

On December 20, 2016, the new version of the institutional website [www.ase.ro](http://www.ase.ro) was launched. With a modern layout and an increased user-friendliness, the new website is the result of the joint efforts of ASE's IT&C specialists and the management of ASE's Marketing and Communication Office. Congratulations!



## Meeting of ASE's Board of Trustees and Advisory Board

On December 21, 2016, ASE's Board of Trustees had a meeting with the University's Advisory Board. As usual, the event has highlighted the beneficial contribution to the management of the University that the expertise of the personalities in the Advisory Board can bring. To start with, ASE's Rector, PhD Prof. Nicolae Istudor, presented the University's main concerns and achievements during the Board of Trustees' first nine months in office; then, the members of ASE's Advisory Board made suggestions regarding joint projects, short and long term plans for the development of our University. The members of ASE's Board of Trustees were also invited to participate in the meeting and directly exchange opinions with the Advisory Board members. It is worth mentioning that each of ASE's Faculty has its own Advisory Board.



## Earthquake simulation in ASE\

On December 21, 2016, ASE's campus hosted **an earthquake simulation drill** organized as part of the project entitled "Academy of Hope - Volunteering out of Love for Life" launched in ASE on October 6, 2016. The drill was facilitated by ISU - the Romanian General Inspectorate for Emergency Situations and the SMURD Foundation, whose sizeable teams promptly came to the aid of the numerous potential "victims". The purpose of the simulation drill was to train ASE's academic community for an adequate response to the emergency situations that could arise.



## Holiday time in ASE!

Naturally, December is a time for special celebrations that anticipate the warm Christmas and Winter Holidays! Hence, the Bucharest University of Economic Studies organized a series of memorable events appreciated by the members of the academic community and their guests. In early December, all of the University's buildings were adorned with the traditional Christmas trees offered by ASE's Board of Trustees. Then, ASE's Aula Magna hosted the **first concert of our University's choir**, who sang the Gaudeamus Hymn and a selection of Romanian and international Christmas carols before the members of the University's Senate, during the latter's gathering on December 14, 2016.

On the same day, ASE`s Faculty of Marketing and KPMG Romania offered our community a truly unique cultural evening: the Aula Magna hosted the **Concert of Alexandru Andries and guests, Ioana Mintulescu and Sorin Romanescu**, three most famous Romanian singers.

During December 14-23, 2016, USASE - the Students` Union from the Bucharest University of Economic Studies organized the traditional **Handmade Christmas Fair**. Talented students displayed their work at the special stalls in the Mihai Eminescu Building. At the same time, USASE organized a fundraising in exchange for homemade products, to the benefit of their socially-challenged colleagues.



### **Humanitarian campaign organized by ASE`s Charity Foundation “Academy of Hope”**

During late December 2016, ASE`s Charity Foundation “Academy of Hope” organized the humanitarian campaign to the benefit of disadvantaged elderly and children. The generous members of SISC - The Independent Union of Students from the Faculty of Economic Cybernetics, Statistics and Informatics, were involved in various fund raising activities, to help sight impaired children from the Special Secondary School for the Visually Impaired and needy families from the "St. Paraskeva and John the Russian" Parish in Bucharest.

### **Christmas Tree Celebration in ASE**

On December 21, 2016, Santa Klaus, his elves and the Snow Queen, visited ASE to participate in our Christmas Tree Celebration and bring presents for the children of the staff members. Among the carollers, we mention: pupils from the Special Secondary School for the

Visually Impaired, and from School no. 186 in Bucharest, our students from the Faculty of Economic Cybernetics, Statistics and Informatics, and, of course, Santa and his companions.



### **Research seminar**

On December 22, 2016, ASE`s Faculty of Accounting and Management Information Systems organized the **Research Seminar entitled "Introduction to Empirical Financial Accounting Research"**, delivered by PhD Prof. Ulf Bruggemann, from The Humboldt University of Berlin, Germany. The seminar was dedicated to young researchers and doctoral students, as part of the project entitled "Enhancing the internationalization of education and research in the field of accounting".

### **New Year`s Greetings**

*Dear colleagues, may the joy of Nativity and the beauty of the winter holidays fill your heart with respect and tolerance for all around us! I am grateful for being part of the same team and confident that we will make all the necessary endeavors for 2017 to be a rewarding year for our academic community.*

*Happy Holidays! Happy New Year!*

*President of the University`s Board of Trustees,  
PhD Prof. Nicolae Istudor*





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