



The Bucharest University of Economic Studies  
Board of Trustees

# Newsletter

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March 2017



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## NEWSLETTER

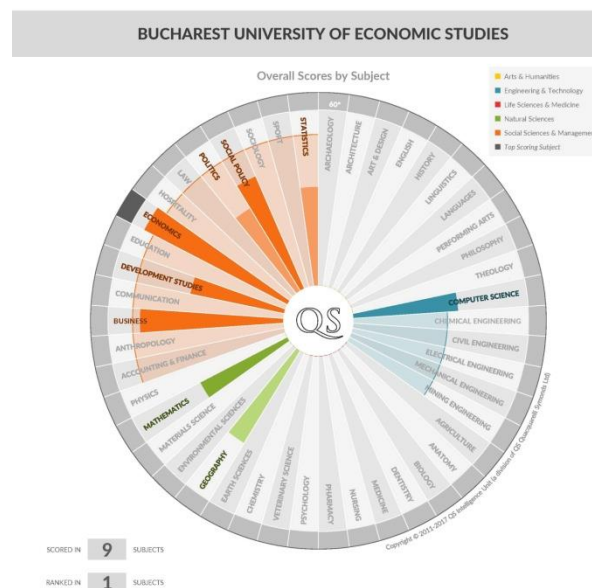
March 2017

### The Bucharest University of Economic Studies is ranked 301-350, according to QS World University Rankings 2017

The Bucharest University of Economic Studies is situated among the world's top 301-350 universities in the field of Economics and Econometrics, according to the prestigious QS World University Ranking 2017. ASE is also ranked as the first Romanian university in the fields of Economics and Econometrics, Business and Management, and Social Policy and Administration.

ASE participated for the first time in the QS World University Rankings evaluation, whose 2017 edition is based on the assessment of broad and specific subjects of study, including the specific subject of Economics and Econometrics.

QS World University Rankings is an annual classification which in 2017 comprises over 900 universities from more than 80 countries. The educational institutions are evaluated according to the following criteria: academic reputation, citations per paper and per scholarly author, employer reputation, number of international students.



## **Training sessions organized by ASE's Library**

At the beginning of March 2017, ASE's Library organized a series of **Training sessions** for Bachelor's and Master's students, to assist them in their efforts to document and prepare the graduation exams and papers. Participants had the opportunity to find out more about the services and facilities offered by ASE's Library, membership conditions, collections, electronic resources, databases and means of accessing them.

## **Consolidation of academic cooperation between the Bucharest University of Economic Studies and renown French universities**

During March 5-10, 2017, ASE's Delegation comprising PhD Prof. Nicolae Istudor, Rector, and PhD Prof. Constantin Marius Profireoiu, Vice-rector for International Relations, visited a series of French universities to consolidate inter-academic cooperation.

On March 7, 2017, ASE's Rector, PhD Prof. Nicolae Istudor and the President of CNAM Paris, Mr. Oliver Faro, signed the **Strategic Partnership Agreement between ASE and the National Conservatory of Arts and Crafts from Paris**, to consolidate the bilateral cooperation relations we had in the last 25 years. After the ceremony, ASE's Delegation participated in a workshop with the host representatives in charge with research, international relations, continuing professional development, computerization, liaison with enterprises and coordination of MBA programs.

ASE's Delegation also went on a **visit to Paris School of Business**. Here are some of the highlights of the meeting: competitive advantages of business schools, organization, research, innovation and creativity, liaison with the business environment, and internationalization.

On March 9, 2017, ASE's Delegation participated in a **working meeting with Prof. Pasquale Mammone, President of Artois University** and Prof. Philippe Duez, the Dean of the Faculty of Economics. On this occasion, the following issues were discussed: the stage of implementation of the partnership agreement between the two universities, the development of joint supervision programs for ASE's Doctoral students, double degree programs, continuing professional development programs, and the continuation of student and staff exchange programs.

The discussions that PhD Prof. Nicolae Istudor, ASE's Rector, and PhD Prof. Constantin Marius Profireoiu, Vice-rector for International Relations, had with representatives from the aforementioned French universities highlighted the mutual interest in developing and



consolidating inter-academic relations, with emphasis on the internationalization of study and research programs for an adequate and innovative response to labor market demands.



### **ASE`s students are internationally successful!**

Student Simina Costea from ASE`s Faculty of Administration and Public Management was part of the team that was selected for the **semifinals of the Student Simulation Competition organized by the Network of Schools of Public Policy, Affairs and Administration (NASPAA)** headquartered in USA. Simina`s team won the regional stage of the contest hosted on February 25, 2017 by United Nations University of Maastricht from The Netherlands. The Network of Schools of Public Policy, Affairs and Administration (NASPAA) is one of the largest and most prestigious network of faculties in its field, with over 300 institutional members.

On March 18, 2017, ASE`s alumnus Bogdan Şestac was chosen **valedictorian** of his Master`s class in Entrepreneurship at EM Strasbourg Business School (Grande École Program).

Previously, he attended a Master's program in International Economic Diplomacy organized by ASE's Faculty of International Business and Economics. Congratulations!



### **Digital Workshop 2017 – Special Edition**

On March 7, 2017, ASE's Aula Magna hosted the **Digital Workshop** organized by Google, in partnership with the Leaders Foundation and the Bucharest University of Economic Studies. The event marked the opening of a new year for the Digital Workshop and benefitted from the contribution of three special guests: Frank Kohl-Boas, Head of HR Northwest, Central & Eastern Europe at Google, Elisabeta Moraru, Country Business Development Manager@Google Romania, and Dragoș Smeu, General Manager at Mavericks, who discussed about the opportunities provided by the online environment and about how young graduates can become part of the Google team.

The Digital Workshop is a free-of-charge training program launched in 2016. In view of the success of last year's edition, the Digital Workshop is expanding by introducing two new courses to enhance the knowledge acquired last year by means of introductory lectures.

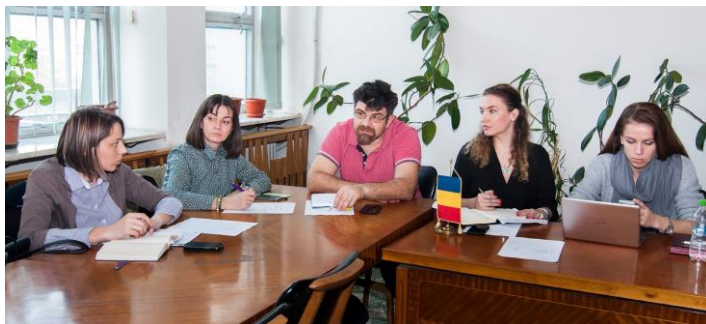
### **Blood Donation Campaign**

On March 7-8, 2017, the Students` Union from the Bucharest University of Economic Studies - USASE organized a **blood donation campaign** in the I. N. Angelescu Building, between 8.30 - 12.30h. We warmly thank all the students and employees who contributed to the donation to the benefit of their peers!



### Presentation and debate session on international financing calls

On March 8, 2017, ASE’s Division of Research and Innovation Management organized a **presentation and debate session on international financing calls**. Participants examined and analyzed each funding program, its objectives, financing sources, eligibility criteria.



### International Conference entitled “Ecological Performance in a Competitive Economy” - PEEC 2017

On March 9 -10, 2017, ASE’s Faculty of Agrifood and Environment Economics and the Center for Research in Regional Analyses and Policies organized the 9<sup>th</sup> edition of International Conference on “**Ecological Performance in a Competitive Economy**” - **PEEC 2017**. Among the event partners, we mention: The Academy of Economic Studies of Moldova – ASEM, the Romanian Academy of Sciences, the Parthenope University of Naples, the University of Catania, the Simone Cesaretti Foundation and the General Association of Economists in Romania – AGER.



## **Elective courses in Macroeconomics for ASE’s students**

Starting from March 10, 2017, ASE’s Board of Trustees, supported by the teaching department in question, offers students the opportunity to participate in free-of-charge **elective courses in Macroeconomics**. The lectures are scheduled from March 10 to May 25, 2017.

## **ASE’s participation in The IREG Forum for academic excellence “Excellence as the University Driving Force”**

During March 12 – 14, 2017, the **IREG Forum on “Excellence as the University Driving Force”**, took place in Doha - Qatar. During the official opening ceremony, PhD Prof. Roxana Sârbu, ASE’s Vice-rector for Education, was granted the IREG Membership Certificate by PhD Prof. Jan Sadlak, President of IREG.

IREG Observatory on Academic Ranking and Excellence is an international association established at the initiative of the International Roaming Expert Group (IREG) in cooperation with UNESCO to promote quality and excellence in education, to conduct comparative research on international university rankings to ensure the latter’s quality and transparency. ASE has been affiliated to IREG since December 2016.



## **The 4th edition of the Forum for Sustainable Development and Entrepreneurship - “Good Governance for Sustainable Growth – Challenges for 2017-2020”**

During March 13-17, 2017, ASE organized the **4th edition of the Forum for Sustainable Development and Entrepreneurship – FSDE 2017**. This year’s topic was "Good

Governance for Sustainable Growth. Challenges for 2017-2020". The event was jointly organized with the Pro Magna Association and the Business Club community.

Under the aegis of the Bucharest University of Economic Studies, the event program comprised presentations of academic papers and debates organized by each Faculty according to their specific study and research fields, as follows: on **March 13** – the Faculty of Finance and Banking; the Faculty of Theoretical and Applied Economics; on **March 14** – the Faculty of Agrifood and Environmental Economics; the Faculty of Management; the Faculty of Administration and Public Management; on **March 15** – the Faculty of Accounting and Management Information Systems; the Faculty of Business and Tourism; on **March 16** - the Faculty of International Business and Economics; the Faculty of Marketing; on **March 17** – the Faculty of Economic Cybernetics, Statistics and Informatics; the Faculty of Business Administration (in Foreign Languages).

During the 5 days of the Forum, approx. 1500 participants benefited from exchange of information and best practices with over 100 speakers from the academic, social and business environments, high officials, ambassadors, ministers and other personalities. During the debates, participants explored the opportunities for developing and implementing long-term projects and for enhancing the cooperation between government, academic and private bodies. Moreover, participating students were actively involved in the debates, taking advantage of the opportunity to become acquainted with ways of generating positive changes and implementing at national and international level their own ideas or those inspired by experts in the targetted domain of activity.







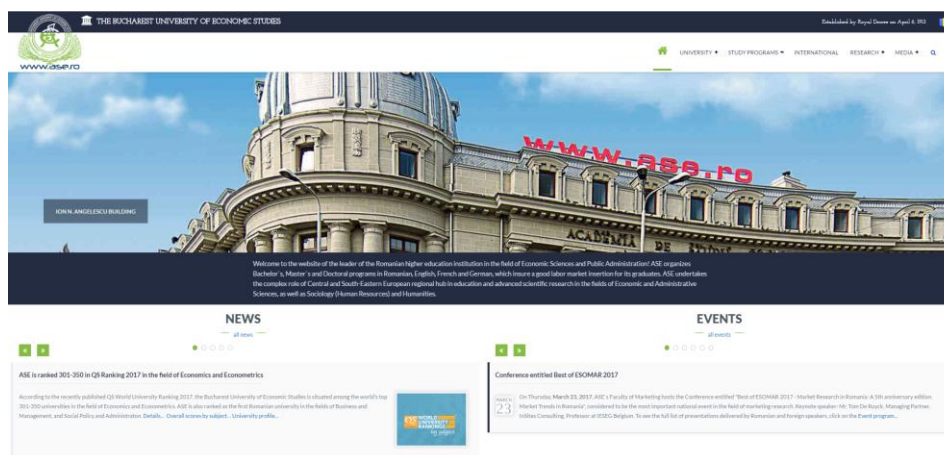
**H.E. Mrs. Boutheina Labidi, Ambassador of Tunisia to Romania, visited ASE**

On March 14, 2017, ASE was visited by **H.E. Mrs. Boutheina Labidi, Ambassador of Tunisia to Romania**. During the meeting with PhD Prof. Marius Profireoiu, ASE's Vice-rector for International Relations, several aspects were discussed, such as: opportunities for cooperation between ASE and universities from Tunisia, cooperation with the Tunisian Embassy in Romania, Tunisian citizens enrolling for studies in ASE etc..



## Launch of the new English version of the institutional website www.ase.ro

On March 14, 2017, **the new English version of the institutional website 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 of the team from ASE's Marketing and Communication Office. Congratulations!



## National Rectors' Conference and Meeting of the Presidents of accredited University Senates

On March 15, 2017, ASE's Aula Magna hosted the **National Rectors' Conference and Meeting of the Presidents of accredited University Senates**, which occasioned debates on various articles of the National Education Law and actions to be taken with regard to modifying them, evaluating doctoral schools, rankings of universities and study programs, in view of elaborating a new education law by the end of the year 2017. The meeting was attended by: Prime-minister Sorin Grindeanu, the President of the Romanian Academy of Sciences - Acad. Ionel Valentin Vlad, the Minister of National Education and President of ASE's University Senate - PhD Prof. Pavel Năstase, presidents of education committees from the Parliament of Romania - PhD Prof. Ecaterina Andronescu and PhD Prof. Camelia Gavrilă, the President of the National Rectors' Council - Mr. Sorin Mihai Cîmpeanu, Rectors, representatives of staff unions from higher education institutions, state secretaries and directors from the Ministry of Education.



### **Presentation of Fulbright Scholarship opportunities for students**

On March 16, 2017, ASE's Center for American Studies hosted a presentation of study and research opportunities in the United States, made available through the Fulbright program for Romanian senior students, graduates, Master's and Doctoral students. The presentation focused on the **Fulbright Student Award 2018-2019** Program and was delivered by Ms. Corina Dănaïlă, Romanian Program Director at the Romanian-US Fulbright Commission.

### **Free trial for the Euromonitor Passport platform for ASE's Library**

Starting from the month of March 2017, ASE's Library benefits from a **free trial for the Euromonitor Passport platform** until **April 6, 2017**. Free access is ensured by Euromonitor International and Enformation, in cooperation with Anelis Plus. Euromonitor Passport is a collection of databases on global market research on economics, industries and consumers. Access to the Euromonitor database is insured via *intranet ASE* (on institutional computers). For access from outside ASE, interested parties can use the *Mobile Acces Service*, facilitated by ASE's Library.

### **AFER Forum on "Best Practices in Increasing Cooperation between the Academic and Business Environments"**

On March 17, 2017, ASE hosted **the first edition of the AFER Forum on "Best Practices in Increasing Cooperation between the Academic and Business Environments"**. The Forum was organized by the Association of Faculties of Economics from Romania – AFER and provided an excellent opportunity for representatives from the business environment to deliver presentations on topics such as cooperation with the academic environment, specific hard/soft skills that university graduates need to possess, specific issues arising during the



personnel recruiting process. The Forum facilitated constructive dialogues, debates on new cooperation opportunities and exchange of ideas for projects/ partnerships between the business environment and Economics faculties from Romania. Considering the highly positive feedback provided by participants, similar meetings will be organized in the future to debate mutually interesting topics.

The Association of Faculties of Economics from Romania – AFER has undertaken an active role in relation to the economic and social environment, other institutions and organizations, and aims that this Forum be an opportunity to develop the networking relations between AFER’s members and to facilitate practical debates between academic institutions and the public and private business environments.



### **ASE participated in the Romanian International University Fair - RIUF 2017, the biggest international university fair in South-East Europe**

On March 18-19, 2017, ASE participated in the **20th edition of the Romanian International University Fair - RIUF**, along 100 higher education institutions from 15 countries. The high school pupils present at the Fair had the opportunity to interact directly with ASE’s representatives from the International Relations Department and Marketing and Communication Office, and enquire about our educational offer and career prospects that open up for our students and graduates.



### Erasmus+ Open Doors

On March 20, 2017, ASE's International Relations Department, AIESEC Bucharest and Erasmus Student Network ASE organized a **meeting with ASE's students** interested in internships abroad. During the event, participants received information and details on Erasmus + internship mobilities, and the advantages of registering for such a program.



### International Francophonie Day

To mark **The International Francophonie Day**, celebrated annually on March 20, Centre de Réussite Universitaire, in partnership with the Teodora Cristea Research Center, organized a series of events, among which we mention the **Professional Contest Mon Premier Emploi** for students from ASE's Faculties of International Business and Economics, and Business Administration (in Foreign Languages). The contest was followed by the projection of a French movie.

Other events organized by the Teodora Cristea Research Center were: the conference entitled "Le rôle du leader dans le développement des affaires", delivered by PhD Assoc. prof. Maria-

Antoaneta Lorentz on March 23, and the conference on “Organizational Communication and Competence”, delivered by PhD Assoc. prof. Raluca Hurduzeu on March 30, 2017.

### **Participation in a Training Course in USA**

During March 21 - April 8, 2017, PhD Prof. Marius Profiroiu, ASE’s Vice Rector for International Relations is **attending a training course** on “Campus Internationalization: Structures that Support Student Mobility”, hosted by University of Illinois at Urbana-Champaign in Urbana, Illinois. PhD Prof. Marius Profiroiu was invited by the EducationUSA Institutes as an initiative to engage with the US higher education sector in effective and sustained ways. Prof. Profiroiu will also deliver a speech on “Sustaining a Democratic Public Sector in an Era of Multiple Challenges and Constraints” at the Transatlantic Dialogues event.



### **World Water Day celebrated by ASE’s students**

On March 22, 2017, on the **World Water Day**, students from ASE’s Faculty of Management participated in the National Campaign entitled “Say NO to Wasting Water!”, launched by the Consumers’ Protection Association - APC. The first event of the campaign targeting pupils and students was scheduled for March 22, 2017 and consisted in a visit performed by APC representatives and students from ASE’s Faculty of Management to the Drinking Water Production and Treatment Plant from Roşu, held by a well known water treatment company in Bucharest, SC Apa Nova SA.





### Meeting of ASE's Scientific Council

On March 22, 2017, Deputy deans from each of ASE's Faculty and PhD Prof. Dalina Dumitrescu, ASE's Vice-rector for Scientific research, development and innovation, reunited for a **Meeting of ASE's Scientific Council**. Participants discussed about and scheduled the working meetings between the Vice-rector for Scientific research and the directors of research centers, the involvement of the Scientific Council in managing the University's research activities, as well as specific details regarding applications for European-funded projects. On March 27-28, 2017, the Vice-rector for Scientific research met with the directors of the research centers from the Faculty of Economic Cybernetics, Statistics and Informatics, and the Faculty of Business and Tourism.



## Conference organized by the Research Center in International Business and Economics

On March 22, 2017, ASE's Research Center in International Business and Economics – CCREI and the Center for Dialogue and Research in Theology, Philosophy and Science from the Faculty of Orthodox Theology from the University of Bucharest jointly organized the **Conference entitled "The Apodictic Method and the Dialogue between Science and Religion"**, delivered by PhD Prof. Costea Munteanu.

## Conference entitled Best of ESOMAR 2017

On Thursday, March 23, 2017, ASE's Faculty of Marketing hosted the Conference entitled "Best of ESOMAR 2017 - Market Research in Romania: A 5th anniversary edition. Market Trends in Romania", considered to be the most important national event in the field of marketing research. Keynote speaker: Mr. Tom De Ruyck, Managing Partner, InSites Consulting, Professor at IESEG Belgium. Other outstanding Romanian and foreign specialists in marketing research contributed with presentations.



## Participation in the Romanian Outsourcing Summit 2017

On March 23, 2017, "The Diplomat – Bucharest" Magazine organized the **Romanian Outsourcing Summit 2017**. PhD Prof. Dorel Mihai Paraschiv, ASE's Vice-rector for Liaison with the social and business environment and cooperation with students, was among the keynote speakers of the Session entitled "Onboarding New People", on the need for cooperation between the academic and business environments in training specialists for an ever changing labor market.

## Interactive workshops for personal and professional development

During the month of March 2017, ASE's Center for Career Counseling and Guidance – CCOC organized a series of **personal development workshops** delivered by PhD psychologist Laura R. Ștefan, and **professional development interactive sessions**. Among the latter, we mention: the session entitled “Challenges in the Romanian business environment and the need for leadership” delivered on March 21, 2017 by Hildegard Helene Brandl, architect and entrepreneur, and the session entitled “Would you like to be tomorrow’s leader?” delivered on March 23, 2017 by Mr. Andreas Fuhrmann, coach and specialist in talent management.



## Open Days and Educational Fair in ASE

During March 27-31, 2017, The Bucharest University of Economic Studies organized a series of **Open Days events**, targeting high school pupils who are preparing to become our students this year. In the University's Aula Magna, visitors participated in presentations of the Faculties that organize Bachelor's programs, interacted with representatives of ASE's management team, benefited from educational counseling and received information on the career prospects and opportunities that they may take advantage of while being students and upon graduation. Afterwards, visitors went on guided tours on University premises (amphitheatres, libraries, sports facilities, ASE's Museum etc.), accompanied by volunteering students.

During the same week, ASE's Marketing and Communication Office and the Dean's Offices from each Faculty jointly organized the 3<sup>rd</sup> edition of **ASE's Educational Fair**, as part of the Open Days events. High school pupils and their companions had the chance to interact with academic and student representatives from each of ASE's Faculties and get first hand information on educational opportunities, student life, career prospects.



During March 27-31, 2017, ASE was visited by approximately 3000 pupils from 74 national colleges and high schools in Bucharest and 18 counties: Argeş, Bihor, Brăila, Buzău, Călăraşi, Constanţa, Dâmboviţa, Dolj, Galaţi, Ialomiţa, Ilfov, Maramureş, Neamţ, Olt, Prahova, Teleorman, Vaslui, Vrancea.



### ASE Job & Internship FAIR 2017

On March 28, 2017, The Bucharest University of Economic Studies, ASE's Students` Union - USASE, the Association of Faculties of Economics from Romania - AFER and ASE`s Foundation jointly organized the 4<sup>th</sup> edition of **ASE Job & Internship FAIR 2017**. This Fair is the means to consolidate a strong relationship between employers and students and graduates from all of ASE's Faculties. This year, representatives of large companies had the chance to directly communicate with students and present their job and internship offers in various industries.



### UNECON's Delegation in ASE

During March 29 – April 1, 2017, a **Delegation from Saint Petersburg State University of Economics – UNECON**, ASE's strategic partner for more than 12 years, visited our **University** on the occasion of the International Finance and Banking Conference FI BA 2017. On March 29, 2017, UNECON's Delegation was received by PhD Prof. Nicolae Istudor, ASE's Rector. The meeting was also attended by ASE's Vice-rectors, PhD Prof. Dalina Dumitrescu and PhD Prof. Dorel Paraschiv, a Deputy-Dean from the Faculty of Finance and Banking, PhD Assoc. Prof. Iustina Alina Boițan, the coordinator of the Center for Russian Language and Culture in ASE, PhD Assoc. prof. Florina Mohanu. The participants in the meeting discussed several issues, such as the current and prospective scientific cooperation between our universities as per our strategic partnership agreement and opportunities for diversifying such endeavors.





### **Participation in an event organized by Romania's Presidential Administration**

Following the invitation extended by the President of Romania, on March 29, 2017, PhD Prof. Nicolae Istudor, ASE's Rector, participated in the reception offered in honor of His Royal Highness The Prince of Wales on the occasion of the latter's visit to Romania.



### **ASE's participation in the University Fair from Pitești**

On March 30, 2017, following the invitation extended by The Argeș County Pupils' Council and The Argeș County School Inspectorate, ASE was represented by members of the Marketing and Communication Office at the event entitled: **“The High School Parade and University and NGO Fair”**. Visitors at ASE's stand received information and printed materials on Admission procedures, ASE's Faculties, study programs, study and career opportunities etc.





### **ASE – visited by high school pupils from various Romanian counties, as part of the national program entitled “Doing School Differently”**

During the month of March, 2017, as part of the national program entitled “Doing School Differently”, ASE was visited by over 200 pupils from high schools and economic colleges in Bucharest, Câmpina (Prahova) and Mioveni (Argeş). During their visit, members of ASE’s Marketing and Communication Office, and ASE’s Center for Career Counseling and Guidance informed the pupils on the steps of the Admission process, each Faculty’s educational offer, professional prospects and opportunities. Moreover, visitors had a chance to interact with teachers and students and go on a campus tour.





### **International Finance and Banking Conference FI BA 2017**

On March 30-31, 2017, The Faculty of Finance and Banking within The Bucharest University of Economic Studies organized the 15<sup>th</sup> edition of the **International Finance and Banking Conference - FI BA 2017**. Guest speakers: PhD Prof. Bart P.M. Joosen from University of Amsterdam and PhD Prof. Stepan Lyubavskiy, from Saint Petersburg State University of Economics - UNECON. On Thursday, March 30, Saint Petersburg State University of Economics, scientific partner of FIBA 2017, co-organized a panel on "Engines of economic growth".







### International Conference on Business Excellence - ICBE 2017

On March 30-31, 2017, The Society for Business Excellence and ASE's Faculty of Business Administration (in Foreign Languages) jointly organized the **11<sup>th</sup> International Conference on Business Excellence - ICBE 2017**. Keynote speakers: PhD Prof. Wolfgang Karl Härdle, Humboldt University Berlin, PhD Prof. Michael Stoica, Washburn University School of Business, Dr. Marius Stan, Argonne National Laboratory and University of Chicago and Northwestern University.





## Round Table on Agricultural Land Consolidation

On March 31, 2017, ASE hosted the **Round table on Agricultural Land Consolidation**, as part of the joint project undertaken by The Bucharest University of Economic Studies, the Romanian Academy of Sciences and The "Gheorghe Ionescu-Sisești" Academy of Agricultural and Forestry Sciences - ASAS. Among the participants in the debate, we mention: PhD Prof. Dan Boboc, Dean of ASE's Faculty of Agrifood and Environmental Economics, PhD Prof. Gabriel Popescu, Head of the Department of Agrifood and Environmental Economics, PhD Prof. Valeriu Tabără, Vice president of ASAS, personalities and specialists in the field, academic staff members.



## The National Council of Rectors

On March 31 – April 1, 2017, PhD Prof. Nicolae Istudor, ASE's Rector, participated in the **Meeting of the National Council of Rectors** held in Brașov. The meeting was attended by PhD Prof. Pavel Năstase, Minister of National Education, and Ms Ligia Deca, State Advisor at the Presidential Administration. The topics discussed were: the National Education Law; the classification of universities (U MultiRank); the activity of the Romanian Agency for

Quality Assurance in Higher Education – ARACIS as seen by university management representatives, students and evaluators from the National Register of Evaluators – RNE; the evaluation methodology for doctoral schools; standards elaborated by ARACIS and the National Centre for the Attestation of Academic Degrees, Diplomas and Certificates – CNATDCU; the enrollment numbers offered by universities in comparison with the number of high school graduates; the participation of the National Council of Rectors member universities in international university associations (European University Association – EUA, International Association of Universities – IAU, The Francophone University Association - AUF) and presence at educational fairs and at the International Education Conference – EAIE 2017 in Seville; financing of higher education institutions; the institutional development fund (FDI); allocation of enrollment numbers for the 2017-2018 academic year etc.

***PhD Prof. Nicolae ISTUDOR***

***President of ASE's Board of Trustees***

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