



The Bucharest University of Economic Studies  
Board of Trustees

# Newsletter

[www.ase.ro](http://www.ase.ro)

March 2019



## MINISTRY OF NATIONAL EDUCATION AND SCIENTIFIC RESEARCH

### The Bucharest University of Economic Studies

6 Piata Romana, sector 1, Bucharest, postal code 010374, Romania  
Tel. no.: +4021.319.19.00; +4021.319.19.01. Fax no.: +4021.319.18.99  
www.ase.ro; rectorat@ase.ro

## ASE'S BOARD OF TRUSTEES' NEWSLETTER

### NO. 3/ MARCH 2019

#### ASE participated in the 18<sup>th</sup> edition of the “Gaudemus Craiova 2019” Book Fair

On February 27 - March 3, 2019, ASE participated in the **18<sup>th</sup> edition of the “Gaudemus Craiova 2019” Book Fair**. ASE's Publishing House organized at its stand a series of editorial and educational events, while representatives of ASE's Marketing and Communications Office provided information on the educational offer of ASE's Faculties, both at the stand in the Book Fair and in the national colleges and high schools visited in Craiova.

ASE's presence in the “Gaudemus Craiova 2019” Book Fair was again appreciated and acknowledged by means of the EDUCATIA Award bestowed by Radio-Romania, the organizer, to our University. Congratulations to ASE's Publishing House and to those who have contributed to the editorial and educational activities that have led to the winning of this prestigious award!



#### Training session entitled “My Successful Career”

On March 4, 2019, ASE hosted the opening ceremony of the **training session entitled “My Successful Career”**, organized by ASE's Faculty of Agrifood and Environment Economics, in partnership with Carrefour Romania and Cube Training.





### **Campaign entitled “Donation saves lives” in ASE**

On March 5, 2019, the Bucharest University of Economic Studies, ASE’s Students’ Union (USASE) and the Administration of Hospitals and Medical Services Bucharest organized a meeting with students on the benefits of donating blood and stem cells, as well as other health-related issues.



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

On March 6, 2019, ASE’s Faculty of Finance and Banking (FABBV) organized the event entitled **“Open Day - Finance and Banking Master’s programs”** dedicated to students interested in this Faculty’s Master’s programs. The event was attended by members of the Faculty’s management team, academic staff and students, who presented the benefits and opportunities of FABBV Master’s programs and 2019 admission requirements.



### **International Conference “Ecological Performance in a Competitive Economy” - PEEC 2019**

On March 7-8, 2019, ASE’s Faculty of Agrifood and Environment Economics organized the 11<sup>th</sup> edition of the **International Conference “Ecological Performance in a Competitive Economy” - PEEC 2019**. The event was opened by PhD Prof. Nicolae Istudor, ASE’s Rector, and a series of guest speakers: Acad. PhD Prof. Dan Bălteanu – Director of the Institute of Geography of the Romanian Academy of Sciences, PhD Prof. Gheorghe Zaman – President of the Association of Faculties of Economics from Romania (AFER), PhD Prof. Ioan Valeriu Franc – Deputy general Director of the National Institute for Economic Research (INCE), PhD Prof. Constantin Anghelache from the Institute for National Economy from the Romanian Academy, PhD Prof. Gian Paolo Cesaretti – President of the “Simone Cesaretti” Foundation, Dr. Hamza Karimov Taher Oglu - CEO Socar Romania etc.

Debates revolved around topics related to the elaboration and implementation of environment policy in a continuously changing economic context; the correlation of educational and research objectives to identify the skills and knowledge necessary in a competitive ecological economy. The conference was attended by researchers, academic staff members, representatives of public administration, entrepreneurs and advisors in the field, who shared their experience and expectations and discussed about increasing awareness of environmental compliance.





### **ASE visited by foreign partners**

At the beginning of March 2019, PhD Prof. Marius Profireoiu, Vice-rector for International Relations, met with Prof. Boris Mattos, from the University of Economics in Bratislava (Slovakia), as well as Prof. Wolfgang Obernaus and Mr. Lukas Hefner, from the Vienna University of Economics and Business (Austria). Discussions focused on opportunities for cooperation between ASE and these higher education institutions.



### **Domestic mobility project organized under the aegis of ASE**

On March 10-16, 2019, ASE hosted the Project “Exchange”, organized by the Association of Students in Accounting and Management Information Systems - ASCIG, in cooperation with the League of Economics Students in Iași - LSE. As facilitated by the project, students from the Faculty of Economics and Business Administration in Iași had the opportunity to come into contact with the academic environment in Bucharest, by participating in teaching and social and cultural

activities organized by ASCIG. Afterwards, ASE students had a similar experience in the Iași University Center.



### **Forum for Sustainable Development and Entrepreneurship - FSDE 2019**

On March 11-15, 2019, the Aula Magna of the Bucharest University of Economic Studies hosted the **Forum for Sustainable Development and Entrepreneurship – FSDE 2019**. “FSDE represents the message of Romanian academics, representatives of the business environment and youth who desire a change in society. Hence, this platform for debate was created in 2014, providing participants with the opportunity to present their informed arguments”, said PhD Prof. Nicolae Istudor, ASE’s Rector, on the opening of the Forum.

The aim of the project is to generate synergies between the academic environment, the business sector and state institutions, with the active involvement of students, so as to train and help the latter become important actors on the labor market. Among the objectives of the Forum, we mention: the development of relations between the members of ASE’s academic community and government representatives to foster efficient cooperation between the two parties, the interconnection of specialists from various fields to develop government and business strategies and to inform students on trends in the economic environment and challenge them to actively participate in debates.

During the event, each of ASE’s Faculties organized a series of debates related to their fields of study and research, as follows: “The Capital market in Romania – opportunities and challenges” (Faculty of Finance and Banking); “Entrepreneurship challenges on the Romanian business environment” and “Business Angel: option, opportunity, obligation” (Faculty of Management); “Digital Transformation: challenges for international business” (Faculty of International Business

and Economics); “Energy Security in the Black Sea Region” (Faculty of Administration and Public Management); “Careers in Business and Tourism” (Faculty of Business and Tourism); “Trends in Accounting and Auditing” and “The link between accounting higher education and the demands of the business environment” (Faculty of Accounting and Management Information Systems); the fifth edition of the Economics Symposium on “Perspectives of digital economy in Romania” organized in cooperation with the National Grand Lodge of Romania (MLNR), with the support of the Economists’ Guild, as per the partnership between MLNR and the academic environment; “Sustainable Entrepreneurship: The Future” (Faculty of Marketing); “Economic Convergence in the European Union in the context of Brexit and other challenges” (Faculty of Theoretical and Applied Economics); “New Economic Models in the Health Industry in the context of developments in computational medicine” (Faculty of Economic Cybernetics, Statistics and Informatics); “The Internationalization of Romanian Capital” (Foreign Trade Excellence Centre); “Competitiveness of Agrifood Chains” (Faculty of Agrifood and Environmental Economics).

At this year’s edition of the Forum, participants benefited from exchange of information and best practices with ministers and other high officials, business people, representatives from prestigious professional organizations, other outstanding personalities, among which we mention: Mr. Alexandru Petrescu – Minister of Communications and Information Society, PhD Prof. Leonardo Badea – President of the Financial Supervision Authority, Lucian Claudiu Anghel – President of the Bucharest Stock Exchange and CEO BCR Housing Bank, Mihai Daraban - President of the Chamber of Commerce and Industry of Romania, foreign guests, academic staff, specialists and students from all of ASE’s Faculties.







### **Symposium on “Perspectives of digital economy in Romania”**

On March 13, 2019, ASE hosted the 5<sup>th</sup> edition of the **Symposium on “Perspectives of digital economy in Romania”**, co-organized in cooperation with the National Grand Lodge of Romania (MLNR), with the support of the Economists’ Guild, as per the partnership between MLNR and the academic environment. Event moderator: Mr. Sebastian Buși, MLNR, guest speakers: PhD Prof. Nicolae Istudor, ASE’s Rector, Mr. Alexandru Petrescu – Minister of Communications and Information Society; PhD Prof. Răzvan Bologa, with a presentation on “The Role of Artificial Intelligence in sustainable development”, Assist. prof. Christian Năsulea, with a presentation on “Blockchain and new business models”; Mr. George Anghel, ConnectX Project, with a presentation on “Digital Society”; Mr. Ștefan Dumitru, with a presentation on “Alternative Financing – Crowd funding”.

The event was part of the 2019 edition of the Forum for Sustainable Development and Entrepreneurship – FSDE.





### Study visit to ASE of students and academics from HELMo - Liège, Belgium

On March 11, 2019, a group of 180 academics and 3<sup>rd</sup> year Bachelor's students in Trade from Haute Ecole Libre de Mosane in Liège, Belgium (HELMo), paid a **study visit** to the Bucharest University of Economic Studies. The visit aimed to enhance knowledge of the Romanian market and of business opportunities in Romania.



### Debate and adoption of ASE's University Charter

On March 12, 2019, ASE's Aula Magna hosted the public **debate on the project for the modification of ASE's University Charter**, after the latter had been sent for consultation to the members of ASE's academic community. During the meeting moderated by ASE's Rector, PhD Prof. Nicolae Istudor, and the chancellor of ASE's University's Senate, PhD Prof. Paul Pocatilu, discussions focused on the proposals and suggestions sent by the members of the academic community with a view to improving certain amendments to this key document.



The new version of ASE’s University Charter was adopted on March 27, during the Meeting of ASE’s University’s Senate.



**Conference entitled “Shaping Europe together – Career opportunities with European Institutions and EPSO selection procedures”**

On March 12, 2019, ASE hosted the **Conference entitled “Shaping Europe together – Career opportunities with European Institutions and EPSO selection procedures”**. Participants in the event discussed about job opportunities and recruitment procedures at European Institutions.





## ASE presented at TVR, during the broadcast entitled “Invest in Romania!”

On March 12, 2019, TVR International broadcast an **edition with and about ASE**, during the program entitled “**Invest in Romania!**”, with guest speakers from ASE’s management team – PhD Prof. Nicolae Istudor, Rector, PhD Prof. Liliana Feleagă, Dean of the Faculty of Accounting and Management Information Systems, PhD Prof. Gheorghe Hurduzeu, Dean of the Faculty of International Business and Economics, PhD Prof. Ionuț Popa, Dean of the Faculty of Management. The program included reports filmed in ASE and live discussions on the set, about ASE’s potential and educational offer for the 2019 admission to all study levels. The broadcast can be watched (in Romanian) at: <https://www.youtube.com/watch?v=6qYc5abWGGI&feature=youtu.be>.



## Training sessions for Bachelor’s, Master’s, Doctoral and Postdoctoral students from ASE

On March 12-14, 2019, ASE’s Library organized a series of training sessions for Bachelor’s, Master’s, Doctoral and – for the first time - Postdoctoral students, to provide them with useful information on documentation sources available at the Library for documentation, exam preparation and elaboration of graduation papers. Participants were informed about ASE’s Library’s services and facilities, access terms, collections, electronic resources and services, journal platforms with access to full texts or abstracts, bibliometric platforms and means of accessing them, the mobile access service. Under the guidance of PhD Prof. Dalina Dumitrescu, Vice-rector for Scientific research, development and innovation, and in cooperation with academic staff members, ASE’s Library organizes such sessions on a permanent, periodical basis (every semester), attended by students from all of our faculties.

During March 25-29, 2019, during the Open Days events, ASE’s Library organized guided tours of the main reading rooms, informing future students of the library facilities available.

### Round table organized by ASE's Museum

On March 14, 2019, ASE's Museum, the Department of Philosophy and Social and Human Sciences from ASE's Faculty of Management, and the Faculty of International Business and Economics organized the **Round table entitled "Queen Marie and European diplomacy – the fight for the recognition of Greater Romania"**. Guest speakers: PhD Prof. Gheorghe Hurduzeu, Dean of the Faculty of International Business and Economics, PhD Prof. Georgeta Filitti, actress Carmen Ionescu. Debate moderator: PhD Associate prof. Ion Vorovenci.



### New version of ASE's 2019 Admission page

During March 2019, ASE launched the newest version of the **2019 Admission page**, to offer candidates information on all admission steps and procedures in a friendlier and more efficient manner. The website is the result of the joint efforts of ASE's Marketing and Communication Office and IT&C Division and can be accessed (in Romanian) on <https://admitere.ase.ro/>. For 2019 Admission information in English, candidates can access [https://www.ase.ro/index\\_en.asp](https://www.ase.ro/index_en.asp).



### **Visit to ASE of Mr. Leigh Kamolins, Head of Evaluation, QS Quacquarelli Symonds**

On March 20, 2019, PhD Prof. Nicolae Istudor, ASE's Rector, and PhD Prof. Marius Profiroiu, Vice-rector for International Relations, had a **working meeting with Mr. Leigh Kamolins, Head of Evaluation, from QS Quacquarelli Symonds**. QS World University Rankings is the most renowned university ranking system in the world.

According to QS World University Rankings 2018, ASE is the Romanian university with the best employer reputation, and 81, 35% of our graduates find work within less than 3 months from completing their academic studies.



### **The 13th edition of the International Conference on Business Excellence - ICBE**

On March 21 - 22, 2019, ASE hosted the 13<sup>th</sup> edition of the **International Conference on Business Excellence – ICBE 2019**, dedicated to sustainable business models and innovation in the knowledge-based economy. The event was organized by the UNESCO Department for Business Administration from ASE's Faculty of Business Administration in Foreign Languages, in partnership with the Society for Business Excellence. Guest speakers: Herbert Casteran - Dean EM Strasbourg Business School, Mark Dubrulle – President of the Club of Rome EU-Chapter.





### Conference on the “Reform of the Common Agricultural Policy”

On Friday, 22 March 2019, ASE’s Aula Magna hosted the **Conference on the “Reform of the Common Agricultural Policy”** organized by the Ministry of Foreign Affairs, through the Minister Delegate for European Affairs and the European Institute of Romania (EIR), in partnership with the Bucharest University of Economic Studies. The event is part of the calendar of Romania’s Presidency of the Council of the European Union. Debates focused on topics related to the reform of the common agricultural policy against the background of negotiations for the future Multiannual Financial Framework (2021-2027).

Discussions benefited from the contribution of representatives of the Ministry of Agriculture and Rural Development, of the European Commission, the European Parliament, the Ministry of Foreign Affairs, the Senate of Romania, the Romanian Academy, the European Institute of Romania, the academic and research environments, civil society, mass media etc.



## Open Days events at ASE

On March 25-29, 2019, ASE organized the 6<sup>th</sup> series of **Open Days events** for senior pupils from national and economic high schools and colleges from Bucharest and elsewhere, who are interested in becoming ASE's students this year. Visitors had the opportunity to interact with teachers and students, to be informed in detail about the educational offer of the 11 Faculties that organize Bachelor's programs, as well as about the 2019 Bachelor's Admission procedures. Pupils and accompanying teachers were also offered guided tours of ASE's Palace in the center of Bucharest - amphitheatres, reading rooms, sports rooms, the cafeteria and other key places in ASE's Campus. During the week, ASE's Palace was visited by more than 2140 pupils from 40 colleges/ high schools in Bucharest and the counties of: Argeş, Bacău, Călăraşi, Constanţa, Dâmboviţa, Giurgiu, Ialomiţa, Ilfov, Olt, Prahova, Teleorman, Vaslui and Vâlcea.

We would like to thank the management teams and teachers from the high schools and colleges whose pupils visited our University during the week, as well as the members of the academic community (academic staff members and volunteering students) who contributed to the success of this information campaign! We hope that many of the pupils whom we received with open arms this week become our students in the coming future!



### **Interdisciplinary Olympiad “ASE for high school pupils” – first edition**

On March 26, 2019, ASE organized the **first edition of the Interdisciplinary Olympiad “ASE for high school pupils”**, together with its partners from the pre-university education environment - the “A.D. Xenopol” Economic College and the “Tudor Vianu” National Informatics College in Bucharest.

The project entitled “Today’s pupils, tomorrow’s professionals” – an Economics contest organized by ASE and the “A.D. Xenopol” Economic College - comprised the following competitions: a Practice Firm Fair (with the following sections: “The best stand”, “The best catalogue”, “The best PowerPoint presentation / The best negotiator”, “The best business video”, “The most professional promotional materials”, “The best slogan”), as well as a written test on Accounting (for 11<sup>th</sup> and 12<sup>th</sup> grade pupils) and Tourism (for 11<sup>th</sup> and 12<sup>th</sup> grade pupils).

The essay contest entitled “Through the Labyrinth of Economic Science”, organized by ASE in partnership with the “Tudor Vianu” National Informatics College, was open to all pupils in the 10<sup>th</sup> to the 12<sup>th</sup> grade interested in testing their theoretical knowledge in Economics. The essays covered topics from the following areas: Microeconomics, Macroeconomics and Entrepreneurship.

The opening and award ceremonies were attended by PhD Prof. Nicolae Istudor, ASE’s Rector, PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the economic and social environment and cooperation with students, Ionel Florian Lixandru, State Secretary at the Ministry of National Education, prof. Mihaela Iacoban, Director of the “A.D. Xenopol” Economic College, prof. Claudia-Elena Anghel, Director of the “Tudor Vianu” National Informatics College, teachers and academics, pupils and students from ASE, as well as representatives of the sponsors and



strategic partners of ASE, who supported the events and awarded prizes to the winners. One of ASE's strategic partners offered a laptop to one of the winners.

Out of the 700 participating pupils, awards were granted to pupils from 15 high schools and colleges in Bucharest and 3 high schools and colleges from other places in Romania. For the contests in the three aforementioned disciplines – Tourism, Accounting and Economics – there were 7 first prizes, 4 second prizes, 5 third prizes and 15 special mentions. The Practice Firm Fair comprised 32 stands, and reunited 340 pupils, who competed for first, second and third prizes in each of the 6 above-mentioned sections.





### Approval of the Rector's Report during the meeting of the University Senate

During the meeting of the University Senate from March 27, 2019, the **Rector's 2018 Annual Report on the state of the university** was presented, debated and approved. ASE's Rector, PhD Prof. Nicolae Istudor, presented the activity of the Board of Trustees and of ASE's entire academic community, the attainment of performance indicators undertaken as per the 2016-2020 Managerial Plan, and the results obtained in 2018. The Report was unanimously validated by the members of ASE's University Senate.



### Earthquake simulation in ASE's Moxa Complex

On March 27, 2019, in the Mihail Moxa Building and the Moxa Cafeteria, ASE's academic community participated in an **earthquake simulation**. The event was part of the Project entitled "Academy of Hope – Volunteering out of Love for Life", coordinated by PhD Prof. Virginia Mărăcine and undertaken by ASE in partnership with the Romanian General Inspectorate for Emergency Situations – DSU, with the purpose of training the members of the academic community to correctly respond to crisis situations.





### Opening of a Painting exhibition in ASE

On March 27, 2019, ASE’s “Cecilia Cuțescu Storck” Contemporary art gallery hosted the **opening of a Painting exhibition with works by artist Florin Menzopol**. Invited speakers: PhD Prof. Nicolae Istudor, ASE’s Rector, and Ms. Doina Mândru, curator. The exhibition is open for the public until May 1, 2019 on the first and second floor of “Ion N. Angelescu” Building.





## The Bucharest University of Economic Studies – Award winner at the EduFin Gala 2019

On March 28, 2019, the Bucharest University of Economic Studies received the “**Special Award for an academic center involved in financial education**”, as it has the highest number of financial education activities and programs undertaken in partnership with the Financial Supervisory Authority (ASF). The award was granted during the 3<sup>rd</sup> edition of the EduFin Gala, organized by ASF, an event intended to highlight the importance of financial education and recognition of financial education projects developed at national level.

The event was attended by representatives of professional associations and consumer associations, as well as of the Parliament of Romania, the Government, central and local public administration, other Romanian institutions with a key role in the field, embassies, international bodies etc. Congratulations to all of our colleagues who contributed to obtaining this award!



## International Finance and Banking Conference - FIBA 2019

On March 28-29, 2019, ASE’s Faculty of Finance and Banking, ASE’s Doctoral School in Finance, ASE’s Center of Financial and Monetary Research (CEFIMO), and the Romanian Association of Finance and Banking (RoFIBA) jointly organized the 17<sup>th</sup> edition of the “**International Finance and Banking Conference**” - FIBA 2019.

Guest speakers: Prof. Juana Pulgar Ezquerro (University Complutense of Madrid) and Prof. Jaap Spronk (University of Curaçao). Debates focused on current issues in areas such as: corporate finance and investments, public finance, financial markets and institutions, macroeconomic

stability, the banking system, insurance. The best three papers authored by Doctoral students were awarded money prizes by the Romanian Association of Finance and Banking (RoFIBA)



### **ASE`s Finance and Banking team – winner of the CFA Research Challenge Romania**

A team of students from ASE`s Faculty of Finance and Banking (FABBV) won the local contest of the 7<sup>th</sup> edition of the “CFA Institute Research Challenge”, organized in Bucharest by CFA Society Romania, member of the CFA Institute (USA) – a global association of investment professionals.

The winning team comprised: Andreea Solomon (1<sup>st</sup>-year Master`s student in Financial Management and Investments), Robert Adrian Grecu and Alexandru Mihai Zarnoeanu (3<sup>rd</sup>-year Bachelor`s students in Finance and Banking), and Luca Nicolae (2<sup>nd</sup>-year Master`s student in Financial Management and Investments). ASE`s students were coordinated by PhD Prof. Anamaria Ciobanu and supported by Andreea Mladin (mentor on behalf of CFA, alumna of the Master`s program in Financial Management and Investments).

The team of FABBV students will participate in the regional contest of the “CFA Institute Research Challenge”, which will take place on April 10-11, 2019 in Zürich, Switzerland.



### **ASE-UNECON Joint academic conference on “Food security”**

On March 28 - April 2, 2019, ASE’s Delegation, led by PhD Prof. Nicolae Istudor, Rector, participated in Saint Petersburg in the 9<sup>th</sup> **Joint conference** of academics from ASE and Saint Petersburg State University of Economics (UNECON), **on the topic of “Food security”**. ASE’s Delegation, comprised 15 academic staff members, among whom PhD Prof. Roxana Sârbu – Vice-rector for Education, PhD Prof. Rodica Pamfilie – Dean of the Faculty of Business and Tourism, PhD Prof. Mirela Stoian and PhD Prof. Anca Ilie – Deputy Deans, PhD Prof. Gabriel Popescu – Head of the Department of Agrifood and Environment Economics, academics and young researchers, who presented 15 papers and exchanged scientific knowledge and expertise with their colleagues from UNECON.

ASE’s Rector, PhD Prof. Nicolae Istudor paid a documentation visit to Saint Petersburg State Agrarian University, where he had a meeting with Prof. Evgheni Juglev, Rector, and Konstantin Evdokimov, Vice-rector for International relations, to explore possible cooperation opportunities in areas such as scientific research projects and student exchange, especially involving students from ASE’s Faculty of Agrifood and Environment Economics.





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

## **The Bucharest University of Economic Studies**

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

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

[www.ase.ro](http://www.ase.ro); [rectorat@ase.ro](mailto:rectorat@ase.ro)