



The Bucharest University of Economic Studies

# Newsletter

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MINISTRY OF NATIONAL EDUCATION AND SCIENTIFIC RESEARCH

The Bucharest University of Economic Studies

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## NEWSLETTER

October 2016

### [ASE participated in the Romanian International University Fair - RIUF 2016](#)

On October 1-2, 2016, ASE participated in the **Romanian International University Fair - RIUF 2016** in Bucharest, an educational event which reunited over 90 universities from Romania and abroad. ASE's team provided information on our University's Bachelor's and Master's study programs, international scholarships, opportunities for personal and professional development etc.



### [ASE organized the 2016-2017 Academic Year Opening Ceremonies](#)

On Monday, October 3, 2016, the Bucharest University of Economic Studies organized the **2016-2017 Academic Year Opening Ceremonies**. These events were attended by students and guests - representatives of the University's and Faculty's management structures, academic staff and professionals from the business environment and partner institutions. Following the 2016 admission, ASE's Faculties welcome over 9000 new students for their Bachelor's, Master's and Doctoral programs.

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### Launch of ASE-DSU joint project & Signing of ASE-DSU Cooperation Protocol

On Thursday, October 6, 2016, ASE's Aula Magna hosted the **Launch of the Project entitled "Academy of Hope - Volunteering out of Love for Life"**. The event started with the signing of a Cooperation Protocol between ASE, represented by PhD Prof. Nicolae Istudor, Rector, and the Romanian General Inspectorate for Emergency Situations – DSU, represented by Dr. Raed Arafat. This strategic partnership aims to periodically train ASE's students and staff members to correctly manage emergency situations that might arise on and off campus. The project **"Academy of Hope - Volunteering out of Love for Life"** is the embodiment of the University's decision to educate the entire academic community to face emergency situations, and to show appreciation for volunteering activities by recognizing them as academic activities, rewarded by credit points.



### Opening of an Art exhibition in ASE

On Thursday, October 6, 2016, ASE's "Cecilia Cutescu Storck" Art Gallery from the I.N. Angelescu Building hosted the opening of the painting, drawing and object **Exhibition entitled "Abel 7 - The Knight with his hand against his chest"** by Artist George Mircea. The event was moderated by Mr. Florin Sicoie, Director of the "Ion Ionescu Quintus" County

Art Museum from Ploiesti; curator - Dr. Gabriel Niculescu. The exhibition can be visited throughout October-November 2016.



### [ASE prepares to reopen a Distance Learning Centre in Tulcea, Romania](#)

On October 14-16, 2016, a delegation of ASE's Board of Trustees, headed by PhD Prof. Nicolae Istudor, Rector, participated in meetings with the members of the Tulcea County Council, the Tulcea Municipality and the Tulcea County Prefecture to discuss the terms for the **reopening of ASE's Distance Learning Centre in Tulcea**. The discussions focused on the local government structures' interest in solving local issues regarding the education of the county's workforce.

ASE's Distance Learning Centre will be able to ensure the training of the local workforce in two fields: **Agrifood and Environment Economics**, and **Business and Tourism**. The President of the Tulcea County Council and other officials expressed their determination to support this project, which is seen as highly useful for the professional training of local workforce.



### [ASE participated in the “Study in Europe Virtual Fair USA and Canada”](#)

On October 14, 2016, ASE participated in the “**Study in Europe Virtual Fair USA and Canada**”; 65 universities from 19 European countries presented their educational offer, admission requirements, international mobility programs, university campus.



### [Participation in the General Assembly of the Romanian Municipalities Association](#)

On October 17, 2016, **ASE’s Rector**, PhD Prof. Nicolae Istudor, participated in the **General Assembly of the Romanian Municipalities Association**, at the la Rin Grand Hotel. During the conference, ASE’s Rector highlighted the University’s openness towards the elaboration and implementation of joint projects, according to the protocol signed in May by these two organizations.

### [Participation in the 2016 NASPAA Annual Conference](#)

During October 18-22, 2016, PhD Prof. Marius Profireoiu, Vice-rector for International Relations, participated in the **2016 NASPAA Annual Conference** hosted by Ohio State University, USA. The event brought together representatives of prestigious American public administration schools, from New York, Chicago, Newark, Delaware, Kentucky, Michigan etc. to debate on the topic of Grassroots Globalization: Teaching Good Governance and Values in a Connected World. On this occasion, **the Bucharest University of Economic Studies**, represented by its Faculty of Administration and Public Management, **became a member of the Network of Schools of Public Policy, Affairs, and Administration - NASPAA**, which contributes to the internationalization of ASE’s teaching and research programs.

### Conference entitled "EU after BREXIT. What next?"

On Wednesday, October 19, 2016, ASE hosted the **Conference "EU after BREXIT. What next?"** delivered by Dr. Josef Janning, Head of the European Council on Foreign Relations (ECFR) Berlin Office and Senior Policy Fellow. The event was jointly organized by ASE's Faculty of Business and Tourism, the Master's program in Geopolitics and Business, and the Department of International Business and Economics, and was moderated by PhD Prof. Dorel Mihai Paraschiv, Vice-rector. The audience comprised academics, Bachelor's, Master's and Doctoral students, members of the diplomatic corps, representatives of the business environment and several Chambers of Commerce and Industry, specialists in European Affairs, journalists.

### Photo Exhibition in ASE

In October 2016, ASE hosted the inauguration of a **street exhibition entitled "A Point of View"**, displaying works by artists **Iosif Berman** (1892–1941), the most important Romanian photographer in the Interwar Period and the official photographer of the Royal House of Romania. The street exhibition in front of the Palace of the Bucharest University of Economic Studies is organized under the aegis of the Association Cultural Romaniaia.



### PhD Prof. Nicolae Istudor, Rector – member in the conferral committee of the title of Doctor Honoris Causa to PhD Prof. Geert Hofstede by the Faculty of Economics and Business Administration from the „Dunarea de Jos” University from Galati

On Friday, October 21, 2016, PhD prof. Nicolae Istudor, participated in the **Conferral Ceremony of the title of Doctor Honoris Causa to PhD Prof. Geert Hofstede** by the Faculty of Economics and Business Administration from the "Dunarea de Jos" University from Galati. ASE's Rector acted as a member of the Conferral Committee. In May 2008,

“Wall Street Journal” ranked Prof. Geert Hofstede as the only European among the 20 most influential thinkers in the field of management.



### Elective courses for ASE's students

Starting from October 21, 2016, ASE's Board of Trustees, supported by the teaching departments, offers first year students and not only the opportunity to participate in **free-of-charge elective courses in Microeconomics and Mathematics**. This decision reflects the University's commitment towards student-centered education, which has been well received by ASE's students. The lectures are scheduled throughout the first semester of the current academic year.

### Interview granted by PhD Prof. Nicolae Istudor

In October 2016, the **special issue of the Monthly Newsletter of the National Institute of Statistics from Romania**, dedicated to the European Statistics Day, published the **interview granted by ASE's Rector, PhD Prof. Nicolae Istudor**. The document entitled “Maintaining youth in the rural environment, a necessary condition for improving quality of life” can be read (in Romanian) on the University's website:

[http://www.ase.ro/2013\\_files/media/Avizier\\_2016/info\\_INS\\_interviu\\_Istudor.pdf](http://www.ase.ro/2013_files/media/Avizier_2016/info_INS_interviu_Istudor.pdf)

### Information session

On Monday, October 24, 2016, ASE's Faculty of Administration and Public Management hosted the **Information session entitled "Introduction to the COST (European Cooperation in Science and Technology) Framework Programme"** delivered by representatives of the COST Association from Brussels and Bucharest. The covered topics such as: means of accessing European funds available through the COST Framework Programme, best practices in the field.

### CEFIMO Research seminar

On October 25, 2016, The CEFIMO Center for Research in Financial and Monetary Issues from ASE's Faculty of Finance, Insurance, Banking and Stock Exchange organized a **Research seminar on "Macroeconomic effects of sovereign risk pooling in a currency union"**. Guest speaker: Ms. Cristina Badarau (LAREFI, University of Bordeaux).

### Workshop for students - The Future of the Accounting and Finance Profession

On October 25, 2016, the Association of Chartered Certified Accountants - ACCA and ASE's Faculty of Accounting and Management Information Systems jointly organized the **Workshop entitled "The Future of the Accounting and Finance Profession"**. Event venue: Room 2013 (ASE's Virgil Madgearu Building).



### The Austrian National Day

On October 26, 2016, ASE's Rector, PhD Prof. Nicolae Istudor, and Vice-rector for International Relations, PhD Prof. Marius Proftiroiu, participated in **The Austrian National Day Celebrations** organized by **H.E. Mr. Gerhard Reiweger**, Austrian ambassador to Romania. Austria is one of the most prominent foreign partners of the Bucharest University of Economic Studies.

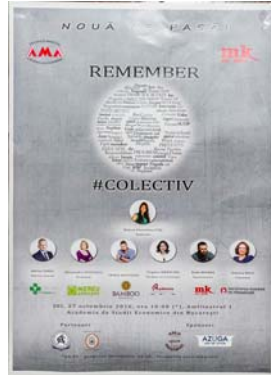
### The Start of the Sports Business Academy!

On October 26, 2016, **Sports Business Academy**, the first school dedicated to the sports industry in Eastern Europe started the series of workshops and case studies that are scheduled until December 2016. The workshops are hosted by ASE, the school's main partner, and aim at offering participants the chance to interact with great Romanian sports personalities to learn how to successfully promote sports events.



## Remember #colectiv

On October 27, 2016, with the support of the Bucharest University of Economic Studies and the Brancoveanu Christian Order, the Marketing Association of Romanian Students - AMA Romania and ASE's Faculty of Marketing jointly organized the event entitled **Remember #Colectiv** to commemorate the victims of the Colectiv nightclub fire in Bucharest on October 30, 2015. The event was attended by Adrian Ionel, Alessandra Stoicescu, Catalin Botezatu, Virginia Maracine, Radu Mitrea, Gianina Micu.



## International Conference on “The Strategic Management of Human Resources in the Context of Sustainable Development”

On October 27-28, 2016, ASE's Faculty of Administration and Public Management organized the 12<sup>th</sup> edition of the **International conference on “The Strategic Management of Human Resources in the Context of Sustainable Development”**. The plenary and panel sessions hosted the presentation and debates on 57 papers by 95 authors. Keynote speaker: **Michael A. Peters**, Emeritus Professor, University of Illinois at Urbana-Champaign, USA, Professor, University of Waikato, New Zealand. Among the participants we mention: academics from Bulgaria, Kazakhstan, Romania, PhD Prof. Calin Hintea, Dean of the Faculty of Political, Administrative and Communication Sciences from the Babes-Bolyai University of Cluj, Romania, PhD Prof. Marian Preda, President of the Senate of the University of Bucharest.



### [Participation of ASE's Delegation to the Jubilee of the Faculty of Economics and Business Administration from the University of Craiova](#)

On October 27–28, 2016, ASE's Delegation headed by PhD Prof. Nicolae Istudor, Rector, participated in the celebration of **50 years since the establishment of the Faculty of Economics and Business Administration from the University of Craiova** and the conferral ceremony of the degree of **Doctor Honoris Causa to PhD Prof. Florin Georgescu, Vice Chairman of the Managerial Board and First Deputy Governor of the National Bank of Romania.**

During the ceremony, ASE's Rector, PhD prof. Nicolae Istudor, delivered a congratulatory message on behalf of our University.

### [Meeting between the Management of ASE, DSU, "Academy of Hope" and the survivors or members of victims' families from the Colectiv nightclub fire in October 2015](#)

On Saturday October 29, 2016, the Virgil Madgearu Room was the venue for the **Meeting between the Management of ASE, DSU, "Academy of Hope" and the survivors or members of victims' families from the Colectiv nightclub fire in October 2015.** Among the participants, we mention: on behalf of ASE - PhD Prof. Nicolae Istudor, Rector, PhD Prof. Virginia Maracine, coordinator of the "Academy of Hope" Foundation, PhD Prof. Roxana Patarlageanu, member of the "Academy of Hope" Foundation; on behalf of DSU - Dr. Raed Arafat, Head of the General Inspectorate for Emergency Situations from the Romanian Ministry of Internal Affairs and Dr. Calin Alexandru – General Manager of the Department for Healthcare Management within DSU.

Among the most notable decisions made during the meeting, we mention the establishment of a workgroup for legislative initiative on the introduction of compulsory school classes on hygiene, adequate behavior in emergency situations, and first-aid training.

***PhD Prof. Nicolae ISTUDOR***

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

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