



The Bucharest University of Economic Studies
Board of Trustees

Newsletter

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ASE'S BOARD OF TRUSTEES' NEWSLETTER OCTOBER 2017

ASE – The Romanian university with the best employer reputation!

QS World University Rankings 2018 confirms ASE's position as a top university, at national, regional and international level! At national level, **ASE is the Romanian university with the best employer reputation**, which certifies ASE's own graduate surveys, which point to 71% of the latter finding a job in the field they specialize in or in a related field. Moreover, **ASE is the second Romanian university regarding two other criteria: international faculty and web impact** (only two percent after the holder of the first position), an indicator which highlights the extent of each institution's online presence, one aspect of their commitment to international engagement and communication.

At regional level, **ASE is one of the top 2.6% universities in Eastern Europe and Central Asia. At international level, ASE maintains its position among the top 301-350 universities in the field of Economics and Econometrics.**

In comparison with QS World University Rankings 2017, ASE maintains its world positioning and consolidates its regional and national position. QS World University Rankings 2018 evaluates nearly 960 universities in 84 countries, an additional number of 50 universities in comparison to the previous edition.

The Bucharest University of Economic Studies



Opening of the 2017-2018 academic year at ASE

On October 2, 2017, The Bucharest University of Economic Studies organized the **Opening ceremonies for the 2017-2018 academic year**. ASE welcomes approximately 10,000 new students for all its study programs – at Bachelor’s, Master’s and Doctoral level.

The opening events were managed at Faculty level, with guests from the University’s and Faculties` management teams, academics, students, ambassadors, diplomatic staff, representatives of the business environment and ASE`s partner institutions.



Congratulations to all the colleagues that passed the latest exams for the filling of academic positions!

On October 2, 2017, the members of ASE’s Board of Trustees welcomed and **congratulated all the colleagues that passed the exams for filling academic positions** organized in July 2017. Welcome to ASE! May you all have a successful career!



Re-opening of ASE’s Distance Learning Branch in Deva

On October 3, 2017, **The Bucharest University of Economic Studies reopened its Distance Learning Branch in Deva**, the Hunedoara County. The ceremony was attended by representatives of ASE’s management team: PhD Prof. Nicolae Istudor – Rector, PhD Prof.

Ion Popa – Dean of the Faculty of Management, PhD Prof. Cosmin Dobrin – Director of the Department of Management and PhD Prof. Ioan Radu – coordinator of ASE’s Deva Branch. This project has benefitted from the support of the local and county management in Deva, and the ceremony was also attended by Mr. Kiszely Fabius-Tiberiu – prefect of the Hunedoara County, Mr. Ovidiu Moş – Mayor of the Municipality of Deva, Ms. Maria Ştefănie – county general school inspector, other representatives of the local and county authorities, directors of pre-university education institutions in Deva, as well as students enrolled for the Bachelor’s study program in Management.

During the re-opening ceremony, the Mayor of Deva, Mr. Ovidiu Moş, conferred Excellence Diplomas to PhD Prof. Nicolae Istudor, PhD Prof. Ion Popa and PhD Prof. Cosmin Dobrin, and a Diploma of Honorary Citizenship of the Municipality of Deva to PhD Prof. Ioan Radu.



Homage session entitled "The Soldier Queen"

On October 3, 2017, the Cultural “Romania Association” and The Bucharest University of Economic Studies organized, in ASE’s Aula Magna, the **Homage session entitled “The Soldier Queen”**, dedicated to the Centenary of The First World War. The event was attended by HRH Prince Radu of Romania, H.E. Paul Brummell, British Ambassador to Romania and H.E. George Călin, UN Cultural Ambassador to Geneva, as well as PhD Prof. Dorel Paraschiv, ASE’s Vice-rector for Liaison with the social and business environment and cooperation with students, other outstanding figures from the academic and diplomatic environments. Participants highlighted the outstanding role played by Queen Mary of Romania during the First World War and the realization of the Great Union of 1918.



Meeting between ASE' Representatives, the President of the French Chamber of Commerce and Industry, and a Delegation from Conservatoire National des arts et Métiers - CNAM Paris

On October 5, 2017, representatives of ASE's management team, PhD Prof. Marius Profiroiu – Vice-rector for International Relations and PhD Prof. Dorel Paraschiv – Vice-rector for Liaison with the social and business environment, cooperation with students, met with the **President of the French Chamber of Commerce and Industry, François Coste, and a Delegation from Conservatoire National des arts et Métiers - CNAM Paris**, with the discussion revolving around the consolidation of the liaison between ASE and the business environment.



International Conference CACTUS 2017

During October 5-7, 2017, ASE's new "PhD Professor Ion Gh. Roșca" Training Center Complex in Predeal new hosted the 6th edition of the International Conference on **Contemporary Approaches and Challenges of Tourism Sustainability – CACTUS 2017**. The event was organized by the Department of Tourism and Geography from ASE's Faculty of Business and Tourism, with PhD Prof. Andreea Fortuna Șchiopu acting as the director of this year's edition. This is the first conference held in ASE's new Training Center Complex in Predeal, which is able to accommodate both scientific events and recreational purposes.

CACTUS 2017 was dedicated to the anniversary of 40 years since the launch of Tourism as a higher education specialization in Romania. The conference was opened by PhD Prof. Nicolae Istudor, ASE's Rector, PhD Prof. Rodica Pamfilie, Dean of the Faculty of Business and Tourism, and HE Ms. Boutheina Labidi, Ambassador of the Republic of Tunisia to Romania.

The event benefited from the contribution of Tourism specialists: Tijani Haddad, President of Fédération Internationale des Journalistes et Ecrivains du Tourisme - FIJET Tunisia, PhD Prof. Ștefan Bratosin, from the Paul Valéry University in Montpellier, France, PhD Prof. Antonio García-Sánchez, from the Technical University in Cartagena, Spain, and Alin Burcea, President of the National Association of Travel Agencies in Romania – ANAT.

The conference proceedings included face-to-face or online presentations and poster sessions delivered by specialists, academics and researchers from academic centers from Romania (Bucharest, Cluj, Iași, Timișoara, Brașov, Constanța, Sibiu, Craiova, Suceava etc.) and from abroad (The Czech Republic, Great Britain, Italy, Poland, Spain, Turkey, Ukraine etc.).

The conference ended with a touring workshop for domestic and foreign guests. The event represented a good opportunity to discuss the latest news and evolutions in tourism sustainability and to exchange views on outstanding field-related topics.





ASE participated in the meeting of the National Council of Rectors, hosted by the University of Craiova

On October 6-8, 2017, PhD Prof. Nicolae Istudor, ASE's Rector and Vice-president of CNR, participated in the **Meeting of the National Council of Rectors – CNR and of CNR's Permanent Committee**, hosted by the University of Craiova. The meeting was attended by members of CNR, of the Government of Romania, representatives of the Romanian Agency for Quality Assurance in Higher Education - ARACIS and The National Council for Higher Education Financing – CNFIS, representatives of the Alma Mater Trade Union Confederation and of student organizations.

Attendees discussed about key issues in Romanian higher education, such as the completion of the legal framework for the assessment of the 214 Doctoral schools in Romanian higher education and a new ranking of universities and study programs. As regards the financing methodology for the 2018-2019 academic year, the National Ministry of Education welcomed CNR's request that extra financing be allocated solely on performance criteria. Moreover, attendees debated on the methodology of allocating subsidized enrollment numbers, function of Romania's strategic development fields, the methodology of allocating funding by the state and the ways to support European-funded intelligent development programs. Another issue under consideration was the impact of the enforcement of the new education wage law starting January 2018.



ASE's Participation in the "Romanian International University Fair" (RIUF)

On October 7-8, 2017, ASE participated in the **21st edition of the "Romanian International University Fair" (RIUF)**, the largest international university fair in South-East Europe, amid other over 120 institutions. High school students visiting ASE's stand received informative materials designed by ASE's Marketing and Communication Office, and discussed with the university's representatives about ASE's educational offer and about the professional opportunities available for ASE's students and graduates.

Evening with Martin Luther King, III

On October 10, 2017, ASE's Aula Magna hosted the event entitled "**Evening with Martin Luther King, III**", organized by the U.S. Embassy in Romania and ASE's Center of American Studies. The elder son of Martin Luther King, Jr. delivered a speech on the topic of civic engagement before representatives of the academic environment, of government and non-government organizations, students and alumni from several US educational and cultural exchange programs. Martin Luther King, III spoke about the fight for equality, civic rights and the non-violence movement initiated by his father. During this meeting, the speaker also referred to Romania's evolution in terms of civic engagement and observance of fundamental human rights, as well as to the challenges arising in the field of equality among US citizens.

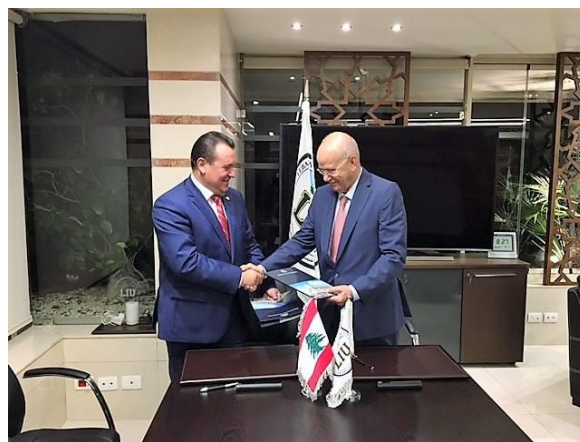


Cooperation Agreement between ASE and the Lebanese International University (LIU)

During October 10-14, 2017, a Delegation from The Bucharest University of Economic Studies, represented by PhD Prof. Nicolae Istudor, Rector, and PhD Prof. Marius Profiroi, Vice-rector for International relations, performed a visit to Lebanon, prompted by the increasing interest of Lebanese students in the study programs offered by ASE at all levels, especially at Doctoral level.

During this visit, ASE's Delegation had a series of meetings at the Lebanese International University (LIU) with Prof. Alin Tarabay - Provost, Prof. Samir Abou Nassif - Vice-President, and Prof. Farid Abdullah – Dean of the Business School, to lay the foundations of academic cooperation between our two universities, especially as regards the setting up of a Doctoral training program for Lebanese students in ASE. At the end of the visit, the **Cooperation Agreement between The Bucharest University of Economic Studies and the Lebanese International University** was signed in Beirut by PhD Prof. Nicolae Istudor, ASE's Rector, and Mr. Abdel Rahim Mourad, President and Founder of LIU.

This Agreement comes as a consequence of the constant interest shown by Lebanese students in ASE's educational offer. In the 2017-2018 academic year alone, 24 students from Lebanon are enrolled in ASE's Bachelor's, Master's and Doctoral study programs, as well as in the Preparatory year for Romanian language for foreign citizens.



ASE participated in the “Study in Europe” Educational Fair in Jordan

In mid-October, ASE's representatives participated in the “Study in Europe” Educational Fair in Jordan, where they presented ASE's educational offer for Bachelor's, Master's, Doctoral and MBA programs to Jordanian students, academics and other interested parties.



ASE's Participation in the "World Youth and Student Festival" in Sochi, Russia

During October 14-22, 2017, the city of Sochi, Russia, hosted the **19th edition of the "World Youth and Student Festival"**. The event was attended by approximately 20,000 youth in over 180 countries. Among them – the Delegation from ASE's Centre for Russian Language and Culture, comprising 14 youth, with the expenses of 4 of them being fully covered by the "Russkiy Mir" Foundation, as they were awarded a significant prize in the 2016 edition of the European Festival of Russian Language Students. This year's Festival consisted in conferences, workshops, meetings with economic, social, cultural and scientific personalities, sports contests, exhibitions, artistic and entertainment events.



The First Forum of the Project entitled "The Graduates of The Bucharest University of Economic Studies and the Labor Market"

During October 13-15, 2017, ASE's Center for Career Counseling and Guidance organized in Covasna the first Forum of the CNFIS-FDI-2017-0421 project – "The Graduates of The Bucharest University of Economic Studies and the Labor Market". The **Forum entitled "Correlating educational offer with labor market demands"** is the first out of five forums to be organized by the project team, which exhibit the University's constant preoccupation with the quality of its graduates and their labor market insertion.

This first Forum consisted in workshops focused on the analysis of employer expectations towards graduates, the competences developed by ASE's study programs (especially in Finance and Banking, Accounting, Informatics and Statistics) and their relevance for the labor market. A series of recommendations were made towards the improvement of the respective competences.



The Postgraduate Course in “Strategic Hospitality Management” continued with the Third Module on “People Management”

During October 16-19, 2017, the **Postgraduate Course in “Strategic Hospitality Management”** continued with the **Third Module** entitled **“People Management”**, which offered participants the opportunity to engage in debates, practical applications, case studies on Organizational Behavior and Leadership, Human Resource Management and Business Communication, with applications in the hospitality industry. Academics from ASE - Remus Hornoiu, Claudia Țuclea and Andreea Șchiopu - as well as specialists in the field and other guests contributed, with their expertise, to a meaningful educational experience. The last day of the module was dedicated to the assessment of the consultancy projects elaborated by attendees in-between the face-to-face modules. The six team projects were supervised by PhD Prof. Gabriela Țigu and PhD Prof. Ray Iunius, supported by business professionals.



ASE participated in the Conference on “Agricultural Research – Current and Future Trends”

On October 18, 2017, the “Gheorghe Ionescu Sisești” Academy of Agricultural and Forestry Sciences hosted the **Conference entitled “Agricultural Research – Current and Future Trends”**, an event which belongs to a wider project on agricultural policies, organized by the Romanian Academy of Sciences, the “Gheorghe Ionescu Sisești” Academy of Agricultural and Forestry Sciences, and The Bucharest University of Economic Studies. The debates aimed at providing an example of analytical and strategic thinking on the contribution of Romanian agriculture to the overall development of domestic economy.

ASE was represented by PhD Prof. Nicolae Istudor, Rector, who delivered the presentation entitled “Financing agricultural research by means of the 2014-2020 PNDR Research scheme – measures, steps and effects”, and by PhD Prof. Gabriel Popescu, Head of the Department of Agrifood and Environment Economics, who spoke about “The role of markets in the development of agricultural research”. The conference was presided by Academician Cristian Hera, Vice-president of the Romanian Academy of Sciences, and was attended by outstanding members of the academic and higher education environment, guests from public administration institutions and the political environment, as well as representatives of the agrifood industry.

The discussions focused on financial, logistics and social issues arising in agricultural research, as well as on the possibility to recognize and support the agricultural sector, which plays an important role in the development of Romanian society.



Conference entitled "Mobilizing BIOMASS – The Right to Energy"

On October 19, 2017, the Local Investors’ Association – PIAROM, in partnership with the National Trade Union Block – BNS and The Bucharest University of Economic Studies, organized the **Conference entitled “Mobilizing BIOMASS – The Right to Energy”**. The discussions focused on topics such as informing political decision-makers, local

administrations and producer associations about Romanian innovative solutions to ensure the heating and electricity needed by households or companies, by means of intelligent use of the resource generically called BIOMASS.

The event was opened by PhD Prof. Nicolae Istudor, ASE's Rector, and was attended by Mr. Petre Daea, Romanian Minister of Agriculture and Rural Development, representatives of the Government of Romania, of the Ministry of Energy, of the National Trade Union Block - BNS, of the Local Investors' Association – PIAROM, state secretaries, company managers and professionals in the field of environmental protection.



ASE's participation in the "People in Shared Services & Outsourcing Forum 2017"

On October 19, 2017, the Outsourcing Today platform and "The Diplomat – Bucharest" Magazine organized the third edition of the "**People in Shared Services & Outsourcing Forum**". The event, dedicated to specialists in the shared services and outsourcing industry, provided participants with the opportunity to discover the newest tools, strategies and solutions in the field, and debate issues such as: educating the human capital, investment opportunities, legislative changes, the impact of new technologies etc.. The event brought together representatives of central authorities, and of the economic and business environment. ASE was represented by PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment, cooperation with students, who acted as a keynote speaker.



Launch of the program "Education: Suitability for Life"

On Friday, October 20, 2017, ASE's Aula Magna hosted the **launch of the program entitled "Education: Suitability for Life"**, a complex, interdisciplinary and trans-university national project initiated and supported by the Grand National Lodge of Romania, in partnership with the Ministry of National Education, the National Council of Rectors and 21 leading universities in Romania. The project benefits from the support of the Romanian Academy of Sciences.

The launch ceremony was opened by PhD Prof. Nicolae Istudor, ASE's Rector and event moderator, and comprised messages from Ligia Deca, State Councillor, Department for Education and Research; the Presidential Administration, represented by a personal message from Mr. Klaus Werner Iohannis, President of Romania; Dr. Petru Gabriel Vlase, Vice-president of the Chamber of Deputies; PhD Prof. Eng. Gigel Paraschiv, State Secretary, Ministry of National Education; Acad. Grigore Brâncuș, Romanian Academy of Sciences; PhD Prof. Radu Balanescu, President of the Grand National Lodge of Romania; PhD Prof. Sorin Cîmpeanu, President of the National Council of Rectors – CNR; Bogdan Licu, Romanian Deputy Attorney General; Bogdan Chirieac, Senior Editor DC News; Alexandru Cumpănașu, President of the National Coalition for the Modernization of Romania, Robert Șerban, Entrepreneur, Gral Medical.

The event inaugurated the series of conferences to be organized in Romania's leading universities, with the aim of investigating and identifying solutions for a proper training of graduates of Romanian educational institutions in view of behaving efficiently both on the labor market and in a continuously evolving society.



Free-of-charge optional course for students

As a token of its student-centered academic policy, ASE's Board of Trustees, in partnership with relevant teaching Departments, offer students **free-of-charge optional courses in Microeconomics and Mathematics** throughout the first semester of the current academic year.

ASE participated in the Conference entitled “Digital Leadership – How to Be a Leader in the Digital Age?”

On October 23, 2017, PhD Prof. Dorel Paraschiv, ASE's Vice-rector for Liaison with the social and business environment and cooperation with students, participated in the Conference entitled “**Digital Leadership – How to be a Leader in the Digital Age?**”, organized by “Ziarul Financiar” (The Financial Newspaper) and Learning Pro Consulting. Attendees, together with ASE's strategic partners – BCR, Vodafone, Geenpact – debated on issues such as the opportunities for digitizing economy and the role of education in this process. Discussions also focused on the key competences of a leader that employs such digital practices. Among the participants in the event, we mention domestic and foreign speakers that manage departments in organizations which successfully employ digital leadership practices at organizational or individual level. Moreover, attendees discussed about the establishment

of courses in digital competences for both academics and students, the first series of such lectures to be organized in November 2017.

ASE participated in the 24th edition of the Top Bucharest Companies Event

On October 24, 2017, PhD Prof. Dorel Paraschiv, ASE's Vice-rector for Liaison with the social and business environment and cooperation with students, participated in the **24th edition of the Top Bucharest Companies Event**, organized by the Bucharest Chamber of Commerce and Industry, a leading event in the economic life of Bucharest.

The event was attended by the managers of the most successful companies in Bucharest, personalities from the academic, social, economic and diplomatic environments, members of the Government and of central authorities, representatives of professional associations, non-governmental organizations, Chambers of Commerce and trade unions.



Festive Gathering of ASE's University's Senate

On October 25, 2017, ASE's Aula Magna hosted the Festive Gathering of the University's Senate, occasioned by the **Conferral of the Virgil Madgearu Diploma with Gold Medal** to PhD Prof. Ion Ivan, PhD Prof. Alexandru Isaic-Maniu and PhD Prof. Victor Manole.



Debate on the Future and Finance of the European Union

On October 26, 2017, The Bucharest University of Economic Studies and the European Commission Representation in Romania organized the **Citizens' Dialogue** entitled **“Debate on the Future and Finance of the European Union”** - guest speaker: Mr. Günther Oettinger, European Commissioner for Budget and Human Resources. Commissioner Oettinger and ASE's academic staff members and students had a dialogue on topics related to the future of Europe and of EU funding (the impact upon the future multiannual financial framework of the refugee crisis, security issues, cybernetic threats and terrorism, defense, UK's withdrawal from the EU). The debate was attended by PhD Prof. Dorel Paraschiv, ASE's Vice-rector for Liaison with the the social and business environment and cooperation with students. The event was moderated by TVR journalist Monica Ghiurco, and benefited from the presence of Mr. Siegfried Muresan, Member of the European Parliament, who presented the recently voted proposal to increase the 2018 financial allocations to the states in the Eastern vicinity, including the Republic of Moldova.



Second Open Meeting of the Balkan UNESCO Chairs

On October 26-27, 2017, ASE's Faculty of Business Administration (in Foreign Languages) organized the **Second Open Meeting of the Balkan UNESCO Chairs**, in partnership with the Romanian National Commission for UNESCO (CNR UNESCO). This year's event brought together the Balkan UNESCO Chairs to discuss the topic of **“Education for Entrepreneurship, Innovation and Sustainability in the Knowledge Economy”**. The event was attended by Lucian Romaşcanu, Minister of National Culture and Identity, Petru Andea, State Secretary with the Ministry of National Education, Adrian Dobre, State Secretary with the Ministry of Business Environment, Commerce and Entrepreneurship, Adrian Curaj, General Director of the Executive Agency for Higher Education, Research, Development and Innovation Funding - UEFISCDI. ASE's management team was represented by PhD Prof.

Dorel Paraschiv, ASE's Vice-rector for Liaison with the the social and business environment and cooperation with students.

Participants explored the possibility of extending the bilateral and multilateral cooperation between the UNESCO chairs and UNITWIN networks, by initiating and developing common projects with regard to the United Nations Goals for Sustainable Development. On the second day, the conference program included a Workshop on "Innovation in the Energy Sector", attended by academic staff members, PhD and Master's students, as well as by business representatives from the energy sector.



International Conference on "Policy and Organizational Change in Public Institutions"

On October 26-27, 2017, ASE's Faculty of Administration and Public Management organized the **13th International Conference entitled "Policy and Organizational Change in Public Institutions"**. The event was attended by PhD Prof. Marius Profiroiu, ASE's Vice-rector for International relations and event moderator, PhD Prof. Elvira Nica, Dean of the Faculty of Administration and Public Management, PhD Prof. Gregg G. Van Ryzin, Director of the PhD program and Co-Director of the Center for Experimental and Behavioral Public Administration at the School of Public Affairs and Administration, Rutgers University-Newark, US, academic staff members and students. Prof. Van Ryzin delivered the keynote

speech entitled “Experiments in Public Management Research: Challenges and Contributions”.

Discussions focused on the reform of public administration by the current government, institutional analysis and public policies, changes in the public sector, challenges for regional and urban institutions.



ASE’s Rector’s participation in the events dedicated to the celebration of the 70th Anniversary of the University of Craiova

PhD Prof. Nicolae Istudor, ASE’s Rector, participated in the ceremonies dedicated to the 70th Anniversary of the University of Craiova. On October 26, 2017, Prof. Istudor acted as a member of the Committee that conferred, on behalf of the Senate of the University of Craiova, the Title of Doctor Honoris Causa to PhD Prof. Sorin Mihai Cîmpeanu, President of the National Council of Rectors and Rector of the University of Agronomic Sciences and Veterinary Medicine of Bucharest. On this occasion, Prof. Cîmpeanu delivered the lecture entitled “The evolution of horticultural higher education against the background of Romanian higher education”.

On October 27, 2017, PhD Prof. Nicolae Istudor participated in the Festive Gathering of the Senate of the University of Craiova, where he delivered a congratulatory message and an anniversary plaque on behalf of ASE. These events were also attended by members of the Government and Parliament of Romania, representatives of the Ministry of National Education, of the academic, social and economic environments, of local and regional authorities.



ASE launches the first Postgraduate course in “International Economic Intelligence” in Romania

Starting October 30, 2017, The Bucharest University of Economic Studies and the Center for Advanced Strategies – CSA organize the **first Postgraduate course in “International Economic Intelligence (INT_E)” in Romania.**

The program is organized in partnership with several Romanian think-tanks, such as: the Center for Security Analyses and Studies – CASS, NewsInt, the Center for Conflict Prevention and Early Warning, the Institute of Business Competitive Intelligence – IBCI, and Middle East Political and Economic Institute. The INT-E program presents a large range of instruments, mechanisms and methods that can be employed by a company, a group or several groups of companies, to maximize their economic presence and profits on the Romanian market and on foreign markets. This postgraduate program uses a complex interdisciplinary approach to define strategic and tactical aspects of the competitive environment that Romanian and foreign companies operate in.

Exhibition entitled "Visual Eclectic Show" in ASE

Starting October 2017, ASE’s “Cecilia Cuțescu Storck” Art Gallery hosts the **Graphics, painting and collage exhibition entitled "Visual Eclectic Show", with works by painter and scenographer Viorel Penișoară-Stegaru.** The works are displayed on the first and second floors of the Ion N Angelescu Building until November 10, 2017.

Viorel Penișoară-Stegaru is an alumnus of the “Nicolae Grigorescu” Fine Arts Institute in Bucharest. During the last 35 years, the artist received numerous distinctions at theatre festivals or from cultural institutions and magazines: the Award of the “Teatru” (Theater) Magazine in 1989, the Performance Award at the Theatre Festival in Brașov in 1997, the Honorary Diploma from the Municipality of Craiova in 2003, the “Omnia” Award from the

“Mozaicul” Foundation in 2004, and the Entire Career Award from the Romanian Theater Union – UNITER in 2006.



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