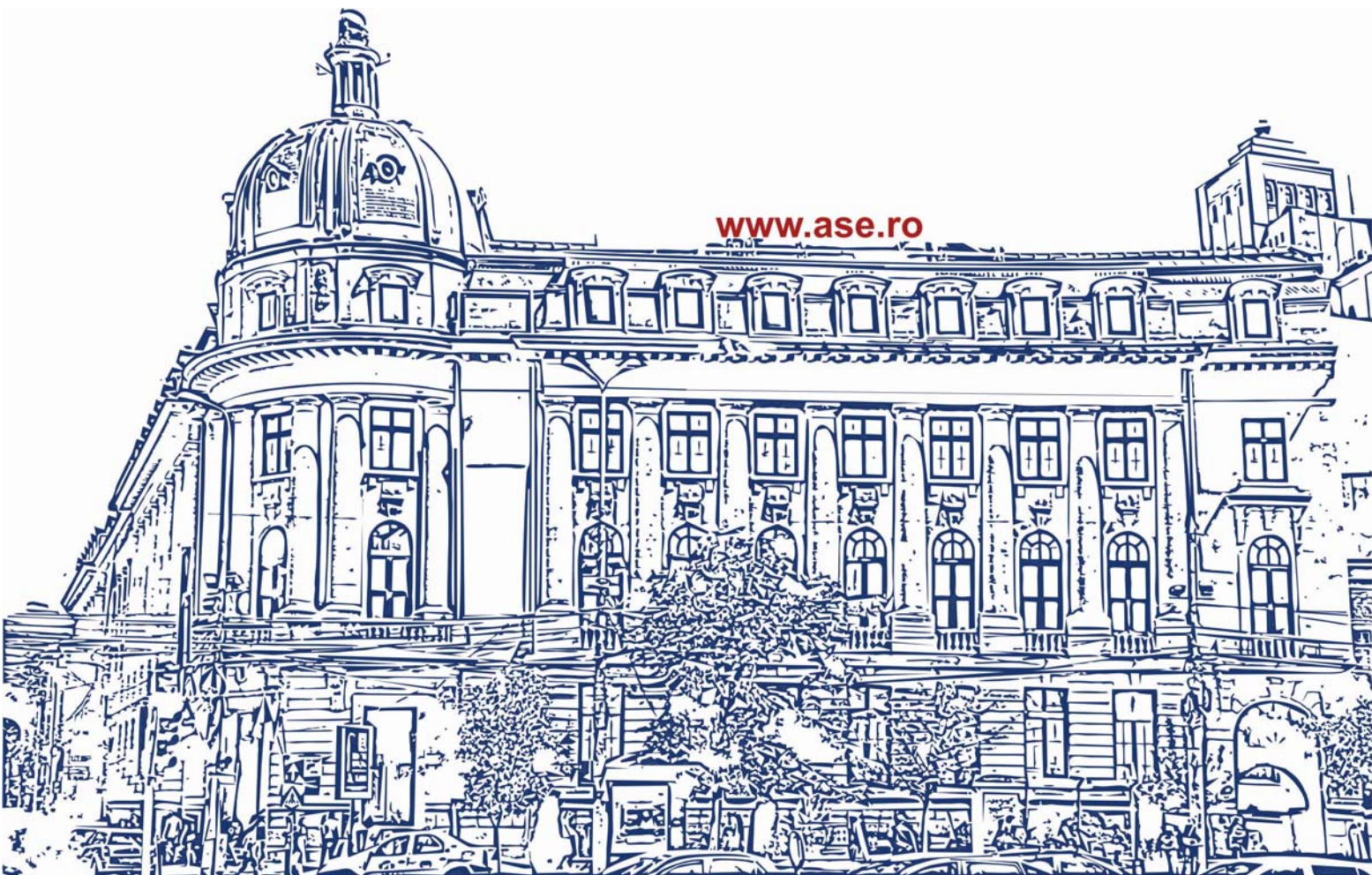




**Bucharest University of Economic Studies  
Board of Trustees**

# Newsletter



**May 2019**



BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

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**ASE'S BOARD OF TRUSTEES' NEWSLETTER**

**NO. 5/ MAY 2019**

**Campaign to promote ASE's Educational Offer for Admission 2019**

Throughout the month of May 2019, the Bucharest University of Economic Studies organizes a **media campaign** in 10 counties from Romania (with the highest number of high school graduates becoming our students) **to promote its Educational Offer for Admission to Bachelor's, Master's and Doctoral studies** for the 2019-2020 academic year. The campaign consists in several daily prime-time broadcasts of a TV commercial by leading regional TV channels in the counties of: Argeș, Buzău, Constanța, Dâmbovița, Galați, Ialomița, Prahova, Teleorman, Vâlcea, and Vrancea. ASE's Educational Offer is also promoted by means of online advertorials in the Education section of the most accessed media sites: [www.hotnews.ro](http://www.hotnews.ro), [www.ziare.com](http://www.ziare.com), [www.adevarul.ro](http://www.adevarul.ro).

**International study program "Community Learning for Local Change"**

During May 5-14, 2019, students, academics and specialists in social entrepreneurship from Germany, The Netherlands, Estonia and Romania participated in ASE in the intensive learning workshop organized as part of the Erasmus+ Project entitled **"Community Learning for Local Change"**, with ASE as partner. The aim of the project is to train future social entrepreneurs, able to meet various challenges arising at European level, and to offer participants the opportunity to cooperate as part of community innovation labs. The debate focused on circular economy in the capital city of Romania. Participating students formed international teams and, for ten days, they were carefully guided and coordinated by academics and specialists in social entrepreneurship to design business plans that may lead to solving social, cultural and/or environmental problems.



### International Week in ASE 2019

The fourth edition of the series of events entitled “International Week in ASE” was organized on May 6 - 10, 2019, and comprised 13 conferences, debates, workshops and official meetings.

- Thus, the series of activities coordinated by ASE’s International Relations Office started on May 6, 2019, with the **conference entitled “Les Défis de la Construction Européenne au XXIème siècle”** delivered by Prof. André Cabanis, from Université Toulouse 1 – Capitole, Doctor Honoris Causa of ASE. The talk, which was enjoyed by numerous students and academics from ASE, focused on the main challenges facing the European Union in the 21<sup>st</sup> century, as a preamble to Europe’s Day and a call to reflection on the future of the European Union.



- On May 6, ASE also received the **visit of H.E. Ms. Raja Jhinaoui Ben Ali, the new Ambassador of the Republic of Tunisia in Bucharest**, an occasion for her Excellency to deliver and extremely interesting talk before Master’s students in International Economic Diplomacy from ASE’s Faculty of International Business and Economics.



- The series of events organized in partnership with diplomatic missions accredited to Bucharest continued on May 7, when ASE received the **visit of H.E. Mr. Annayev Annamammet, Ambassador of the Republic of Turkmenistan to Romania**. After a meeting with ASE's Rector, PhD Prof. Nicolae Istudor, Mr. Ambassador Annamammet participated in the **round table** on current economic challenges and development perspectives for the Caspian Sea Region - the Turkmen experience. The event was attended by Turkmen students enrolled in ASE's Bachelor's, Master's and Doctoral programs.



- On May 7, ASE received the **visit of three academics from Lebanese International University din Beirut, Lebanon**, as part of the existing Erasmus cooperation. On this occasion, a debate was organized to facilitate discussions on the cultural, economic and social characteristics of Lebanon, as well as on cooperation and mobility opportunities between ASE and Lebanese International University din Beirut.



- An interesting talk was offered to ASE's students and academics by **H.E. Mr. Salah Eldin Abdel Sadek Ahmed, Ambassador of the Arab Republic of Egypt in Romania and the Republic of Moldova**, who participated on May 9 in the round table on the culture, economy and society of Egypt.



- During the International Week, PhD Prof. Marius Profiroiu, Vice-rector for International Relations, had a **meeting with 30 students and 3 academics from Indiana University - Kelley School of Business**, USA, participating in a six-week training session in Romania, as part of the partnership between ASE's Faculty of Accounting and Management Information Systems and Kelley School of Business.



- The International Week in ASE also contained a rich series of events (debates, round tables, social and cultural activities) organized by **ASE’s Cultural Centers**, as follows:

Centre de Réussite Universitaire organized the round table on “Belles découvertes: Khaled Ziani – poésie et expérience estudiantine en partage”, the Francophone Cinema Evening “Ciné-débat: Je vous trouve très beau” and the reunion of students and alumni from the Preparatory year of Romanian language for foreign citizens “Une après-midi pour booster votre réussite universitaire en Roumanie” – an occasion to discuss about opportunities for continuing higher education studies and finding employment in Romania, in fields such as economics, medicine, engineering etc.

The Russian Cultural Centre organized the reunion entitled “Anya Matrioshka at the Russian Cultural Center”, to present the activities of the Centre and the experience of academics and students from Romania and the Russian Federation, the talk entitled “Sankt-Petersburg seen by Sonia Ignatieva”, as well as the Russian Cinema Evening dedicated to a leading Russian film - “Anna Karenina”.

The Center for American Studies organized a workshop on “Career guidance - go-to tools for getting started and making progress in your future career”, whereas the Centre of Japanese Studies invited Mr. Keisuke Mizuno, Director General of the Japan External Trade Organization - JETRO Romania, to deliver a presentation on “Romania - Japan Business Development through JETRO's Support”.

- On May 10, 2019, during the International Week, ASE organized the **workshop on “Education about Standardization”**, in partnership with the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), and with the Romanian Standards Association (ASRO).



The “International Week in ASE” is but one of the occasions that the Bucharest University of Economic Studies provides for its Romanian and foreign students to find out about the latest developments in the international educational, diplomatic and business environments, to directly interact with representatives of these fields, and exchange ideas, opinions and best practices, for their professional and personal development such that they embark upon a successful career.

### **Visiting professor at ASE’s Faculty of Accounting and Management Information Systems**

On May 6-13, 2019, Prof. Andrei Filip, from ESSEC Business School Paris, France, was welcomed by ASE’s Faculty of Accounting and Management Information Systems as a **visiting professor**. Apart from teaching a seminar for the “IFRS Financial Accounting” discipline (to first year Bachelor’s students from the English-taught program), on May 7, Prof. Filip delivered a Doctoral lecture on “Measuring financial reporting quality”, and on May 9 he participated in a research seminar focusing on the paper entitled “Investors’ Attention and Social Media: Evidence from Small Listed Firms” (authored by: Romain Boulland, Andrei Filip, Alessandro Ghio, Luc Paugam). The events were attended by academics and Doctoral students interested in quantitative studies (on the capital market) and their implications for the accounting field.

## Conference organized by the Diversity Europe Group of the European Economic and Social Committee

On May 7, 2019, PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, participated in the **conference entitled “A Europe of Shared values and Civil Society”** organized by the Diversity Europe Group of the European Economic and Social Committee. The event took place at the National Library of Romania, and focused on three fundamental dimensions, from the perspective of European civil society: guaranteeing European values and fundamental rights, the changing role of European civil society, and the future of the EU. The event was attended by representatives of the Presidential Administration, the Ministry of Foreign Affairs, the European Institute of Romania, the Chamber of Commerce and Industry of Romania, the academic environment, the civil society etc.



## Launch of joint project at the Research Center for Productivity Studies

On May 8, 2019, ASE hosted the **launch of the joint project** at the Research Center for Productivity Studies, undertaken by ASE in partnership with the Republic of Korea, as part of the South Korean program entitled “Knowledge Sharing Program”. The event was attended by PhD Prof. Nicolae Istudor, ASE’s Rector, H.E. Mr. Eun-joong Kim, Ambassador of the Republic of Korea to Romania, Mr. Ștefan-Radu Oprea, Minister for the Business Environment, Commerce and Entrepreneurship. The project is addressed to students who are interested in conducting research, in pursuing a strong academic career, and whose entrepreneurial spirit makes them think of starting their own business. In his speech, Minister Oprea appreciated the involvement of the



Korean Government in supporting efforts to develop international mechanisms for promoting Romanian business, by taking over Korean investment models, as well as ASE's academic community's permanent interest in methods and strategies for improving productivity at micro- and macroeconomic levels.



### **Open Day - Finance and Banking Master's programs**

On May 8, 2019, the “Mihai Eminescu” Building hosted the event entitled “**Open Day - Finance and Banking Master's programs**”, organized by ASE's Faculty of Finance and Banking. Students interested in continuing their studies in the field received details on the Faculty's Master's programs from academic staff and students, who presented the benefits and opportunities of FABBV Master's programs and 2019 admission requirements.

### **Europe Day celebrated by ASE's Library**

On May 9, 2019, Europe Day was celebrated by ASE's Library by a series of activities in the “Victor Slăvescu” Reading Room, and at the European Documentation Centre (CDE-ASE), event co-organizer. PhD Associate prof. Liviu Bogdan Vlad, Coordinator of CDE-ASE welcomed users who, on May 9, asked the Library for documentation sources on European topics, and offered them materials edited by EU official institutions, During the event, CDE-ASE promoted its activities and the publications and collections on European topics of interest, organizing a guided tour of the

Centre, to present its services, resources and facilities. At the same time, CDE-ASE also promoted European Union actions, according to its mission as a member of the Europe Direct Network.



### **ASE's students – winners of the National Olympiad of Students in Economics - ONEF 2019**

On May 9-14, 2019, students in economics from all over Romania participated in the **National Olympiad of Students in Economics – ONEF 2019**. The host faculties were: the Faculty of Business and Administration, University of Bucharest – for Bachelor's students (venue: ASE's "Ion Gh. Roşca" Training Center Complex in Predeal) and the Faculty of Economic Sciences, "Aurel Vlaicu" University of Arad – for Master's students. The Olympiad had two stages: the local and the national stage.

**ASE's students** from the Faculty of Finance and Banking Ramona Glavan, and the team comprising Robert Grecu, Andrei-Costin Neacşu, Cristian Negulescu, Alexandru Popescu and Leonard-Dan Uzum **won the Great Prize** in the two panels of ONEF organized for Bachelor's students.

As regards the panel organized for Master's students, the winners were: the Great Prize - Georgiana Pleşa – ASE's Faculty of Finance and Banking, first year student in the Master's program in "Advanced Research in Finance" (CEFIN). The special mention was obtained by Codruţ-Florin Ivaşcu - ASE's Faculty of Finance and Banking, second year student in the same Master's program. Congratulations to ASE's students for their outstanding results!



### ASE's Delegation to the celebration of the Royalty Day

On May 10, 2019, ASE's Delegation led by PhD Prof. Nicolae Istudor, Rector, participated in the Garden Party, organized on the **Royalty Day** by the Royal House at the Elisabeta Palace. The event was attended by representatives of rural and urban communities, Romanian dignitaries, local authorities, outstanding personalities representing the civil society, the economic and academic environments, representatives of the Romanian Army, of the Church, and members of the Diplomatic Corps accredited in Bucharest.



### Accounting contest in ASE

On May 10, 2019, ASE's Faculty of Accounting and Management Information Systems organized the 5<sup>th</sup> edition of the **Accounting Contest for pupils from economic high schools**. Participants: 11<sup>th</sup> grade pupils from the "A.D. Xenopol" Economic College, the "Hermes" Economic College

and the “Virgil Madgearu” Economic College in Bucharest. For the results obtained in the written test, five pupils received awards from sponsors.

After the contest, the pupils received information on the Educational offer of ASE’s Faculties and admission procedures, and were invited on a guided tour of ASE’s campus: the library, lecture rooms, IT laboratories and the Aula Magna.



### **ASE’s presence in ASEF Rectors’ Conference and the Students’ Forum**

On May 13, 2019, PhD Prof. Nicolae Istudor, ASE’s Rector, participated in the 7<sup>th</sup> edition of the ASEF Rectors’ Conference and the Students’ Forum, organized by Asia-Europe Foundation, the National School of Political Studies and Public Administration (SNSPA), the Ministry of National Education, and the National Council of Rectors, under the aegis of Romania’s Presidency of the Council of the European Union. The Conference was held on May 12-14 in Bucharest and was attended by representatives of international student associations, as well as of leading international academic networks: the European University Association (EUA), the International Association of Universities (IAU), the Association of Southeast Asian Nations (ASEAN), the Association of Pacific Rim Universities (APRU), the Francophone University Association (AUF), and the National Council of Rectors in Romania.

The conference is a dialogue platform for university leaders, policy makers, education practitioners and student leaders in 51 Asian and European countries, whose aim is to contribute to the development of the educational environment in Asia and Europe. Discussions focused on mobility and the contribution of universities to sustainable development, while results of participants’ activities were presented during ministerial meetings.



### ASE involved in promoting Romanian tourism

The Bucharest University of Economic Studies, through the research activity undertaken by the members of its academic community, supports the consolidation of locally-adapted strategies for promoting Romanian tourism. For instance, ASE is involved in developing and promoting tourist sights for the County of Dâmbovița, by means of the project entitled **“Promoting the tourism potential of the county of Dâmbovița”**, financed by means of the Regional Operational Programme 2007-2013, and undertaken in partnership by the Dâmbovița County Council and the Bucharest University of Economic Studies.

Recently, on May 14, 2019, representatives of ASE and of the Dâmbovița County Council (CJD) reunited in ASE to analyze cooperation possibilities, in view of jointly elaborating a strategy for the development of tourism in the County of Dâmbovița. During this meeting, PhD Prof. Nicolae Istudor, ASE’s Rector, stated that CJD is the only county council in Romania and the third public institution at national level, after the Ministry of Economy and the Ministry of Small and Medium Sized Enterprises, to resort to specialists for elaborating studies for projects financed by governmental or European funds.

In what follows, the Dâmbovița County Council is to decide the necessary steps for implementing this partnership, for elaborating a strategy at county level so as to contribute to the development of the mountainous area of the County of Dâmbovița and of other tourist sights. At the same time, county authorities intend to use this collaboration as a basis for undertaking research activities to identify the profile of tourists who visit the county, so as to find the best ways of attracting them and meeting their needs.

During the meeting on May 14, ASE was represented by: PhD Prof. Nicolae Istudor, Rector, PhD Prof. Rodica Pamfilie, Dean of the Faculty of Business and Tourism, PhD Prof. Delia

Popescu, Head of the Department of Tourism and Geography, PhD Prof. Gabriela Țigu, director of the project entitled “Promoting the tourism potential of the County of Dâmbovița” a.o. The Dâmbovița County Council (CJD) was represented by: Alexandru Oprea, President of CJD, Alin Manole, Vice-president of CJD, Mădălina Breazu, Chief of Bureau for Preparation and Monitoring of Projects with Foreign Financing, Vasile Dinu, General Director of the General Directorate for Local Infrastructure, Teodor Bâte, chief architect of the county, and Ovidiu Cârstina, Director of the „Princely Court” National Museum in Târgoviște.



### **ASE participated in the Educational Offer Fair**

On May 14-17, 2019, ASE participated with an exhibition stand in the 20<sup>th</sup> edition of the **Educational Offer Fair** organized by the Bucharest City Hall through its Center for Educational and Sports Projects - PROEDUS, in partnership with the School Inspectorate of the Municipality of Bucharest (ISMB). The event took place in the Tineretului Park, the entrance across the street from the “Gheorghe Șincai” National College. High school pupils attending the Fair had the opportunity to find out details about the educational offer of ASE’s Faculties, admission procedures, student facilities and professional opportunities.

On this occasion, ASE was granted an award, as a token of recognition for its contribution to the organization of PROEDUS activities and its participation in the latter.



### Visit to ASE of members of the EAPAA international accreditation committee

On May 15-17, 2019, the Bucharest University of Economic Studies, represented by PhD Prof. Nicolae Istudor, Rector, PhD Prof. Marius Profireoiu, Vice-rector for International relations, and PhD Prof. Elvira Nica, Dean of ASE's Faculty of Administration and Public Management, received the visit of the members of the European Association for Public Administration Accreditation (EAPAA) for the **international accreditation of the “Public Administration” program** organized by the Faculty of Administration and Public Management. Congratulations to all those who have contributed to obtaining this prestigious international recognition and accreditation!



### ASE's management's biannual meeting with students

On May 15, 2019, ASE's Aula Magna hosted **the biannual meeting of ASE's management team with students**. The event was attended by numerous students who engaged in dialogue on academic and social issues with ASE's management team, academics and representatives of administrative structures. Participants analyzed proposals for the optimization of student life and for rendering professional training more effective. Talks focused on the teaching process, internships, graduation exams, scholarships, camps, hostels and other student facilities.



### ASE reopens its Distance Learning Centre in Tulcea

On May 17, 2019, ASE announced the **reopening of its Distance Learning Centre in Tulcea**, during a meeting held at the Prefecture of Tulcea County, attended by PhD Prof. Nicolae Istudor, ASE's Rector, PhD Prof. Liviu Lucan, representative of ASE's Distance Learning Centre in Tulcea, Mr. Lucian Furdui, Prefect of Tulcea and Mr. Dragoş Simion, Chief of the Tulcea Prefect's Office.

Starting the 2019-2020 academic year, ASE's Distance Learning Centre in Tulcea will be hosted by the "Danube Delta" Economic College. The Centre organizes a 3-year Bachelor's study program in Agrifood and Environmental Economics. The program offers numerous advantages to prospective students, being the only such program in Romania, with the study domain considered a priority field for the development of the country. There are 50 enrollment seats available for fee-paying students at the Centre. The curriculum comprises fundamental and specialized economic disciplines, completed with a Bachelor's degree in Economic Sciences. Registrations are open on July 15-19, at the "Delta Dunării" Economic College in Tulcea.



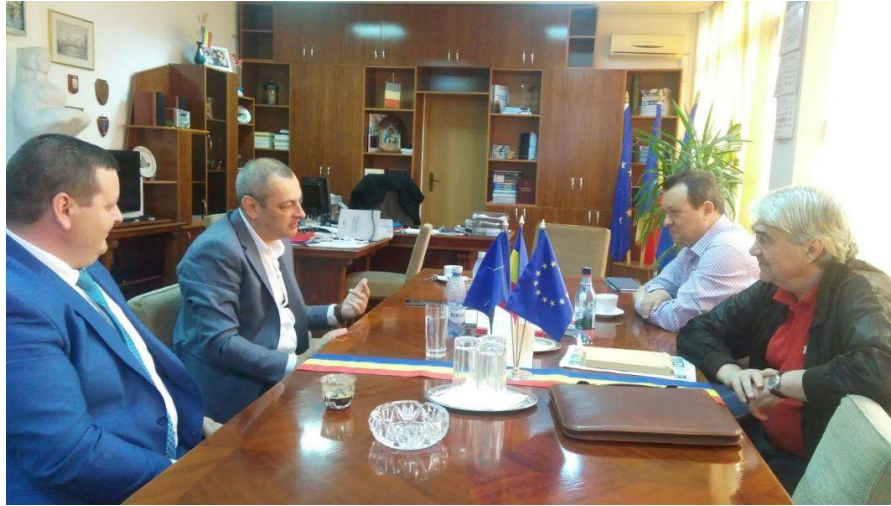


Photo credit: <https://realitateadetulcea.net>

### **International Conference on “Contemporary Challenges in Administrative Law from an Interdisciplinary Perspective”**

On May 17, 2019, the Law Department of ASE’s Faculty of Accounting and Management Information Systems, together with the Society for Juridical and Administrative Sciences, organized the **International Conference entitled “Contemporary Challenges in Administrative Law from an Interdisciplinary Perspective”**. Participants debated on issues related to administrative law at national, European and international level.



## ASE's participation in the Meeting of the National Council of Rectors

On May 17 - 18, 2019, PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, represented ASE in the **Meeting of the National Council of Rectors**, hosted by the West University of Timisoara (UVT). Discussions focused on current topics in Romanian higher education. The event took place on the occasion of the 75<sup>th</sup> anniversary of UVT, when ASE's representative bestowed an anniversary message and plaque.



## The National Coalition for Romania's Modernization announces substantial pay raises for European funded projects

The National Coalition for Romania's Modernization announces all beneficiaries of projects funded by the Human Resources Development Operational Program that they will receive a **43% pay raise**. Raises have been approved on the basis of a complex economic and budget analysis submitted by the National Coalition for Romania's Modernization (CNMR). The analysis was undertaken with the participation of PhD Prof. Nicolae Istudor, ASE's Rector and CNMR Vice-president, and of a team comprising members from ASE and other CNMR organizations.

### **Cooperation meeting of Central and South-East European Economic Universities**

On May 20, 2019, following the invitation and under the coordination of PhD Prof. Marius Profiroiu, Vice-rector for International relations, ASE hosted the first **Cooperation meeting of Central and South-East European Economic Universities**, attended by representatives of the University of Economics in Bratislava - Slovakia, the University of Zagreb - Croatia, the Rennes School of Business – France, and the University of Nicosia - Cyprus. This first meeting focused on the establishment of a consortium for the European University Network, as part of the Erasmus+ Program.



### **ASE visited by a Delegation from the Saint Petersburg State University of Economics**

On May 20-24, 2019, ASE received the **visit of a Delegation from the Saint Petersburg State University of Economics (UNECON)**, strategic partner of ASE. Ms. Elena Tarasenko, Head of the International Relations Direction, and Ms. Marina Keoseyan, Coordinator of the International Mobility Office, participated in working meetings with PhD Prof. Nicolae Istudor, ASE's Rector, and PhD Prof. Marius Profiroiu, Vice-rector for International relations, as well as with other representatives of ASE and UNECON students studying at ASE as part of the Erasmus+ mobility program.



## **Sustainable Romania Conference: The Natural Gas Market - Predictability, Competition and Liberalization**

On Mai 21, 2019, ASE hosted the **Sustainable Romania Conference: The Natural Gas Market - Predictability, Competition and Liberalization**, dedicated to issues on the domestic gas market. The event was opened by PhD Prof. Nicolae Istudor, ASE's Rector, and was organized by Sustainable Romania (România Durabilă) and the Economic and Social Studies and Forecasts Association (ASPES), in partnership with the Bucharest University of Economic Studies, under the patronage of the Oil and Gas Employers' Federation. Debates focused on: strategic priorities for the sustainability of this economic sector, strategic regulations favorable to investment projects, the liberalization of the natural gas market, competition on the natural gas market, safety and security for Romanian consumers, the Romanian gas market – adaptation and benefits etc. The event was attended by Mr. Anton, Minister of Energy, representatives of the National Energy Regulatory Authority (ANRE), of ASPES, of the Oil and Gas Employers' Federation, other specialists in the field.



### Visit to ASE of H.E. Mr. David Saranga, Ambassador of the State of Israel in Romania

On May 21, 2019, ASE received the **visit of H.E. Mr. David Saranga, Ambassador of the State of Israel in Romania**, on which occasion he delivered a conference to ASE students and academics on “Country Branding. Case Study - The start-up Nation: Israel”, with examples of diplomatic practice and *outside-the-box* thinking.



## Round table in ASE

On May 21, 2019, ASE's "Virgil Madgearu" Room hosted the **Round table on "Ion Răducanu - 135 years since his birth"**. The event was opened by PhD Prof. Nicolae Istudor, Rector, who spoke about former rector Ion Răducanu's achievements, and other aspects from the latter's life and work. The event was organized by ASE's Museum, the Faculty of Agrifood and Environmental Economics, and the Department of Philosophy and Social and Human Sciences; moderator: PhD Associate prof. Ion Vorovenci.



## ASE's participation in the event organized by the European Economic and Social Committee

On May 21, 2019, PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, participated in the event entitled **"Towards better economic convergence and competitiveness within macro-regions such as the European Strategy for the Danube Region - The role of transnational clusters"**, organized by the European Economic and Social Committee, and the Ministry of Foreign Affairs, under the aegis of Romania's Presidency of the Council of Europe. Debates focused on means of obtaining economic convergence and competitiveness within macro-regions, the action plan for the EU Strategy for the Danube Region (EUSDR) etc.



### **Graduation Ceremony - Postgraduate program in “Strategic Hospitality Management”**

On May 22, 2019, ASE’s Aula Magna hosted the **Graduation Ceremony of the second series of students in the Postgraduate study program in “Strategic Hospitality Management”** jointly organized by the Bucharest University of Economic Studies and École Hôtelière de Lausanne, the most prestigious tourism and hospitality school in the world.

The Graduation Ceremony, followed by the launch of the third series of students, was attended by PhD Prof. Nicolae Istudor, ASE’s Rector, PhD Prof. Rodica Pamfilie, Dean of ASE’s Faculty of Business and Tourism, PhD Prof. Gabriela Țigu, Program Director, PhD Prof. Ray Iunius, Director Business Development at Lausanne Hospitality Consulting, representatives of the Government of Romania, members of the diplomatic corps, of Chambers of Commerce, of ASE’s Advisory Board, of tourism professional associations, representatives of local public administration, specialists, ASE academics and students.



## ASE hosted the Meeting of the European Commission Standing Group

On May 23-24, 2019, ASE hosted the **Meeting of the European Commission’s Standing Group on Standards and Benchmarks in education and professional training (SGIB)**. The event was organized by the Ministry of National Education, in cooperation with ASE, under the aegis of Romania’s Presidency of the Council of the European Union.



## Conference co-organized by ASE and the European Observatory for Plurilingualism

On May 23-24, 2019, ASE’s Department of Modern Languages and Business Communication organized in partnership with the European Observatory for Plurilingualism (OEP) the **5<sup>th</sup> Plurilingualism European Conference on “Multilingualism in sustainable development: The hidden dimension”**. The event was opened by PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, and reunited representatives of the national and international academic, diplomatic and business environments, who debated on issues related to the importance of plurilingualism for sustainable economy, society, culture and policies.

The event benefited from the participation of outstanding guests, such as: HRH Prince Radu, Acad. Bogdan Simionescu, Vice-president of the Romanian Academy, Christian Tremblay, President of OEP, representatives of the Embassies of France and Spain in Romania, of the French Chamber of Commerce and Industry in Romania, of the Francophone University Agency, academics and researchers from universities in Europe and Africa: Belgium, Cameroon, Congo, Finland, France, Germany, Ghana, Italy, Portugal, Romania, Spain, Switzerland etc. The conference received media coverage by Radio Romania Cultural and Radio Romania News.





### **Extension of cooperation agreement between ASE and Kelley School of Business - Indiana University, USA**

The cooperation between the Bucharest University of Economic Studies, through its Faculty of Accounting and Management Information Systems (CIG), and Indiana University (USA), through Kelley School of Business, started in 2015, when a partnership agreement was signed to encourage mutual visits of academics and students. This year, an **Erasmus+ Agreement was concluded between the two universities**, to enhance cooperation relations. In view of identifying new cooperation opportunities between the two universities, **a delegation from Kelley School of Business – Indiana University**, comprising Prof. Idalene Kesner, Dean, Prof. Laureen Maines, Executive Associate Dean of Faculty and Research, and Prof. Ash Soni, Executive Associate Dean for Academic Programs, **visited ASE** and the CIG Faculty on May 22-24, 2019. Discussions focused on various issues, such as: international accreditation requirements of the Association to Advance Collegiate Schools of Business (AACSB), the possibility of establishing joint study programs, characteristics of the American and Romanian academic environments.

Based on the agreement between the two institutions, 19 American students went on internships in eight partners firms of ASE and visited the US Embassy in Bucharest, where they were received by H.E. Mr. Hans Klemm, Ambassador, alumnus of Indiana University. Moreover, 23 Bachelor's students from Kelley School of Business visited ASE on May 8, 2019, during the "International Week in ASE". The CIG Faculty (through coordinator PhD Prof. Cătălin Albu) organized a joint event with a similar group of students from ASE and with guests from the social and economic environment, entitled "The role of accounting information in doing business in

Romania – an international perspective”. ASE’s students appreciated the interaction with the American students, developing communication and teamwork skills, on topics related to the compensation packages offered to staff in accounting and consultancy firms and, respectively, the issue of renewable energy and challenges for sustainable cities.



### **PhD Assistant prof. Mara Gabriela Ploeșteanu – winner of the “Professor Bologna” Award**

On May 23-26, 2019, the “Bologna Professors’ Gala 2019” took place in Iași, a 12-year old project of the National Alliance of Student Organizations in Romania (ANOSR). This year, the **“Bologna Professor” Award** was conferred to **PhD Assistant prof. Mara Gabriela Ploeșteanu**, from ASE’s Faculty of Marketing. The Bologna Professors’ Gala is a national initiative meant to recognize and reward the teaching activity of scholars, selected for the student-centered methods through which they succeed in inspiring and arousing students’ interest. The “Bologna Professor” Award is even more meaningful as laureates are selected only by students. Congratulations, Prof. **Mara Gabriela Ploeșteanu**, and many more achievements as a teacher!



## ASE's participation in the Congress of the Students' Union from Romania

On May 24, 2019, ASE's Delegation, comprising PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, PhD candidate Dragoș Stoica, First Vice-president of the Students' Union from Romania, and other student representatives, participated in the **Congress of the Students' Union from Romania**. Discussions focused on topics related to education and professional training, student employability in their field of studies, extracurricular activities, as well as the activity report for December – May 2019 presented by the Students' Union from Romania.



## The 45<sup>th</sup> meeting of academic and research staff

On May 24-26, 2019, ASE hosted the **45<sup>th</sup> meeting of academic and research staff who teach economic and financial analysis and valuation disciplines**. The event was organized by ASE, the Economic and Financial Analysis Society, the Department of Financial and Economic Analysis and Valuation and ASE's Faculty of Management Information Systems. The event took place in the "Grigore Moisil" Amphitheatre and focused on best practices in the teaching activity.



### Firs aid classes in ASE

On May 25, 2019, ASE hosted a new series of **Periodical Basic First Aid Classes** for the entire academic community – academics, students, auxiliary and administrative staff. The classes were jointly organized with the Foundation for SMURD, ASE’s partner in the Project entitled “Academy of Hope – Volunteering out of Love for Life”.

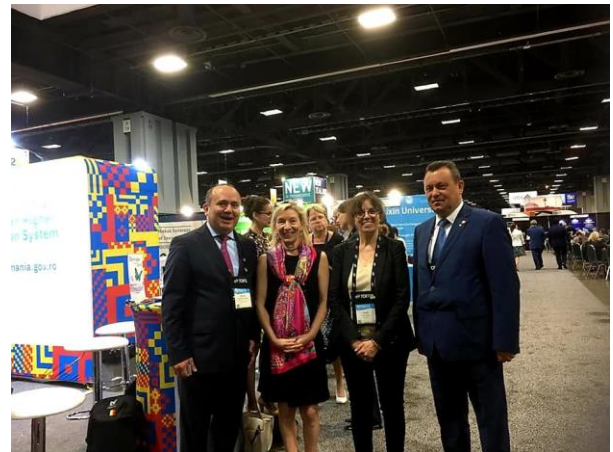


## Approval of the Methodology for the organization of the Academic Referendum

On May 25, 2019, ASE's University's Senate approved through Decision no. 98/25.05.2019 the Methodology for the organization of the **Academic Referendum for deciding the method of electing the Rector of the Bucharest University of Economic Studies**. The Methodology is available for consultation on the institutional website [www.ase.ro](http://www.ase.ro).

## ASE participated in the largest international educational fair in Washington, D.C., USA

On May 26-31, 2019, PhD Prof. Nicolae Istudor, ASE's Rector, PhD Prof. Marius Profiroiu, Vice-rector for International Relations, and PhD Prof. Nicu Marcu, Director of ASE's Economics II Doctoral School, members of the Delegation of the National Council of Rectors, participated in **the largest international educational fair of the year - NAFSA 2019 Annual Conference & Expo, "Global Leadership, Learning, and Change"**, held in Washington DC (USA). The event reunited over 10000 participants from 3500 universities in 15 countries. On this occasion, ASE promoted its educational offer at the "StudyinRomania" stand, alongside other 23 universities from Romania.



### Completion Ceremony for the training session entitled “My Successful Career”

On May 27, 2019, ASE’s Faculty of Agrifood and Environmental Economics, together with Carrefour Romania, organized the **Completion Ceremony for the training session entitled “My Successful Career”**.



### Conference entitled "Smart Start USA"

On May 27, 2019, ASE’s Aula Magna hosted the **Conference entitled “Smart Start USA – Effective Financing Solutions for the Internationalization of Romanian Business”**, an event organized by the Chamber of Commerce and Industry of Romania, the Bucharest University of Economic Studies, the Laufer Foundation. During the event, discussions focused on the Smart Start USA program and platform, on successful businesses initiated through this program, and on business opportunities and economic and legal characteristics of the American market. The event was attended by representatives of ASE’s Faculties, of partner banks, of the academic and business environment, and of local public administration.



### **ASE participated in the Bookfest International Book Fair**

On May 29 - June 2, 2019, ASE's Publishing House participated in the 14<sup>th</sup> edition of the Bookfest International Book Fair, organized by the Romanian Editors' Association (AER), under the aegis of the Romanian Editors' Federation; venue: the Romexpo Exhibition Center. On this occasion, ASE's stand hosted several book launches attended by numerous guests, representatives of ASE, academics and students. Moreover, ASE's Marketing and Communication Office provided interested visitors with details on ASE's educational offer, admission procedures, student facilities and career opportunities.



### **Bloomberg Finance Training Session**

On May 30, 2019, ASE's Library, in cooperation with Bloomberg Finance L.P., organized a **training session** for the use of the "Bloomberg Finance" platform, which ASE has a subscription for. The event took place in the "Robert Schuman" Room, and was facilitated by Nicoleta Chiriac, Bloomberg Representative in Romania. During the session, presentations focused on resources available at the Periodical Room, query techniques, find and filter options, extracting data for processing etc. The event was attended by undergraduate and Doctoral students, as well as by academics, and aimed at increasing the degree of use of the Bloomberg platform in ASE, the promotion of this specialized electronic resource among Library users.

## The 18th edition of the International Conference on Informatics in Economy - IE 2019

On May 30-31, 2019, the Department of Economic Informatics and Cybernetics from ASE's Faculty of Economic Cybernetics, Statistics and Informatics organized the **18<sup>th</sup> edition of the International Conference Informatics in Economy - IE 2019**. The event was opened by PhD Prof. Ion Smeureanu, Vice-rector for Development of the IT infrastructure and logistics, PhD Prof. Marian Dârdală, Dean of the Faculty of Economic Cybernetics, Statistics and Informatics. Guest speakers: Jan W. Owsinski, Polish Academy of Sciences, and Marcel Ausloos, University of Leicester.



## Art exhibitions in ASE

During May 2019, the “Cecilia Cuțescu Stork” Contemporary Art Gallery from the “Ion N. Angelescu” Building hosted the exhibitions entitled “**Artnouveau by Iulia A. Ene**” and „**Essay on Glimpse and Understanding**” – graphics and painting by Ion Grigorescu. The exhibitions are open for visitors throughout June.





## **BASIQ 2019 International Conference on “New Trends in Sustainable Business and Consumption”**

On May 30 – June 1, 2019, the University of Bari Aldo Moro hosted the 5<sup>th</sup> edition of **BASIQ 2019 International Conference on “New Trends in Sustainable Business and Consumption”**, organized by the Association for Innovation and Quality in Sustainable Business (BASIQ), ASE’s **Faculty of Business and Tourism**, University of Bari Aldo Moro and the “Amfiteatru Economic” Journal.



*PhD Prof. Nicolae ISTUDOR*  
*President of ASE’s Board of Trustees*

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