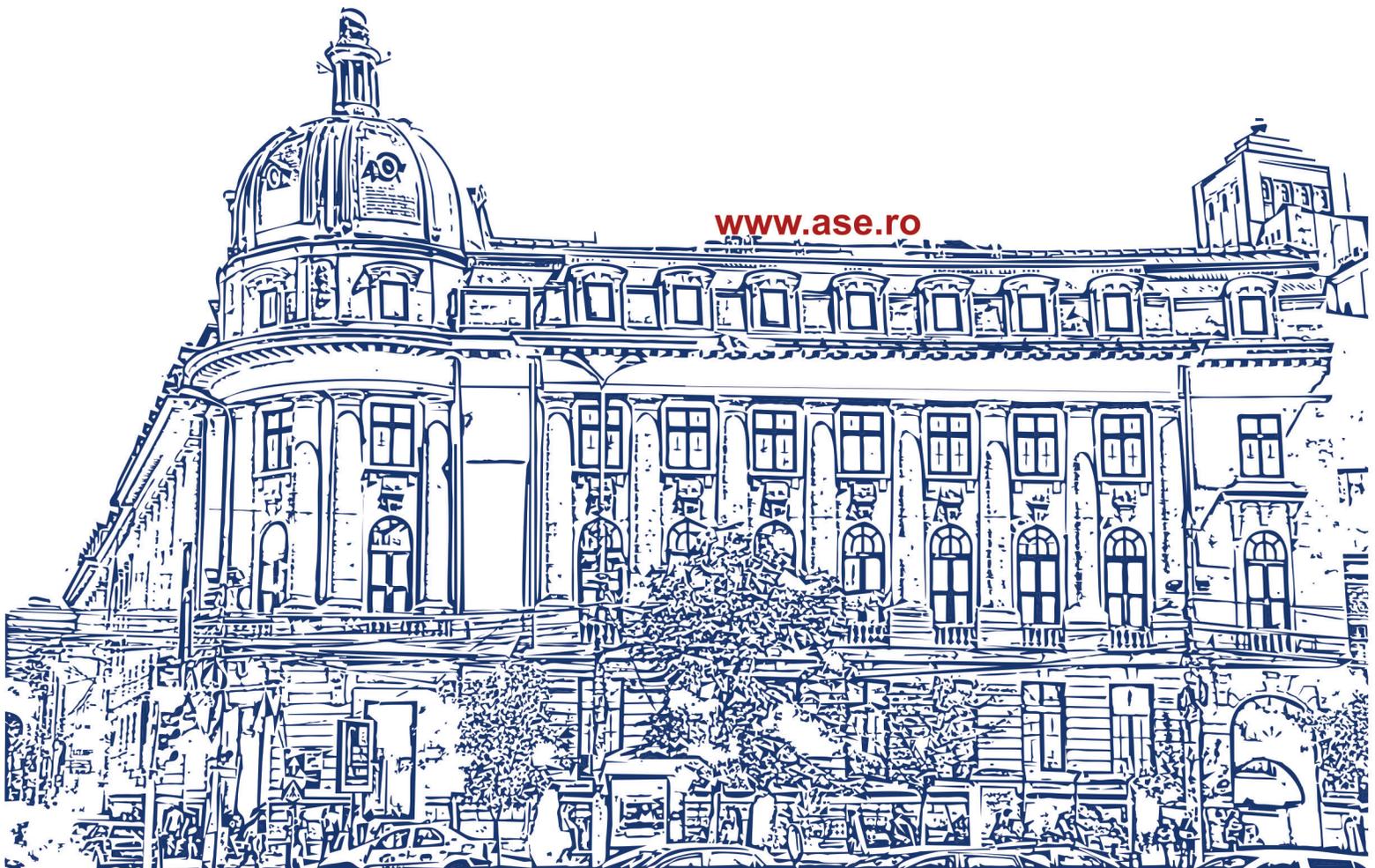




The Bucharest University of Economic Studies
Board of Trustees

Newsletter



November 2016



MINISTRY OF NATIONAL EDUCATION AND SCIENTIFIC RESEARCH

The Bucharest University of Economic Studies

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NEWSLETTER

November 2016

[ASE participates in the 25th anniversary of the Partnership between the World Bank Group and Romania](#)

On November 1, 2016, responding to the invitation extended by the President of Romania, ASE's Rector, PhD Prof. Nicolae Istudor, participated in the ceremony dedicated to the **25th anniversary of the Partnership between the World Bank Group and Romania**, whose main objective is to promote sustainable and inclusive economic development. The event was hosted by H.E. Mr. Klaus Iohannis, the President of Romania, at the Cotroceni Palace.

[ASE participates in the 10th Congress of the National Trade Union Block](#)

On November 1 - 2, 2016, ASE's Rector, PhD Prof. Nicolae Istudor, participated in the **10th Congress of the National Trade Union Block - BNS**, which at the same time celebrated 25 years of existence. On this festive occasion, PhD Prof. Nicolae Istudor congratulated the members of BNS for their activity in support of the workers' rights, and for the Union Block's status as an important partner for dialogue in the field.

[Mexico's Ambassador visit to ASE](#)

On November 3, 2016, PhD Prof. Nicolae Istudor, ASE's Rector, and PhD Prof. Marius Profiroiu, Vice-rector for International Relations, **welcomed H.E. Mr. José Arturo Trejo Nava, the Ambassador of the United Mexican States to Romania**. During the visit, ASE expressed its openness towards cooperating with similar universities in Mexico. Other participants in the event: Mr. Martin Borrego Llorente, Consul for Cultural and Economic Affairs, Mr. Lopez Bedolla, student at the Faculty of Economic and Administrative Sciences in Tlaxcala, and Mr. Salcido Oregel Hans, an exchange student from Mexico to ASE, who expressed his opinion about being a student in our University.



[AEEF Conference](#)

On November 3, 2016, ASE's Department of Financial and Economic Analysis and Valuation – AEEF organized the **Conference entitled "The Finance Function in the Digital Era. The Future of Outsourcing"**, guest speaker: Mr. Dorin Ioanas, F&A Practice and Solutions Leader WNS EMEA. The topic was intensely debated, especially as Romania has been attracting more and more international companies interested in outsourcing their activities.

[10th International Management Conference – IMC 2016](#)

On November 3-4, 2016, ASE's Faculty of Management and the Romanian Academic Society of Management (SAMRO) jointly organized the 10th International Management Conference on **"Challenges of Modern Management" – IMC 2016**.



[Launch of the study entitled "The 2015 Romanian Management Assessment"](#)

On November 4, 2016, ASE's Aula Magna hosted the **launch of the study entitled "The 2015 Romanian Management Assessment"**. The research conducted by academic staff members from ASE's Faculty of Management and experts from the Romanian Academic Society of Management (SAMRO) was based on questionnaire responses obtained from 1482 management specialists in Romania.

International Conference entitled "Smart Cities"

On November 3-4, 2016, ASE co-organized and hosted the first international Conference on "Smart Cities" in Bucharest. This event aims to establish a bridge between local authorities, industry representatives and academia on the topic in question.

Extra-curricular Programming Course for students

During November 7 – December 11, 2016, the Bucharest University of Economic Studies and the Economic Informatics Club organize the extracurricular **Programming Course entitled "Program your future!"**, sponsored by Crystal System. At the end of the course, participants can win one of the 12 electric scooters displayed in the lobby of ASE's Faculty of Economic Cybernetics, Statistics and Informatics, and can be selected by the sponsor for a job as programmers.



Conferral of ASE honorary titles

On November 9, 2016, ASE's Aula Magna hosted the **Festive Gathering of the University Senate** for the Conferral of the title of **Doctor Honoris Causa** to Academician Grigore Belostecinic, Rector of ASE Moldova, partner university of ASE, and of the **Virgil Madgearu Diploma with a Gold Medal** to PhD Prof. Ovidiu Nicolescu and PhD Prof. Viorel Lefter, in recognition for their scientific and didactic achievements. Sincere congratulations to the three laureates!



[Launch of the study entitled “Analysis of the Fast Moving Consumer Goods industry”](#)

On November 8 2016, ASE’s Virgil Madgearu Room hosted the press conference organized by Coface Credit Management Services, whose CEO, Mr. Iancu Guda, presented the **findings of the research study entitled “Analysis of the Fast Moving Consumer Goods industry”**, elaborated by the international credit insurance company Coface and the advisory, audit and business consultancy Ernest and Young, in partnership with the Bucharest University of Economic Studies.



[„Iulia Chivu” Symposium](#)

On Tuesday, November 10, 2016, the Department of Management from ASE’s Faculty of Management organized the **5th edition of the „Iulia Chivu” Communication and Negotiation Symposium**. The event pays homage to our late colleague, who dedicated her life to research and education in ASE, in general, and in the Faculty of Management, in particular.

International Conference on Competitiveness of Agro-Food and Environmental Economy – CAFEE 2016

On November 10-11, 2016, ASE's Faculty of Agrifood and Environmental Economics organized the **5th edition of the International Conference on Competitiveness of Agro-Food and Environmental Economy – CAFEE 2016**. Among the topics debated by scholars and specialists from Romania and abroad, we mention: agricultural economics and policies, rural development, farm management, sustainable agriculture, food safety, environmental policies.



Joint conferences under the aegis of ASE's Faculty of International Business and Economics

On November 10 – 11, 2016, the Faculty of International Business and Economics organized the **7th edition of the International Conference Future of Europe - FOE 2016** and the **5th edition of the International Conference Synergies in Communication**. This year's joint edition benefited from the presence of researchers, scholars and representatives of the diplomatic and business environments from Estonia, Great Britain, Israel, Italy, Romania and USA.



Participation in the debate on Romania's National Education Law

On November 14, 2016, ASE's Rector, PhD Prof. Nicolae Istudor, participated in the meeting organized by the Romanian Agency for Quality Assurance in Higher Education – ARACIS and the National Council of Rectors to **debate on the Emergency Ordinance for the alteration of the National Education Law No. 1/ 2011** and to decide on measures to be adopted in this respect.

10 years since Romania's Accession to the European Union: current status and perspectives for the future

On November 15, 2016, the Association for Social and Economic Studies and Forecasts – ASPES organized a press conference dedicated to the 10th anniversary of Romania's Accession to the European Union, on January 1, 2017. The **press conference entitled "10 years since Romania's Accession to EU: current status and perspectives for the future"** covered areas such as: the assessment of the steps and evolution undertaken by Romania in this respect, current issues and future perspectives against the background of post-Brexit dynamics. On this occasion, ASE's Rector, PhD Prof. Nicolae Istudor, delivered a short speech on the impact of this decade of European experience on the national economy. The event was attended, among others, by representatives of ASE's management team, of the Association of Faculties of Economics from Romania – AFER, of the General Association of Economists in Romania – AGER, and of the National Council for Small and Medium Sized Private Enterprises in Romania.

Series of Round Tables on "Romania's agricultural policy"

Starting November 16, 2016, ASE's Department of Agrifood and Environmental Economics organized the **series of Round Tables on "Romania's agricultural policy"**. The topics discussed by scholars and representatives of the business environment were: property relations; rural cooperation; knowledge transfer; the agrifood market; support, taxation and insurance policies; dedicated European programs.



Optional course on Entrepreneurship Education organized by ASE's Faculty of International Business and Economics

Romania's Ministry of Economy, Commerce and Relations with the Business Environment, and the Bucharest University of Economic Studies have launched an **optional course on Entrepreneurship Education** at ASE's Faculty of International Business and Economics, with seminars delivered by entrepreneurs. This course is dedicated to second year students, as part of the Ministry's program entitled "My first business plan" and consists in 14 practical meetings with young entrepreneurs. The program started as a series of free-of-charge seminars and became an optional course in ASE, entitled "Counseling, Mediation and Mentoring in Business" and managed by PhD Prof. Cătălin Răzvan Dobrea. The program will end in a competition of business ideas, whose winners will be awarded CEO/ Entrepreneur shadowing opportunities, as well as internships.

ASE's Publishing House Participated in the 23rd edition of the GAUDEAMUS International Book & Education Fair

On November 16-20, 2016, ASE's Publishing House participated in the **23rd edition of the GAUDEAMUS International Book & Education Fair in Bucharest**, organized by Radio Romania. On this occasion, ASE's Publishing House celebrated 103 years of existence and organized a series of interesting and well received educational events (book launches, debates etc.) which made it receive the **Educatia Award**. Congratulations!



10 Years of Romanian – Russian academic cooperation between ASE and UNECON

On November 17, 2016, the two leading economic universities in Romania and Russia, the Bucharest University of Economic Studies - ASE and the Saint-Petersburg State University of Economics - UNECON celebrated **10 years of academic cooperation and friendship** and signed the **Strategic Partnership Agreement** between our two leading economic

universities. Our cooperation has included, among other aspects, scholar, researcher and student exchange at all study levels.

UNECON's Delegation was led by Prof. Igor A. Maksimtsev, Rector of UNECON and Doctor Honoris Causa of ASE, Prof. Dimitry V. Vasilenko, Vice-rector for International Relations and Prof. Sergey Y. Mikadze, Vice-Rector for Administrative Affairs, and Ms Elena Tarasenko. The ceremony hosted by ASE's Aula Magna was also attended by Mr. Pavel V. Alekseenko, Second Secretary at the Embassy of the Russian Federation in Romania.



[ASE's Educational Caravan on tour!](#)

During November 17 - December 9, 2016, the Bucharest University of Economic Studies organizes the **5th edition of ASE's Educational Caravan** to promote our University's educational offer for the 2017-2018 academic year. The Caravan teams comprise academics and students and are visiting 26 high schools and national colleges from 11 counties all over Romania.

On its tour, ASE's Caravan offers high school students the opportunity to participate in presentations and discussions with representatives of our academic community on the

University's study programs, admission requirements, student facilities, extracurricular activities and career opportunities.

As part of this project, on November 17, 2016, ASE's Caravan also participated in the 2nd edition of the **University and Education Counselling Fair** entitled „**The Journey towards Your Career Starts Today**”, organized by the „Ovidius” Theoretical High School in Constanța. On this occasion, numerous participants showed interest in the opportunities for study and professional development offered by ASE. Local media extensively covered the presence of ASE's Caravan in Constanța and other counties.



[ASE – visited by high school students from various Romanian counties](#)

During November 2016, over **500 youth** from economic high schools and colleges in Călărași, Focșani, Mediaș and Târgoviște **visited ASE as part of the program „Know More, Be Better!”**. During their visits, they received information on our University's educational offer, the 2017 admission requirements, career perspectives etc. They were also offered a guided tour of our lecture rooms, library and sports facilities.



[Talks on the reopening of ASE's Distance Learning Center in Deva, Romania](#)

On November 19-20, 2016, ASE's delegation led by PhD Prof. Nicolae Istudor, Rector, responded to the invitation of Mr. Mircea Muntean, the Mayor of Deva Municipality, to discuss about the possibility of **signing a Cooperation Protocol between ASE and the Deva Municipality with a view to reopening ASE's Distance Learning Center** in this town.

The study programs that are to be offered in this location starting 2017 are the Bachelor's programs in Management, and Accounting and Management Information Systems, as well as a postgraduate training program in local public administration.



[CEFIMO Lecture and Research Seminars](#)

On November 2, 2016, The CEFIMO Center for Research in Financial and Monetary Issues and ASE's Faculty of Finance, Insurance, Banking and Stock Exchange organized the **Lecture on "Applied Econometrics for Finance: CAPM and Fama-French Models"**, delivered by Ms. Denisa Banulescu, from University of Orleans.

During November 1-21, 2016, The CEFIMO Center also organized **three research seminars**, as follows: "Volatility During the Financial Crisis Through the Lens of High Frequency Data: A Realized GARCH Approach", delivered by Ms Denisa Banulescu (University of Orleans), "The Romanian labor market: demonstration effect, Okun's law and structural shock identification", delivered by Mr Gabriel Stavre (ASE Bucharest), "The Role of the Monetary Policy in the context of Macroeconomic Policies Mix - A Quantitative and Qualitative Approach for Romania", delivered by Ms Georgiana Alina Ioniță (ASE Bucharest).

[ASE nominated by the Romanian Banking Association for the position of Academic Member of the European Banking Institute](#)

The Romanian Banking Association – ARB has become a Supporting Member of the European Banking Institute, on a par with the national banking associations in Germany, Greece, Italy, the Netherlands and Spain, with a view to consolidating the partnership

between the academic environment and the financial industry at European level. Against this background, **ARB has nominated the Bucharest University of Economic Studies as an Academic Member of the European Banking Institute**, alongside other prestigious European universities. ARB highlights the necessity for consolidating the partnership between the banking sector and the academic environment. The procedure for ASE's becoming a member of EBI is to be finalized shortly.

ASE participated in the reunion of the Workgroup for Internship Legislation

On November 22, 2016, at the Victoria Palace, ASE's **delegation** led by PhD Prof. Dorel Mihai Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, **participated in the reunion of the Workgroup for Internship Legislation**, attended by representatives of the academic environment. The objective of the Workgroups is to elaborate a white paper document that reflects both the needs of the youth preparing for the labor market and the expectations of the institutions and organizations interested in receiving them for an internship. The debates have been initiated by the Romanian Government Internship Team from the Chancellery of the Prime Minister, the Romanian Youth Forum, the VOLUM Federation and the Students' Union from Romania – USR, and supported by the Ministry of Youth and Sports from Romania.



Launch of the World Bank ECA Economic Update Report entitled "Polarization and Populism"

On Tuesday, November 22, 2016, the World Bank and the Department of Economics and Economic Policies from ASE's Faculty of Theoretical and Applied Economics organized the **Launch of the World Bank ECA Economic Update Report entitled "Polarization and Populism"**, by Mr. Hans Timmer, Chief economist for the Europe and Central Asia region of the World Bank.



Innovation: The key of successful business 2020

On November 23, 2016, ASE's Department of Management Information Systems organized a **meeting on "Innovation: The key of successful business 2020"**; guest speakers: Mr. Sever Moldovean and Mr Sorin Babici from OMV Petrom.



25th Anniversary of the Faculty of Business Administration in Foreign Languages

On Monday, November 21, 2016, ASE's **Faculty of Business Administration in Foreign Languages celebrated its 25th anniversary**. The ceremony was attended by Rector, PhD Prof. Nicolae Istudor, other members of ASE's management team, H.E. Mr. Hans Werner Lauk, Ambassador of the Federal Republic of Germany to Bucharest, academic staff members and students. May our colleagues form many generations of outstanding graduates! Vivat academia!



November 23, 2016 - The Economist's Day celebrated in ASE

On November 23, 2016, the Bucharest University of Economic Studies and the Association of Faculties of Economics from Romania – AFER celebrated in ASE the Economist's and Economic Teacher's Day. On this occasion, **ASE's University Senate, the General Association of Economists in Romania - AGER and the Association of Faculties of Economics from Romania – AFER convened for a Festive Gathering.**

Several outstanding guests delivered ceremonial speeches: Academician Mugur Isărescu, President of the Department of Economic, Juridical Sciences and Sociology of the Romanian Academy of Sciences and Governor of the National Bank of Romania, PhD Prof. Gheorghe Zaman, President of AGER, PhD Prof. Nicolae Istudor, ASE's Rector, and PhD Prof. Pavel Năstase, President of ASE's University Senate. During this Festive Gathering, ASE's University Senate conferred the **Virgil Madgearu Diploma with Gold Medal** to PhD Prof. Marin Dinu, Secretary General of AGER.



Anniversary Gala – Good Practices in HR

On November 23, 2016, ASE's Aula Magna hosted the **Anniversary Gala – Good Practices in HR**. ASE's project PREUS - "Practice in human resources for students", quoted as an example of good practice in the formation of HR students by the authors of the 7th edition of

the "Handbook of Good Practices in Human Resources Management", published by HR-CLUB Romania, **was granted "The Best HR Internship Project" Award.**

The event was attended by leading figures in the HR field and several categories of awards were granted as recognition for the achievements of specialists and companies in the field. ASE's Project PREUS aims to connect youth to business realities, to develop theoretical knowledge and practical competences that contribute to rapid labor market insertion. "Project PREUS confirms the constant efforts of ASE's management team to capitalize upon non-reimbursable foreign aid for the development and implementation of projects that contribute to increasingly relevant education services for the demands of a continuously changing labor market" declared PhD Prof. Nicolae Istudor, ASE's Rector.

Conference Series - Trends and Perspectives in Interdisciplinary Research

On Monday, November 23, 2016, the Teodora Cristea Center for Research in Literature and Applied Linguistics, affiliated to ASE's Faculty of International Business and Economics, inaugurated **the Conference Series on Trends and Perspectives in Interdisciplinary Research.** The first conference entitled "**Literary criticism, where to? New research trends in studies on poet Mihai Eminescu's work**" was delivered by Mr. Silviu Mihaila.

Debate on "Romania's Accession to the Eurozone"

On November 24, 2016, ASE's Aula Magna hosted the debate entitled "**Romania's Accession to the Eurozone**", chaired by Mr. Daniel Daianu and Ms. Aura Socol. The debate was occasioned by a recent study published by The European Institute of Romania. The event was jointly organized by The European Institute of Romania, the Institute for World Economy and the Romanian Economic Society- SOREC.

Symposium entitled "200 years since the birth of Ion Ghica"

On Thursday, November 24, 2016, ASE's Faculty of Management and ASE's Museum jointly organized the **Symposium entitled "200 years since the birth of Ion Ghica"**, a well-known 19th century Romanian scholar, diplomat and politician. On this occasion, PhD Prof. Nicolae Istudor, Rector and PhD Prof. Ion Bulei spoke about Ion Ghica's economic writings. The *First Lecture on Political Economics* delivered by Ion Ghica at Academia Mihăileană in Iași on November 23, 1943 was read aloud by Mr. Constantin Dinulescu, actor at the National Theatre of Bucharest.

Meeting of the UNIVERSITARIA Consortium

On November 24-27, 2016, the "Alexandru Ioan Cuza" University of Iasi hosted the **Meeting of the UNIVERSITARIA Consortium**, attended by member representatives of the five most prestigious Romanian universities: The Bucharest University of Economic Studies, the "Alexandru Ioan Cuza" University of Iasi, The "Babes-Bolyai" University of Cluj-Napoca, The University of Bucharest and The West University of Timisoara, as well as by PhD Prof. Mircea Dumitru, Minister of National Education and Scientific Research, leading a large Ministry delegation. The five universities in the Consortium have decided upon a series of common actions that are necessary to revitalize and enforce quality standards in Romanian higher education.

Here are the topics discussed: teaching activities, scientific research and doctoral activities, the financing of higher education and use of structural funds, international relations, student activities, partnerships with the business environment, institutional strategy and development. In addition, UNIVERSITARIA representatives also tackled issues such as the lack of strategy on research infrastructure, the need for enhancing universities' authority as regards the establishment of enrolment numbers, admission to Master's studies, reducing bureaucracy as concerns admission of international students.

The UNIVERSITARIA Consortium salutes the presence in Iasi of a large delegation from the Ministry of National Education and Scientific Research, led by Minister Mircea Dumitru. The Rectors of the five universities in the Consortium salute the initiative of the Minister of Education to make the UNIVERSITARIA Consortium a partner for dialogue and consultation on any legislation initiative in the field of higher education.



International Conference on "Perspectives of Business Law in the Third Millennium"

On November 25-26, 2016, The Department of Law from ASE's Faculty of Accounting and Management Information Systems and The Society of Juridical and Administrative Sciences -

ADJURIS co-organized the 6th edition of the **International Conference on "Perspectives of Business Law in the Third Millennium"**.



Basic First Aid Courses in ASE!

On November 28-30, 2016, ASE hosted several series of **Basic First Aid Courses** organized by DSU - the Department for Emergency Situations from the Romanian General Inspectorate for Emergency Situations, the SMURD Foundation and the Vodafone Foundation. The SMURD Caravan offered Basic First Aid Courses to members of ASE's academic community – students, academic and non-teaching staff members - as part of the project entitled "Academy of Hope - Volunteering out of Love for Life" launched in ASE on October 6, 2016.



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