



The Bucharest University of Economic Studies
Board of Trustees

Newsletter

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June 2017



MINISTRY OF NATIONAL EDUCATION
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ASE'S BOARD OF TRUSTEES' NEWSLETTER

JUNE 2017

Marketing campaign for ASE's Educational offer for Bachelor's, Master's and Doctoral Study programs

Throughout June 2017, ASE's Marketing and Communication Office continued the **marketing campaign for Admission 2017** to Bachelor's, Master's and Doctoral studies. The University benefited from exposure in **printed and online media**, by publishing information materials in the "Adevarul" newspaper, as follows: two issues of the "Adevarul Weekend" newspaper published information on ASE's Educational offer for Bachelor's studies (on June 23 and 30); one issue of the "Candidate's Guide" – supplement of the "Adevarul" newspaper published information on ASE's Bachelor's programs (on June 27); one issue of the "Adevarul Weekend" newspaper is to publish two information pages on ASE's Educational offer for Bachelor's, Master's and Doctoral studies (on July 7); three advertorials on all three cycles of study are to be published online (the July 6 and 10 advertorials are to focus on Bachelor's programs, whereas the July 20 advertorial is to focus on Master's programs).

Moreover, detailed information on the Educational offer of all of ASE's Faculties organizing Bachelor's study programs have been posted online by the **Adservio educational portal**, on its Admissions page, which is viewed by over 100,000 teachers, pupils and parents.

On June 20, 2017, PhD Prof. Dorel Mihai Paraschiv, Vice-rector for Liaison with the business environment and cooperation with students, spoke about **Admission 2017 during the 22.00h Economic Newscast** at the DIGI 24 TV Channel.

Throughout the month of June, ASE's Marketing and Communication Office continued to offer **counseling on Admission procedures** to potential candidates, **by classical means** (face to face meetings, phone calls and e-mails), **by outdoor postings** at the entrance of ASE's buildings, and **by permanently updating the Admissions page of the institutional website** www.ase.ro.

Starting this month, candidates are invited to access the **online pre-registration** facility, to benefit from a smooth Admission process.

Series of Doctoral Lectures entitled “Research Methods in Accounting”

During May 30 – June 8, 2017, ASE’s Faculty of Accounting and Management Information Systems (AMIS) and ASE’s Doctoral School’s Accounting Branch organized the **Series of Doctoral Lectures on “Research Methods in Accounting”**. The Lectures were taught by PhD Prof. Ion Ionașcu and PhD Prof. Nadia Albu (from ASE), PhD Prof. Robert Faff (from the University of Queensland, Australia and Visiting research professor at ASE), PhD Prof. Andrei Filip (from ESSEC Business School in Paris, France), PhD Prof. Luc Pugam (from HEC Paris, France), PhD Prof. Anna Alon (from University of Agder, Norway) and PhD Prof. Sebastian Hoffmann (from the University of Edinburgh, UK). The participation of foreign scholars was facilitated by AMIS Faculty’s agreements with the latter’s home universities; Professors Alon and Hoffman are visiting ASE on an Erasmus Plus scholarship, whereas Professor Filip is visiting ASE on the basis of the agreement concluded by ASE and ESSEC Business School in 2016. The Lectures were attended by 14 PhD students from ASE’s Doctoral School’s Accounting Branch.



ASE – visited by Prof. Jonel Subic, Director of the Institute of Agricultural Economics in Belgrade

In early June 2017, ASE was visited by Prof. Jonel Subic, Director of the Institute of Agricultural Economics in Belgrade, Serbia, following the invitation of ASE’s Faculty of Agrifood and Environmental Economics. Prof. Subic delivered a series of lectures on renewable energy and agriculture, and met representatives of ASE’s Faculty and Department of Agrifood and Environmental Economics, with a view to identifying opportunities for scientific cooperation between ASE and the Institute of Agricultural Economics in Belgrade.



Early Career Researchers Workshop

On June 5 and 6, 2017, ASE's Faculty of Accounting and Management Information Systems (AMIS) organized the **“Early Career Researchers Workshop”**, in partnership with the US based International Association for Accounting Education and Research (IAAER), and financed by the UK based Association of Chartered Certified Accountants (ACCA). The event organizers were Prof. Donna Street (from University of Dayton, USA – IAAER Director of Research and Educational Activities), PhD Prof. Cătălin Albu and PhD Prof. Nadia Albu (from ASE's AMIS Faculty). The workshop was attended by 18 young researchers in Accounting from Romania, Poland and Turkey. Presentations were held by 10 scholars from reknown universities in Australia, Austria, France, Germany, Norway, United Kingdom and United States. The Bucharest University of Economic Studies, represented by the Faculty of Accounting and Management Information Systems, is a member of IAAER, an international network promoting excellence in Accounting education and research.



Conference entitled “Good Practices Applying in Horizon 2020 Programme”

On June 6, 2017, ASE hosted the **Conference on “Good Practices Applying in Horizon 2020 Programme”**. The event, organized by ASE’s Division of Research and Innovation Management on the initiative of several members of the academic community and with support from ASE’s Rector, PhD Prof. Nicole Istudor, was held in the University’s Aula Magna, and was attended by over 90 scholars and students. Guest speakers: Ms. Laura Apostol - Head of Sector, Marie Skłodowska-Curie Research and Innovation Staff Exchange (RISE); Mr. Valentin Oprea - Project Adviser, European Research Council Executive Agency and Mr. Viorel Peca - Head of the Future Emerging Technology Unit, European Commission, DG CONNECT. Other guests: representatives of the Ministry of Research and Innovation, of The “Babeş-Bolyai” University of Cluj-Napoca, of the University Politehnica of Bucharest, of The University of Agronomic Sciences and Veterinary Medicine of Bucharest and of The Institute of Atomic Physics. Given the necessity to increase the visibility and competitiveness of Romanian research, to inform potential funding applicants, the agenda of the event also included a workshop during which three special guests directly involved in the Horizon 2020 Programme shared from their experience.



Conferral of the Title of Doctor Honoris Causa to PhD Prof. Katherine Schipper from Fuqua School of Business, Duke University, USA

On June 7, 2017, **The Bucharest University of Economic Studies conferred the Title of Doctor Honoris Causa to PhD Prof. Katherine Schipper from Fuqua School of Business, Duke University, USA**. Prof. Schipper’s outstanding scholarly merits have long been recognized, as she received the "Outstanding Accounting Educator Award" from the American Accounting Association in 1999, and was the first woman to become part of the prestigious Accounting Hall of Fame in 2007. The Conferral

Ceremony was part of the program of the **International Conference on “Accounting and Management Information Systems” (AMIS 2017)**.



International Conference “Accounting and Management Information Systems”- AMIS 2017

During June 7-8, 2017, ASE’s Faculty of Accounting and Management Information Systems (AMIS) organized the 12th edition of the **International Conference on “Accounting and Management Information Systems” – AMIS 2017**. The conference was attended by 145 researchers and practitioners from 14 countries (50% of the participants coming from ASE and other Romanian universities, 26% foreign scholars and 24% practitioners). The Conference was opened by PhD Prof. Nicolae Istudor, ASE’s Rector who, on behalf of the University’s Board of Trustees, welcomed the guests of this prestigious scientific event. Special guest: Prof. Katherine Schipper (from Duke University, USA) whom ASE conferred the Title of Doctor Honoris Causa, for her outstanding contribution to research in International Accounting and for her extraordinary commitment to enhancing the international visibility of The Bucharest University of Economic Studies. The conference program included 4 panels and 16 parallel sessions, with 51 paper presentations.



25 years of academic cooperation between CNAM Paris and ASE Bucharest

To celebrate **25 years of academic cooperation between the National Conservatory of Arts and Crafts - CNAM Paris and the Bucharest University of Economic Studies**, on June 8, 2017, a delegation led by Prof. Olivier Faron, CNAM General Manager participated in a series of events dedicated to the Jubilee: the ceremony for the renewal of the cooperation agreement on the INDE Romanian-French MBA Program, meetings with PhD Prof. Nicolae Istudor, ASE's Rector, to discuss about the perspectives of the bilateral cooperation, with PhD Prof. Pavel Nastase, Minister of National Education and President of ASE's University Senate, with representatives of the business environment and INDE alumni. The CNAM delegation also participated in the Romanian French MBA Award Ceremony 2017.



International Conference on “Information Technology and Communications Security” - SECITC 2017

During June 8-9, 2017, ASE’s Department of Economic Informatics and Cybernetics, ASE’s Faculty of Economic Cybernetics, Statistics and Informatics, and the Military Technical Academy in Bucharest jointly organized the 10th edition of the **International Conference on “Information Technology and Communications Security” - SECITC 2017**.



PhD Prof. Nicolae Istudor, ASE's Rector, was conferred the Title of Doctor Honoris Causa by the "Dunarea de Jos" University of Galati, Romania

On June 9, 2017, The “Dunarea de Jos” University of Galati, following the proposal of its Faculty of Economics and Business Administration (FEAA), conferred the **Title of Doctor Honoris Causa to PhD Prof. Nicolae Istudor, Rector of the Bucharest University of Economics Studies**, for his professional, scientific and academic merits. The event was welcomed by the entire academic community of Romanian economists, represented by the Association of Faculties of Economics from Romania (AFER) and the Universitaria Consortium, with the Conferral Committee including members from the Boards of Trustess of the five member universities of the Consortium.

During the Conferral Ceremony, PhD Prof. Nicolae Istudor delivered a lecture on the “Role of Romanian higher education system in the professional training of the laborforce in EU and Romania”. The Conferral Ceremony was hosted by the Senate Room of The “Dunarea de Jos” University of Galati, on the occasion of the International Conference on “Risk in Contemporary Economics”, which provided participants with the opportunity to share ideas, scientific research results and hands-on experiences, as well as to debate on interdisciplinary approaches against the background of the most recent European Union policies and practices.



Institutional Development Workshop entitled "Attracting U.S. students to Romania"

On June 12, 2017, ASE hosted the **Institutional Development Workshop on "Attracting U.S. students to Romania"**, organized by The Bucharest University of Economic Studies and the Romanian – US Fulbright Commission, whose main topic was the consolidation of bilateral cooperation and attracting US students and scholars to ASE. The event benefited from the participation of representatives from leading US universities: Dr. Shuyler S. Korban – Vice-rector, Lehigh University; Dr. Katherine Radande, Director – Study Abroad, Lehigh University; PhD Prof. Constantin Crănganu – Brooklyn College of The City University of New York; Mr. Steven Roy Goodman – Educational consultant and Admission strategist; PhD Prof. Roger Hamlin – Michigan State University; Dr. John Nees – University of Michigan; Dr. Andrea Sarzynski - University of Delaware; PhD Prof. Nancy Sherman – Bradley University; PhD Prof. Donna Street – University of Dayton; Dr. Maria Pia Valdivia – John Hopkins University; Dr. Tudor Vlad – University of Georgia.

PhD Prof. Marius Constantin Profiroiu, ASE's Vice-rector for International Relations, presented ASE's internationalization endeavors, good practices in transatlantic academic cooperation and cooperation opportunities offered by ASE. During the meeting, a research study was presented, on the cooperation agreement between the Bucharest University of Economic Studies, represented by the Faculty of Accounting and Management Information Systems, and Indiana University, represented by Kelley School of Business.



Conference entitled "Romania's Potential, from Trust Capital to Prosperity"

On June 15, 2017, ASE's Aula Magna hosted the **Conference entitled "Romania's Potential, from Trust Capital to Prosperity"**, co-organized by The Bucharest University of Economic Studies and Banca Comerciala Romana. The event is the first of a series of conferences that the two partners intend to organize on current topics related to

the economic dynamics of the Romanian society. The conference was opened by PhD Prof. Nicolae Istudor, ASE's Rector, who emphasized the necessity to identify the best solutions for "the fundamental issues related to Romania's destiny, through the dialogue between our researchers and governmental authorities, leaders of key institutions and representatives of the private environment for the smooth progress of our country's economy".

Among the conference speakers, we mention: Mr. Sergiu Manea, CEO of BCR, Ms. Mariana Gheorghe, CEO of OMV Petrom, Mr. Radu Crăciun, President of BCR Pensii, and Mr. Shanker Singham, Director of Economic Policy and Prosperity - Legatum Institute, who presented the results of the "**Central and Eastern European Prosperity Report**", elaborated by Legatum Institute. The Prosperity Index is calculated based on nine indicators, as follows: economic quality, business environment, governance, education, health, safety & security, personal freedom, social capital and environment. Given the scores obtained for these criteria, Romania is ranked 11th out of 16 Central and Eastern European Countries, and 50th out of 149 countries in the global ranking. The conference continued with debates on issues such as: attracting capital; developing Romanian entrepreneurship; economic growth; the model for Romania's economic development for the following decade; investments in industry, agriculture, services, education; bridging the gap on the labor market; means of transferring economic growth to households; strategies for enhancing trust capital and prosperity.





The 5th edition of the International Conference on “Marketing and Business Development” - MBD 2017

During June 15-17, 2017, ASE’s Faculty of Marketing organized the 5th edition of the **International Conference “Marketing and Business Development” – MBD 2017**. The event reunited marketing and business specialists who debated on topics related to the state of the art, innovative strategies, new research and recent marketing developments in the context of the latest changes in the global business environment. Among the keynote speakers, we mention Mr. Jean-Michel Raicovitch, Associate prof. at the National Conservatory of Arts and Crafts - CNAM Paris and Co-President of the French National Association of Marketing Professionals – ADETEM.



ASE’s Delegation to USA

During June 16 – 24, 2017, ASE’s Delegation comprising PhD Prof. Nicolae Istudor, ASE’s Rector, and PhD Prof. Marius Profiroiu, Vice-rector for International Relations, performed a visit to the United States, in Chicago and New York City. The Delegation members went on a series of visits to some of the most internationally prestigious economic and business universities: University of Chicago – ranked among the top three

world universities in Economics; Northwestern University – ranked among the top 10 world universities in Economics and Business; University of Illinois at Chicago; Booth School of Business at University of Chicago – the second oldest business school in the United States and the first to offer an Executive MBA program and to initiate a Doctoral program in Business; and Metropolitan College of New York.

During the meetings with the management of the respective universities, researchers, academics, members of Romanian diaspora, and students, discussions focused on: subsequent cooperation in various research fields, the possibility for facilitating research scholarships for ASE’s Doctoral students as part of the Fulbright Program, ways in which academics of Romanian nationality can support ASE’s internationalization endeavors. At the Metropolitan College of New York, ASE’s Delegation discussed about prospective bilateral cooperation with the Dean of the Faculty of Business and Public Affairs and students from the latter’s study program in Emergency and Disaster Management.





Festive Gatherings of the University's Senate

On June 20-21, 2017, ASE's Aula Magna hosted two **Festive Gatherings of the University's Senate**. On June 20, following the proposal of the Faculty of Economic Cybernetics, Statistics and Informatics, **ASE conferred the Title of Doctor Honoris Causa to PhD Prof. Constantin Virgil Negoita**, member of the International Academy for Systems and Cybernetic Sciences - IASCYS; for his outstanding merits as a researcher and practitioner in the field of Systems Theory and Cybernetics, as well as for his professional and personal prestige among the members of the academic community. On June 21, following the proposal of the Faculty of Marketing, **ASE conferred the "Virgil Madgearu Diploma - with a Gold Medal" to PhD Prof. Nicolae Alexandru Pop**, for his national and international professional, scientific and managerial results, as a tenured scholar in ASE.



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

During the month of June 2017, ASE's Center for Career Counseling and Guidance continued its **meetings with first and second year students** from the Faculty of Economic Cybernetics, Statistics and Informatics, to discuss about stress management during exam sessions (on June 13-14). Moreover, on June 22, ASE students also attended a **Workshop entitled "Discover your potential for a career that fits you"**, delivered by psychologist Steluta Peleașă, from the online platform PeMeserie.ro.

Summer School on Japanese Language and Culture

During June 26 – July 1, 2017, ASE's Department of Modern Languages and Business Communication from the Faculty of International Business and Economics organized the 2nd edition of the **Summer School on Japanese Language and Culture**. Summer school coordinator: Assistant prof. Raluca Nicolae, assisted by Ms. Hiroko Ogawa, volunteer, who helped teaching the Japanese Language classes and supervised several of the cultural workshops.

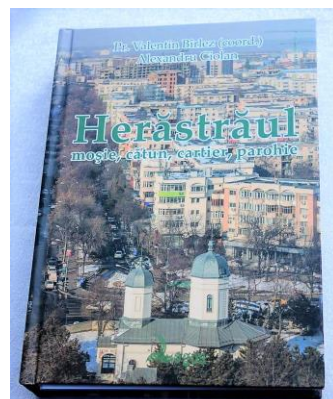
Information event

On June 26, 2017, ASE's Division of Research and Innovation Management organized the **Information event on "Funding Opportunities in the Education-Research-Innovation Knowledge Triangle during 2014-2020"**. The aim of the event was to disseminate among members of ASE's academic community information that could facilitate the absorption of European funds by means of the Competitiveness Operational Programme, providing details on "Axis 1: Research-Development-Innovation". The event was opened by PhD Prof. Nicolae Istudor, ASE's Rector, who dwelled on "The Central Role of Universities in the Knowledge Triangle". The event program included the presentation entitled "Priority Axis 1 – Research, development and innovation supporting economic competitiveness and the development of businesses" delivered by Ms. Svetlana Gombos, Director General of the Managing Authority for Competitiveness Operational Programme, the Ministry of Regional Development, Public Administration and European Funds; and the presentation entitled „Priority Axis 6 – Education and Competences. Investment Priorities: 10II and 10IV" delivered by Ms. Maria Alexandra Boulean, Director, Intermediate Body for the Human Capital Operational Programme within the Ministry of National Education. Presentations were followed by a series of extended question and answer sessions.

Book Launch

On Wednesday, June 28, 2017, PhD Prof. Nicolae Istudor, ASE's Rector participated in the **launch of the book entitled "Herăstrăul: moșie, cătun, cartier, parohie"**, ("Herastrau: estate, hamlet, neighborhood, parish"), authored by Priest Valentin Bîrlez (coordinator) and Alexandru Ciolan. The event took place in the Church of Saints Apostles Peter and Paul in Herastrau, and was attended by Mr. Dan Tudorache, Mayor of Sector 1 – Municipality of Bucharest, public figures and neighborhood residents. During the event, Priest Valentin Bîrlez stated that "If you do not know our people's history, you do not know your parents' history. Apart from providing information, this book also aims

to spiritually move the reader. By perusing it, you will discover something new on each new page, you will smile and feel that you are doing something for your neighborhood”.



ASE's Rector reiterates his decision to fully exercise his 2016-2020 Mandate

Given the proposals received by ASE's Rector, PhD Prof. Nicolae Istudor, to become Romania's Prime Minister or Minister of National Education, ASE's Rector - as recently declared for the media - reassures the academic community of his intention to fully exercise the mandate he and his team was elected for by the members of the academic community.

ASE's Rector considers that the aforementioned proposals do honor to The Bucharest University of Economic Studies, to himself and to the University's Board of Trustees, and come as recognition of the vital role the University plays in the economic and social life of Romania.

Earthquake Simulation in ASE

On Thursday, June 29, 2017, ASE organized an **earthquake simulation** in its administrative building and the Gym from Cihoschi Street. The activity was organized as part of the Project entitled "Academy of Hope - Volunteering out of Love for Life", undertaken by ASE in partnership with the Romanian General Inspectorate for Emergency Situations - DSU, with a view to training the academic community to correctly react in emergency situations.



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