



The Bucharest University of Economic Studies
Board of Trustees

Newsletter

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MINISTRY OF NATIONAL EDUCATION
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ASE'S BOARD OF TRUSTEES' NEWSLETTER

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Opening of the 2018-2019 academic year at The Bucharest University of Economic Studies

On October 1, 2018, ASE's Aula Magna hosted the **Opening Ceremony of the 2018-2019 academic year at university level**, attended by members of the University's and Faculties' management teams, academic staff members, students, as well as guests from pre-university education institutions from all over the country.

PhD Prof. Nicolae Istudor, Rector, opened the event and welcomed everyone present with warm wishes for an academic year defined by professional excellence and progress for each member of the academic community, also referring to the increasingly better positioning of The Bucharest University of Economic Studies in the world's most prestigious rankings. Other speakers: PhD Prof. Pavel Năstase, the President of the University's Senate, Mr. Leonardo Badea, President of the Financial Supervision Authority, PhD Prof. Florin Georgescu, First Deputy Governor of the National Bank of Romanian, Prof. Roxana Carmen Ionescu, Director of the "Virgil Madgearu" Economic College in Bucharest, and PhD student Dragoș Stoica, President of USASE – ASE's Students' Union, who encouraged ASE's students to follow their dreams responsibly and to persevere in the field they wish to study, so as to become leading professionals on the Romanian market and not only.

During the ceremony, awards were conferred to first year Bachelor's students admitted with the highest admission grades, to the management and representatives of the colleges/ high schools completed by the former. Moreover, Diplomas of Excellence were conferred to the management of the colleges/ high schools whose graduates were admitted to ASE in high numbers this year. At the end of the admission process this year, ASE's faculties welcome over 5300 new on campus Bachelor's students, and more than 700 new off campus first year Bachelor's students. In addition, ASE has over 3000 new Master's students; and nearly 170 new Doctoral students.

Throughout the day of October 1, ASE hosted the Opening Ceremonies of the 2018-2019

academic year at faculty level, attended by representatives of faculty management teams, members of the academic community, and guests from the business and social environment, partners in the educational process.



The Bucharest University of Economic Studies ranked first in Romania in the field of Social Sciences, according to the “Times Higher Education World University Rankings 2019 by Subject”

The Bucharest University of Economic Studies is present in the “**Times Higher Education World University Rankings 2019 by Subject**”, ranked **501-600 in the world and 1st in Romania in the field of Social Sciences**, followed by the “Alexandru Ioan Cuza” University of Iași and by the “Babeș Bolyai” University of Cluj-Napoca. Moreover, the partner universities from the Universitaria Consortium - The Bucharest University of Economic Studies, the “Alexandru Ioan Cuza” University of Iași, the “Babeș Bolyai” University of Cluj-Napoca, and the University of Bucharest are ranked **501+ in the world in the field of Business Administration and Economics**.

The ranking analyzes the best research-intensive universities in the world, on the following

criteria: the quality of the teaching and learning environment; research volume, income and reputation; research influence; the degree of internationalization, and industry income.

Results can be consulted on the following pages:

Social Sciences:

- <https://www.timeshighereducation.com/world-university-rankings/2019/subject-ranking/social-sciences>

Business Administration and Economics:

- <https://www.timeshighereducation.com/world-university-rankings/2019/subject-ranking/business-and-economics>



Opening of the academic year at ASE's Distance Learning Center in Deva

On Tuesday October 2, 2018, ASE's Distance Learning Center in Deva hosted the **Opening Ceremony of the 2018-2019 academic year** for students attending Bachelor's study programs in Management. The ceremony was attended by PhD Prof. Nicolae Istudor, Rector, PhD prof. Marius Profiroiu, Vice-rector for International relations, Mr. Nicolae-Florin Oancea, Mayor of Deva, students and academic staff members, as well as by delegations from the Artois University in Arras, France, and from the University of Trento, Italy, and by representatives of the Town Hall of Arras, France.

The opening of this new academic year is the beginning of cooperation between the two universities in France and Italy with ASE's Distance Learning Center in Deva, on study programs, student and staff mobility. Against this background, partnership opportunities arise between ASE and the respective partner universities, on the one hand, and local public administration in the county of Hunedoara and, mainly in the Municipality of Deva, on the other hand.

“Starting with this academic year, the diplomas obtained by students from Deva, which is a national premiere, will be internationally recognized. The future graduates from ASE's Distance

Learning Center in Deva will be able to continue their studies either in France or in Italy. However, what is even more significant is that the Bachelor's diplomas obtained in Deva will benefit from double recognition, from the Romanian state and from the French or Italian state, respectively. This is a great opportunity for the youth that are to complete their university studies in Deva” stated Mayor Nicolae-Florin Oancea.

At the beginning of the academic year, on October 3, 2018, the Town Hall of Deva hosted the **Conference entitled “The role of economic higher education in the economic and social development of the County of Hunedoara”**, event that was also attended by ASE's Delegation, led by PhD Prof. Nicolae Istudor, Rector. Debates between the representatives of the academic and business environments and local administration focused on topics related to the means of adapting educational offer to labor market trends, in view of training specialists in the fields that contribute to the development of the local community.



Signing of a Partnership Agreement between ASE and the Ministry of the Environment

On October 1, 2018, during the Opening Ceremony of the 2018-2019 academic year, PhD Prof. Nicolae Istudor, ASE`s Rector, and Ms. Gratiela Gavrilescu, Vice Prime Minister and Minister of the Environment, signed a **Partnership Agreement** to offer the students of ASE`s Faculty of Agrifood and Environment Economics the opportunity to participate in internships at the Ministry of the Environment and subordinate or coordinate institutions.



“Smart Start USA” Program Launch conference in ASE

On October 2, 2018, The Bucharest University of Economic Studies hosted the **Launch conference of the program entitled “Smart Start USA - Efficient financing solutions for the internationalization of Romanian businesses”**, organized by the Laufer Foundation in partnership with ASE and the Chamber of Commerce and Industry of Romania. The program aims at facilitating the access of Romanian and East European SMEs on the American market. The event was attended by entrepreneurs, ministers, state secretaries, ambassadors and members of the diplomatic corps.

Speakers: PhD Prof. Dorel Paraschiv, ASE`s Vice-rector for Liaison with the social and business environment and cooperation with students, Ștefan Radu Oprea - Minister of Business Environment, Trade and Entrepreneurship, Petru Bogdan Cojocaru - Minister of Communications and Information Society, H.E. Hans Klemm - United States Ambassador to Romania, Mihai Daraban - President of the Chamber of Commerce and Industry of Romania, and representatives of the Romanian business environment.



ASE participated in the Conference on “Tomorrow’s Competences!”

On October 3, 2018, 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 “Tomorrow’s Competences!”**, organized at University Politehnica of Bucharest by the French Chamber of Commerce and Industry in Romania (CCIFER), the French Embassy in Romania, the French Institute in Bucharest, the Francophone University Agency and the National Council of Rectors. Debates focused on topics related to the necessity for developing academic programs that meet companies’ needs, as well as on finding solutions for youth employment. The honorary guest of the conference was Mr. Jean-Paul de Gaudemar, Rector of the Francophone University Agency.

Participation of PhD Prof. Nicolae Istudor, ASE’s Rector in the Meeting of the National Council of Rectors hosted by University Politehnica of Bucharest

On October 4, 2018, ASE`s Rector, PhD Prof. Nicolae Istudor, participated in the **Meeting of the National Council of Rectors**, hosted by the University Politehnica of Bucharest, as part of the series of events dedicated to the later’s 200th Anniversary.

Debates focused on current issues in Romanian higher education. The event was attended by Mr. Klaus Iohannis, President of Romania.

During the Festive Gathering, ASE`s Rector, PhD Prof. Nicolae Istudor, conveyed an anniversary message on behalf of ASE`s academic community and an anniversary plaque, as a token of appreciation for the activity and prestige of the country`s first technical university.



Opening of the academic year for the postgraduate program in “Strategic Hospitality Management”

On October 4, 2018, ASE hosted the **opening of the academic year for the second generation of Postgraduate students in “Strategic Hospitality Management”**, a program organized by The Bucharest University of Economic Studies in partnership with École Hôtelière de Lausanne.



ProQuest Day Workshop

On October 4, 2018, ASE’s Library, in cooperation with Enformation (ProQuest representative for Romania), organized the **ProQuest Day Workshop**. The event program comprised the presentation of the ProQuest Central Platform (with multidisciplinary, full text content) used by education institutions for information, research and documentation.

Participants in the event had the opportunity to discover new facilities offered by the ProQuest Central Platform, updates, products and components developed on the basis of user needs and expectations. Sessions were facilitated by Eva Czegledi (Account Manager) and Martin Blomkvist (Book Specialist) and focused on presentations of collections of archives and e-books, new electronic resources (Alexander Street) and the way on which video content can be used to

support teaching and research. The event was attended by PhD Prof. Dalina Dumitrescu, Vice-rector for Scientific research, development and innovation, academics, professionals from other universities and research institutes, users of the ProQuest Central Platform. The Bucharest University of Economic Studies benefits from access to the ProQuest Central Platform through the Anelis Plus 2020 project.



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

On October 6-7, 2018, ASE participated in the largest international study fair in South East Europe – "**Romanian International University Fair**" (RIUF), together with more than 120 universities and educational institutions. Visitors of ASE's stand received information materials elaborated by the University's Marketing and Communication Office, and benefited from direct interaction with university representatives on the educational offer and professional opportunities available for ASE's students and graduates.



Meeting with student associations

The Bucharest University of Economic Studies supports the activity of student associations actively involved in the professional and social development of the University's students. Thus, on October 10, 2018, ASE's Rector, PhD Prof. Nicolae Istudor, and members of the University's management team met with representatives of the student associations that contribute to the wellbeing of ASE's students. Discussions focused on projects, actions and activities planned by student associations for the current academic year, as well as on problems encountered in the past, with a view to finding solutions in the future. The meeting was attended by representatives of ASE's Students' Union (USASE), the Association of Students in Agrifood and Environment Economics (ASEAM), the Business Organization for Students (BOS), the Romanian Association of Economics Students (ASER), the Association of Students in Accounting and Management Information Systems (ASCIG), the Students' Union from the Faculty of Cybernetics (SISC), Volunteers for Ideas and Projects (VIP), and AIESEC.

Congratulations to all staff members that successfully passed the latest exams for the filling of academic positions!

On October 10, 2018, the members of ASE's Board of Trustees met to congratulate the staff members that passed the latest exams for the filling of academic positions and Doctoral grant winners. Welcome to ASE and a rewarding academic career to them all!



Workshop entitled “100 Years since the Great Union. On men, Ideas and Concepts”

On October 11, 2018, ASE’s Faculty of Theoretical and Applied Economics organized the **workshop entitled “100 Years since the Great Union. On Men, Ideas and Concepts”**. Guests: representatives of the Romanian Army, of the General Directorate of the Gendarmerie, of the 495th “Captain Stefan Soverth” Paratrooper Battalion, the "Black Wolves" 151st Infantry Battalion.



Lecture on “International Standards and the Fourth Industrial Revolution”

On October 12, 2018, ASE’s Faculty of Business and Tourism, together with the National Standardization Body in Romanian (ASRO) and ASE’s Center for Career Counseling and Guidance (CCOC), organized a **lecture on “International Standards and the Fourth Industrial Revolution”**. Guest speaker: Mr. Sergio Mujica – Secretary General of the International Organization for Standardization (ISO).

ASE participated in the largest medical exercise in Europe, SEISM 2018 (IGSU Romania) – MODEX 2018 (UE)

On October 13-17, 2018, ASE participated with 135 volunteers in the **largest medical exercise in Europe, SEISM 2018 (IGSU Romania) – MODEX 2018 (UE)**. This exercise was part of the project entitled “Academy of Hope – Volunteering out of Love for Life”, a pioneering project developed by ASE in partnership with the Romanian General Inspectorate for Emergency Situations.

The aim of the exercise was to test and improve the response capacity of the Romanian and European civil protection mechanism to mass casualty incidents. Participants were specialized medical teams from the EU (Austria, Germany, Great Britain, Italy, Norway, Romania,

Slovakia, Sweden) and outside the EU. The simulation required an impressive number of volunteers acting as various types of victims. Congratulations to all colleagues and students from ASE participating in the exercise, thus supporting the training of civil protection forces for saving lives in case of multiple casualty incidents!

forțelor de intervenție în vederea salvării de vieți în cazul unor incidente cu victime multiple!



Inauguration of refurbished areas in the “Victor Slăvescu” Building

As part of the partnership between The Bucharest University of Economic Studies and Ernst & Young Company, the latter has developed a thorough cooperation relation with ASE’s Faculty of Business Administration in Foreign Languages (FABIZ). Together with EY specialists, FABIZ facilitates the Management consulting module for senior students, and the Auditor’s Club for Bachelor’s students.

Moreover, Ernst & Young has contributed to the refurbishment of two areas in the Victor Slăvescu Building – a co-working space on the ground floor, where students can study and socialize, and an 80-seat lecture room, endowed with the latest technology. These areas were inaugurated on the opening of the new academic year.



Interview with PhD Prof. Nicolae Istudor, ASE's Rector, in "Ziarul Financiar"

On October 15, 2018, PhD Prof. Nicolae Istudor, ASE's Rector, granted the Financial Journal ("Ziarul Financiar") an interview on the role of entrepreneurship classes and internships in higher education. He emphasized the fact that The Bucharest University of Economic Studies is permanently connected to its partners from the social and economic environment, who support the training of the young generation of entrepreneurs by means of common efforts towards the insertion of students and graduates on the labor market.

Thus, ASE's Rector highlighted the fact that all the University's Bachelor's programs offer curricula that comprise entrepreneurship classes during which students are taught by both academics and specialists in their fields, actively participating in such educational activities: "Our aim is to have both a teacher and a business representative teach these issues". Moreover, internships and workshops organized in partnership with the business environment are highly appreciated: "We are now offering 85 hours of internship for second year students and intend to reach 160 hours. Specialists from the business environment are invited to deliver classes. We offer the rooms, which are always full", declared PhD Prof. Nicolae Istudor.

Book Launch in ASE

On October 15, 2018, ASE hosted the **Launch of the book entitled "Central Banks, Crisis and Post-crisis. Romania and the European Union – Where to?"** authored by Mr. Daniel Dăianu, member in the Board of Directors of the National Bank of Romania. Speakers: the author, PhD Prof. Nicolae Istudor, ASE's Rector, Acad. Aurel Iancu, PhD Prof. Aura Socol, PhD Prof. Cristian Păun, Dr. Andrei Mocearov, consulting professor at ASE Bucharest. Discussions occasioned by the book launch focused on current issues related to the financial crisis, post-crisis, steps in a competitive development of macro-economic policies in Romania, as well as the role of relevant institutions and of central banks in the re-establishment of sustainable macroeconomic equilibrium.



Round table on Romanian-Russian financial and economic relations

On October 18, 2018, the Chamber of Economic and Cultural Cooperation between Romania and Russia and the BURSA Press Group, in partnership with The Bucharest University of Economic Studies, the Financial and Banking Association for Euro-Asian Cooperation and the Russian Union of Industrialists and Entrepreneurs organized the **round table** on the development of Romanian-Russian financial and economic relations, entitled “**Romania and Russia in search for new cooperation formats**”. Debates focused on current issues in economic cooperation between Romania and Russia, the opportunities offered by the Russian market for producers and distributors, the agro-industrial sector, IT technologies and innovation, the support that the Romanian state offers to investors. The event was attended by representatives of large Russian and Romanian companies, specialists in the banking and industrial fields, investors, etc.



Training sessions on the information and documentation services offered by ASE’s Library

At the beginning of the 2018-2019 academic year, throughout the month of October, ASE’s Library organized a series of **training sessions** for Bachelor’s, Master’s and Doctoral students on documentation services provided by the Library for study purposes, as well as for the writing of graduation papers. Participants were informed on the services and facilities offered by ASE’s

Library, types of collections, electronic resources and services, full-text platforms, means of accessing them, the mobile access service. The sessions were promoted by classic and online means, as well as with the support of academics and deputy deans in charge with research, so that a large number of attendees was recorded. The Library aims to offer such hands-on sessions for user on a permanent basis.



ASE’s participation in the conference entitled “Potential and Reality in Rural Agro-economy”

On October 18, 2018, PhD Prof. Nicolae Istudor, ASE’s Rector, and PhD Prof. Gabriel Popescu, Head of the Department of Agrifood and Environment Economics, participated in the 4th conference on “Potential and Reality in Rural Agro-economy”, dedicated to the celebration of the Great Union Centenary and organized by the “Gheorghe Ionescu-Șișești” Academy of Agricultural and Forestry Sciences.



Meeting of ASE`s Management with the heads of administrative structures

On October 23, 2018, ASE`s Virgil Madgearu Room hosted the **meeting between ASE`s management and the heads of administrative structures**. Participants discussed on the improvement of the activity of all of the University`s administrative units.



The 14th International Administration and Public Management Conference - AMP 2018

On October 25 - 26, 2018, ASE`s Faculty of Administration and Public Management organized the 14th edition of the **International Administration and Public Management Conference** “Human Resources Management and Public Organizational Performance” - AMP 2018.

The Conference was opened by PhD Prof. Elvira Nica, Dean, who welcomed the guests and keynote speakers: PhD Prof. Anthony McDonnell, Head of the Management and Marketing Department from Cork University Business School, Ireland, (speech on “Value Enhancement: Moving from Human Resource Management to Talent Management”), and PhD Prof. Emeritus Roger Hamlin from Michigan State University, USA (speech on “Intersectoral relationships and the demand for a new public sector human resource”). Among the participants, we mention representatives of the business environment, such as Ms. Corina Biholar, HR Business Partner Coordinator, BRD.

There were 63 de academics, researchers and practitioners from 6 countries (France, Ireland, the Republic of Moldova, Romania, Slovakia, USA) attending the conference. The latter had three parallel sessions where 49 papers were presented. Among the topics debated on by participants, we mention: Sustainable Human Resources Management as a Dynamic Organizational Capability and Human Resources and Social Capital for Sustainable Development, Challenges for Strategic Human Resource Management in Global Context and Human Resource Management and High Performance in the Public Sector, New Trends in Human Resource

Management Development and Transformation in Public Administration for an Effective Governance and Human Resource Management, Information Technology and Competitive Edge.



Meeting of the National Council of Rectors at the Transilvania University of Braşov

On October 25-28, 2018, PhD Prof. Nicolae Istudor, ASE`s Rector, participated in the **Meeting of the National Council of Rectors**, hosted by the Transilvania University of Braşov.

The gathering was part of the celebratory events dedicated to the 70th Anniversary of the Transilvania University of Braşov. On this occasion, PhD Prof. Nicolae Istudor conveyed a congratulatory message on behalf of ASE`s academic community and an anniversary plaque, in recognition of the results obtained by the Transilvania University of Braşov in the educational, cultural and scientific activities undertaken.

Moreover, PhD Prof. Nicolae Istudor, ASE`s Rector, signed a Memorandum between ASE and the Turkmen State Institute of Economics and Management during the meeting between the representatives of the National Council of Rectors and the management of a series of universities in China and Turkmenistan. Extending the geographical area of ASE`s foreign network is part of the University`s internationalization policy.



European Democracy Forum in ASE

On October 26, 2018, ASE hosted the “**European Democracy Forum**” – the largest youth-oriented debate on topical issues of European and national interest. The event was organized by the Bureau of the European Parliament, in partnership with the Ministry of Youth and Sports – Romania, GEYC - Group of the European Youth for Change, and the Pro Democratia Association, with the support of The Bucharest University of Economic Studies and of the European Institute in Romania.

The event was opened by PhD Prof. Roxana Sârbu, Vice-rector for Education. Debates focused on topics related to the promotion of European democratic values, to the European Parliament’s initiatives on major youth issues, as well as to ways in which youth can become more actively involved in the life of the community.



Free-of-charge optional courses for first year students

As a token of its student-centered academic policy, The Bucharest University of Economic Studies offers first year Bachelor's students free-of-charge optional courses in Microeconomics and Mathematics. The courses are held on a weekly basis throughout the first semester of the current academic year to help students expand their knowledge of and successfully pass exams in the respective subjects.

Paid opportunities for ASE's students

ASE offers its students the opportunity to undertake paid activities in various administrative departments throughout the academic year, as follows:

- 30 positions for Bachelor's and Master's students from families with low income; the financing comes from ASE's own resources and is meant to help students pay for their tuition fees;
- 60 positions for students willing to contribute to the wellbeing of the academic community: 20 performance scholarships for extracurricular activities (for state-subsidized Bachelor's and Master's students) and up to 40 scholarships from ASE's own resources function of student needs.

The selection of student beneficiaries was done during the month of October 2018.

Exhibition opening in ASE

On October 29, 2018, ASE hosted the opening of a **painting exhibition** with works by artist Florin Şuţu, presenter Ms. Doina Mândru.

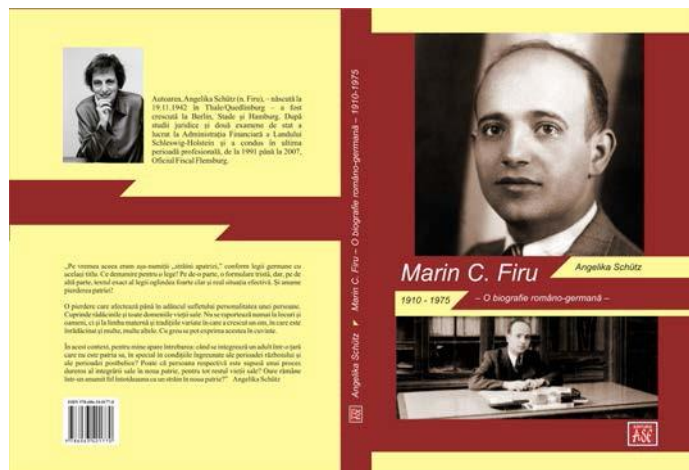
Florin Şuţu is a member of the Romanian Artists' Union; he has graduated from the Art Academy in Bucharest, the class of prof. Ion Sălişteanu. Since 1997, the artist has organized several solo exhibitions, as well as group exhibitions, in Romania and abroad, in Thessaloniki - Greece, Lom - Bulgaria or Moscow - Russia.

During October 15-November 29, 2018, the exhibition is on display at ASE's "Cecilia Cuţescu Storck" Contemporary art gallery in the "Ion N. Angelescu" Building.



Round table in ASE

On October 31, 2018, ASE’s Museum and Department of Philosophy and Social and Human Sciences from ASE’s Faculty of Management organized the **round table** entitled “The destiny of a war orphan, commercial attaché at the Royal Legation of Romania to Berlin”. On this occasion, Ms. Angelika Schütz launched her book entitled “Marinc C. Firu – A Romanian-German Biography, 1910-1975”. Guests: the author, PhD Associate prof. Ștefan-Dominic Georgescu, Head of ASE’s Department of Philosophy and Social and Human Sciences, PhD Associate prof. Ion Vorovenci – moderator.



ASE’s participation in “The largest financial literacy lesson in the world”

On October 31, 2018, on the World Savings Day, ASE participated, with several hundreds of students attending the lesson in its amphitheaters, in “**The largest financial literacy lesson in the world**”, an event initiated by the Romanian Commercial Bank (BCR) to reunite people from

all over Romania, to teach them about optimum budgeting and efficient use of one's money. On this occasion, Romania set the GUINNESS WORLD RECORD™ for the largest financial literacy lesson in the world, as 13230 people in 25 cities and towns throughout the country participated in the breaking of the previous world record in the field.



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