

International Week

8th edition

BE INNOVATIVE

BE PROACTIVE



8-12 MAY 2023





**ERASMUS+
MOBILITIES
JUNE SELECTION FOR
SECOND SEMESTER
2023-2024**

Apply between
5-16 June 2023

See more details at international.ase.ro



Opening Session

Monday, 8 May 2023, 10:30. Organized by the International Office

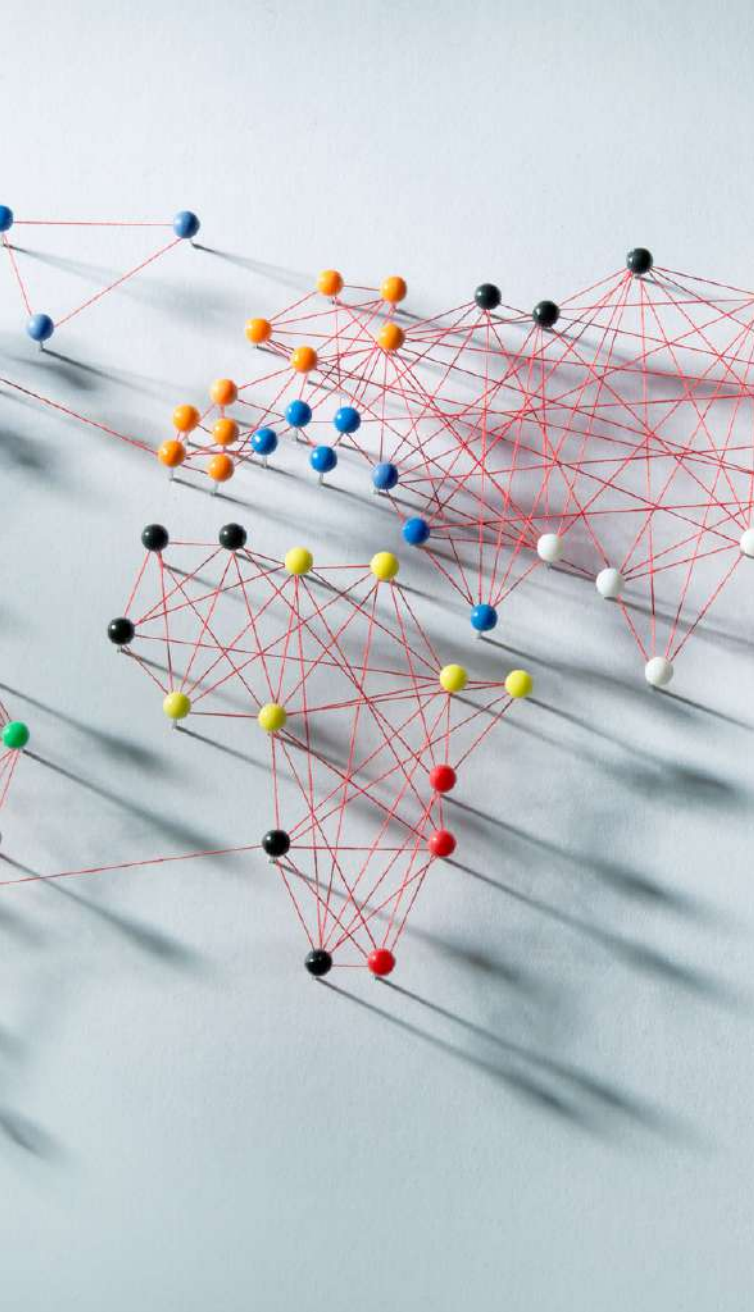
Prof. Constantin Marius Profiroiu, PhD., Vice-Rector for International Relations delivers a talk on *"The Path ahead for the European construction. The role of universities in this process"*.

The shifting landscape of education, affected by technology, increased mobility, hybrid mobilities, life long learning, global access benefits in the European Union from support. This talk investigates these shifting trends, as well as the mechanisms to turn them into opportunities.

Hybrid. Room 0319. Online (ZOOM), Meeting ID: 884 7361 7837, Passcode: 991676

Monday, 8 May

The European Perspective



Completing Europe's Economic and Monetary Union: Challenges and Prospects

Guest speaker:

Elena Dănescu, Ph.D.,

University of Luxembourg

11:00-12:00

Hybrid. Room 0319. Online
(ZOOM), Meeting ID: 884 7361
7837, Passcode: 991676

Organized by International Office

The house of the Member States: the European Council and the Council of the EU - a personal perspective

Guest speaker:

Dorlin Obermaier-Mureșan

Political Administrator, General Secretariat of the Council, Directorate-General LIFE - Agriculture, Fisheries, Social Affairs and Health, Directorate 4 Employment, Social Policy and Health

12:00-13:30

Room 0124

Organized by International Office, Faculty of Public Administration and Management

The first day of the International Week starts with two perspectives on the European Union, brought by an academic (Elena Dănescu, Ph.D., University of Luxembourg) and a practitioner (Dorlin Obermaier - Mureșan, Political Administrator, General Secretariat of the Council). The chats cover aspects from the future of the Monetary Union with its trials and tribulations to the roles of the Council of the EU and European Council to build a better EU.

Monday, 8 May

The Business Perspective



International Business

*Speaker: **Prof. Dorel Mihai Paraschiv, Ph.D.**, Vice-Rector for liaison with the social and business environment, cooperation with students*

Guests from Wirtschaftsuniversität Wien

14:00-15:30

Room Virgil Madgearu

Organized by Faculty of International Business and Economics

Strategic Marketing

*Guest speaker: **Assoc. Prof. Dilyana Yaneva, PhD**, Faculty of Economics - South-West University "Neofit Rilski" Blagoevgrad*

16:30-18:00

Room 0321

Organized by Faculty of Management

Digital Marketing

*Guest speaker: **Assoc. Prof. Dr. Vyara Kurova, PhD**, Faculty of Economics - South-West University "Neofit Rilski" Blagoevgrad*

18:00-19:30

Room 0321

Organized by Faculty of Management

The afternoon of the first day of the International Week covers elements related to international business, digital and strategic marketing, as fundamental elements of nowadays business landscape.

Tuesday, 9 May

More international Universities



PHOTO: Students from the Bucharest University of Economic Studies participate in April 2023 in the Rome hybrid mobility organized by Sapienza University of Rome n Erasmus+ Project FOrSiGHT 2020-1-RO01-KA203-080368 (ASE consortium lead)

British Transnational education partnership in Europe: The case study of Lancaster University Leipzig

Guest speaker:

Prof. Constantin Blome, Rector, Lancaster University Leipzig

09:30-11:30

Hybrid. Room Robert Schuman.

Online (ZOOM), Meeting ID:884

7361 7837, Passcode: 991676

Organized by International Office

Bridging Borders: Insights and Perspectives from Moldovan and Romanian Internationalization Strategies

Speaker:

Prof. Marius Profiroiu, PhD - Vice-rector for International Relations

Guests: Professors from ASEM

12:00-13:00

Room 0103

Organized by International Office

The focus of these events is on the way the universities may enhance the student experience, by fostering an international, multi-linguistic participatory young community that fully benefits from the European projects and programmes experience.

Tuesday, 9 May

Making the most of Erasmus+



Capacity Building and International Credit Mobility Projects

Guest speaker:

Nicoleta Popa

Erasmus+ Agency

12:00-13:30

Room Constantin Barbulescu
Organized by Erasmus+ Office

Youth Participation in the Decision Making Process in Universities

Guest speaker:

Octavia Tudorache

Blue Book Trainee, DG Education and Culture at European Commission

14:00-15:00

Room Constantin Barbulescu
Organized by Erasmus+ Office

Workshop on Promoting the Erasmus+ Programme

Erasmus+ team

15:00-16:30

Room Constantin Barbulescu
Organized by Erasmus+ Office

PHOTO: Students from the Bucharest University of Economic Studies participate in April 2023 in the Zagreb Blended Intensive Programme organized in Erasmus+ by the University of Zagreb, Croatia

The focus of these events is on the way the universities and their students make the most use of the Erasmus+ funding to develop global skills and competencies and a participatory mindset.

Tuesday, 9 May

Discover and grow



Personal Branding

Guest speaker:

Prof. Carmina Nunez, PhD, Faculty of Economics - University of Aveiro

10:30-12:00

Room 2204

Organized by Faculty of Management

Discover Excelia La Rochelle Business School

Guest speaker:

Prof. Tanguy Jacopin, La Rochelle Business School

16:00-17:00

Online (ZOOM), Meeting ID: 867 2738 0808, Passcode: FABIZ

Organized by FABIZ

These events, meant for the Bucharest University of Economic Studies students, allow them to envisage paths for growth - either through personal branding, or via new partner business schools.

Tuesday, 9 May

Culture and Economy



Romania-Japan Strategic Partnership. The Economy, a defining pillar

Guest speaker:

H.E. Radu Şerban

Former Romanian Ambassador to Japan

14:00-15:00

Room Virgil Madgearu

Organized by Center for Japanese Studies

Aspects of Economic Epistemology in the German-speaking Cultural World

Guest speaker:

Assist. Prof. Dr. Heiko Schuss

Abdullah Gul University

15:00-16:30

Room 2103

**Organized by Faculty of Theoretical and Applied
Economics**

From the Asian insights of the chat about the economic links between Romania and Japan to economic epistemology in German-speaking world, these events bring a cultural perspective to economy.

Wednesday, 10 May

Study, travel - knowledge, culture



FABIZ Global Village: Intercultural Day

Guests: International students from FABIZ

10:00-15:00

1st Floor Grivița bldg.

Organized by FABIZ

Erasmus as a Life Style - Promoting Erasmus+ Mobilities for Students

Erasmus+ team

11:00-13:00

Aula Magna

Organized by Erasmus+ Office

International Exchange Destination Fair

Erasmus+ team

12:45-15:30

1st Floor Ion Angelescu bldg.

Organized by Erasmus+ Office

Multicultural experiences are a definite advantage for students and alumni in the current business environment. The exposure to other cultures for study and work may be achieved by interacting with our international students or by benefiting from an Erasmus+ experience. Learn more about the latter from the Erasmus+ Office and participate in the Destination fair if you are planning to travel for study.

Wednesday, 10 May



PHOTO: Welcome Day in February 2023 for our incoming Erasmus+ students studying at ASE in the spring semester

Workshop on cultural adaptation for international students

16:00 – 18:00, Room 0319



This workshop, organized by the Erasmus+ Office is meant for our short term (incoming Erasmus+) or long term international students. It allows them to get a glimpse into the cultural aspects to consider when joining our university.

Wednesday, 10 May

New business perspectives

Workshop: Connected and Engaged for a Sustainable Future - Sharing experience and tangible actions for mainstreaming SDGs in universities and increasing the societal impact

*Speaker: Prof. **Elena Preda**, Director of Research Centre for Sustainable Development*

10:00-13:00

Room Constantin Barbulescu

Organized by Erasmus+ Office, Research Centre for Sustainable Development

The Role of Accounting Information in Doing Business in Romania

*Guests: Prof. **Christopher Cook**, Indiana University, US & students from Indiana*

13:30-15:00

Room 0420

Organized by Faculty of Accounting and Management Information Systems

Workshop: Research and Knowledge Across Multicultural Environments

*Guest speaker: **Rosella Carè, PhD** - Global Marie Skłodowska-Curie Fellow
Università degli studi di Cagliari, Economics and Business (SEA)
Associate Editor - Journal of Sustainable Finance & Investment*

16:30-18:00

Online (ZOOM). Meeting ID: 853 3712 6918

Passcode: 161323

Organized by Faculty of Finance and Banking



The world of business is changing, from shifting towards being data-intensive, multicultural, sustainable. These workshops tackle these shifts and the research and knowledge development needed for them.

Wednesday, 10 May

10:30 - 13:30, Room 4007



Japanese Traditions Beyond Borders: Hyakunin Isshu Karuta - Classic Japanese Poetry Card Game

This event, organized by the Center for Japanese Studies and Japan International Cooperation Agency (JICA) has as Guest Speaker Prof. Peter MacMillan from Kyorin University/University of Tokyo. In the age of ChatGPT, Prof MacMillan shall introduce a "prompts" game: a traditional activity, sparking creativity and out-of-the-box thinking.

Thursday, 11 May



PHOTO: Welcoming in March 2023 a delegation of students and professors from our partner, the University of Artois, from France within our double degree agreement for bachelor studies with the Faculty of International Business and Economics, Applied Modern Languages.

AMBA Accreditation Visit

The visit, organized by the Bucharest Business School as a private event, is a step in obtaining the AMBA accreditation, which denotes the highest standard of achievement in postgraduate business education. AMBA is The Association of MBAs.

Participants:

Prof. Mark Oakley (chair of the panel): former Pro Vice-Chancellor, Aston University, Birmingham, UK

Prof. Veneta Andonova: Dean, Universidad de los Andes School of Management, Bogota, Colombia

Prof. Tomasz Ludwicki: EMBA Director, University of Warsaw, Warsaw, Poland

Mr. George Iliev, MBA: Accreditation Director, AMBA & BGA, London, UK

Thursday, 11 May

International Universities



The University as a Bridge to International Research

*Guest Speaker: **Félix Puime Guillén**,
University of A Coruña, Department of
Business, Faculty of Economics and Business*

11:00-12:30

Online (ZOOM), Meeting ID: 875
5333 7911, Passcode: 546979

**Organized by Faculty of Public Administration and
Management**

Workshop: ASE-ASEM double degree

Participants: ASE, ASEM teams

11:00-12:30

Online (ZOOM), Meeting ID: 896
0378 8926

**Organized by Faculty of International Business and
Economics**

Romanian-Moroccan Bilateral Relations

*Guest Speaker: **Prof. Sabria Korich**,
National School of Business and
Management, Hassan II University, Morocco*

11:00-12:30

Room 2701

Organized by Faculty of Business and Tourism

Universities act as bridges between countries. These events investigate this perspective, firstly at a more general level and then with insights from bilateral partnerships between Romania and Moldova / Morocco.

Thursday, 11 May

New Business insights – part 1



Machine Learning and Statistical Models for the Prediction of Sport Results

Guest speaker:

Assoc. Prof. Antonio Lucadamo, University of Sannio, Benevento, Italy

13:30-15:00

Room 2102

Organized by Faculty of Cybernetics, Statistics and Informatics

Training Opportunities for Staff

Guest speaker:

Prof. Andreea Apetrei, Universidad Católica de Valencia, Department Economía, Dirección de Empresa y Marketing

19:00-20:30

Online (ZOOM), Meeting ID: 854

4009 0545, Passcode: 975520

Organized by Faculty of Agrifood and Environmental Economics

The global business landscape is characterized by a polarized approaches to the same topic: Homo Economicus behaviour. This aspect is analyzed either via a data analysis approach or a human touch approach, and these workshops allow for a more in-depth view of this dichotomy.

Thursday, 11 May

10:00 - 13:00, Room Robert Schuman



Debate on the future of Europe

This event, organized by the Faculty of Law, mirrors the citizen-led series of debates and discussions that ran from April 2021 to May 2022. As Guest speakers, three Romanian MEPs: **Leonard Orban, Eugen Tomac, Victor Negrescu.**

Friday, 12 May

New Business insights - part 2



Artificial Intelligence and the Future of Marketing: The Transatlantic Experience

Guest speaker:

Silvian Cențiu, CEO Retina, USA

10:30-13:20

Room 7201

Organized by Faculty of Marketing

Getting Informed about International. Deciphering the Challenges of Our Contemporary World with Mapping the World by ARTE

Workshop and debate for 2nd year students in Applied Modern Languages

12:15-13:30

Room 4208

Organized by Le Centre de Réussite Universitaire - CRU ASE

The global business landscape is characterized by a polarized approaches to the same topic: Homo Economicus behaviour.

This aspect is analyzed in these events by looking at AI and the way it may change marketing, as well as the global flow of information.

Friday, 12 May

Research and Human Capital



PHOTO: Students from the Bucharest University of Economic Studies participate in April 2023 in the Berlin hybrid mobility organized by ESCP Berlin campus in Erasmus+ Project FOReSiGHT 2020-1-RO01-KA203-080368 (ASE consortium lead)

International PhD Students Seminar

Participants: PhD students from ASE and Varna University

10:00-13:30

Hybrid: Room 2701 and
Online (Zoom), Meeting ID: 816 9711
5067, Passcode: 749772

Organized by Faculty of Business and Tourism

Organizational Change Through Accreditation Projects

*Guest Speaker: **Anca Baban**, UQAM, Canada*

16:30-17:30

Online (ZOOM), Meeting ID: 885
6748 0499, Passcode: 764613

Organized by Faculty of Accounting and Management Information Systems

Panel Discussion: Investment in human capital, skills and education

*Guest Speaker: **Paul Andre Baran**, Technology and Innovation Consultant of the Romanian American Foundation*

12:00-13:30

Room 0602

Organized by Center for American Studies

An essential component of a research university is the development of Human Capital. These events focus on various aspects of this perspective.



Closing Remarks

Friday, 12 May 2023, 12:00. Room Constantin Barbulescu.
Organized by the International Office

Prof. Constantin Marius Profiroiu, PhD., Vice-Rector for International Relations wraps up the 8th edition of the International Week in the Bucharest University of Economic Studies with remarks on the next steps towards the internationalization of the university.

PHOTO: Students from the Bucharest University of Economic Studies participate in April 2023 in the Zagreb Blended Intensive Programme organized in Erasmus+ by the University of Zagreb, Croatia

HR 4 Excellence in Research in ASE



HR EXCELLENCE IN RESEARCH

Starting 2020, the Bucharest University of Economic Studies (ASE) is awarded with the "HR Excellence in Research" award.

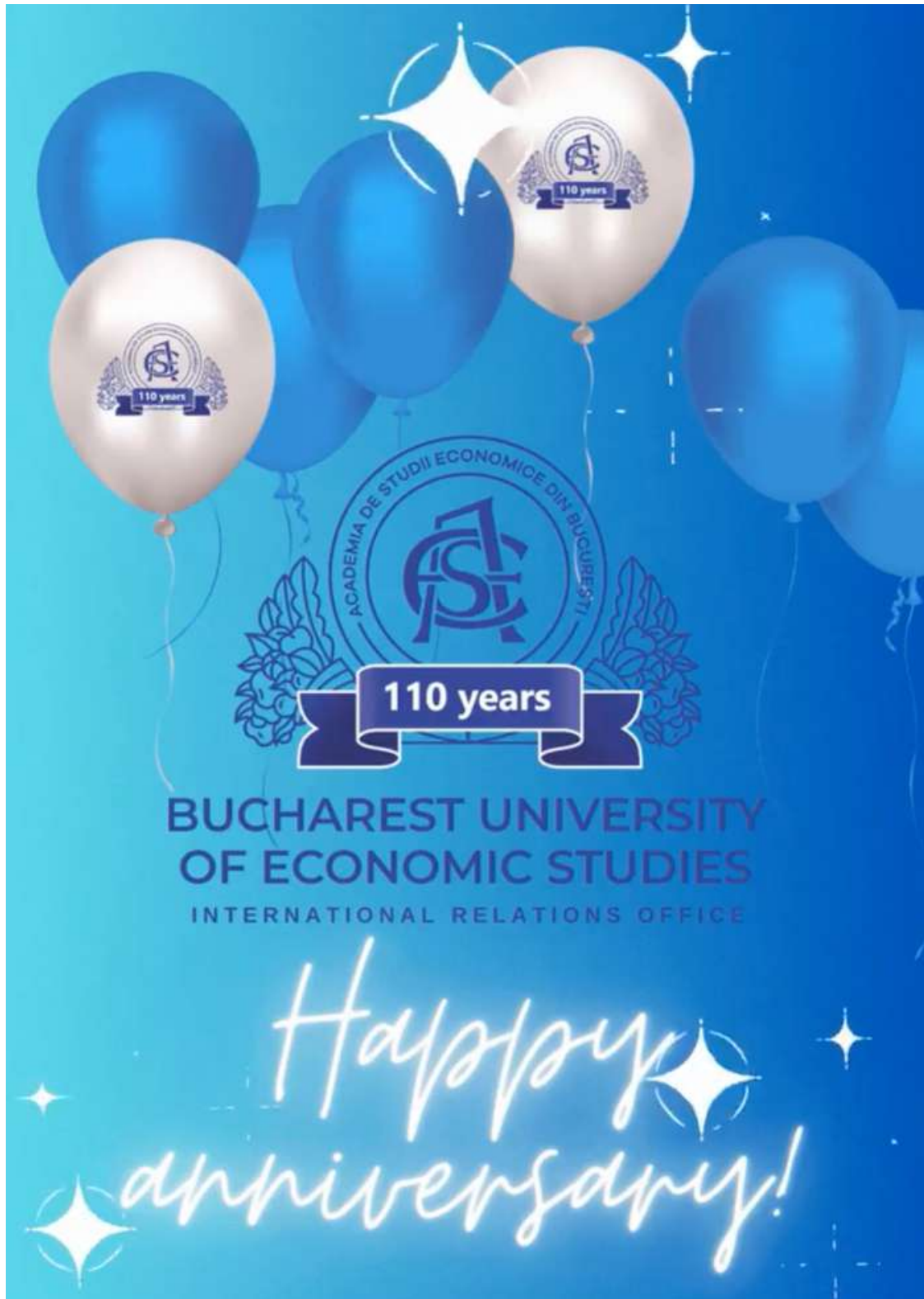
This gives public recognition by the European Commission to research institutions that have made progress in aligning their human resource policies with the principles set out in the "Charter & Code".

Institutions that have been awarded the right to use the icon can use it to highlight their commitment to implement fair and transparent recruitment and appraisal procedures for researchers.

<https://hrs4r.ase.ro>

6 April 1913 - 6 April 2023

110 Years of ASE





**LOOKING FOR AN
INTERNSHIP?
HOW ABOUT YOU
TRY THE DIGITAL
OPPORTUNITY
TRAINEESHIPS?**

Some of them are online,
and for those that are
face-to-face, Erasmus+
funds the travel and
subsistence costs
(accommodation and
meals).

Interested? Check out international.ase.ro

*International Week is
an event organized by
the Bucharest University of Economic Studies,
coordinated by
the ASE International Relations Office*

International Week

8th edition

8-12 MAY 2023

Updates to be found at:

<https://www.facebook.com/ASEBucharest.DRI>

and on

international.ase.ro

