INTERNATIONAL WEEK IN ASE ONLINE EDITION

25-29 MAY 2020

FEATURES

CONFERENCES

An entire week of events

See the schedule in the next pages for the whole week, which lists all events planned.

The links to the events are available on the relevant websites and social media.

INTERACTIONS

4th Edition - ONLINE

The fourth edition of the International Week in ASE is the first one in which all interactions take place online, via presentations and webinars.





MAY 25TH -THE OPENING

International Week Opening Session

The perspectives of our University Internationalisation for the next years Prof. Constantin Marius Profiroiu, PhD., Vice-Rector for International Relations 10:30 - 11:00



Webinar:

on good practices related to implementing Erasmus+ actions at the level of the **Bucharest University of** Economic Studies' Faculties

11:00 - 12:00



Conference:

"Erasmus experience.
The impact of internationalization on socio-professional development"

Prof. Emilia Câmpeanu, PhD, Vice Dean of the Faculty of Finance and Banking

12:00 - 13:30

Organizer: Faculty of Finance and Banking

Online Scientific PhD seminar on "Qualitative Research Methods, from Sociology to Business Administration"

Guest prof. Vincent Meyer, Côte d'Azur University, France

16:30 - 18:30

Organizer: Faculty of Business & Tourism

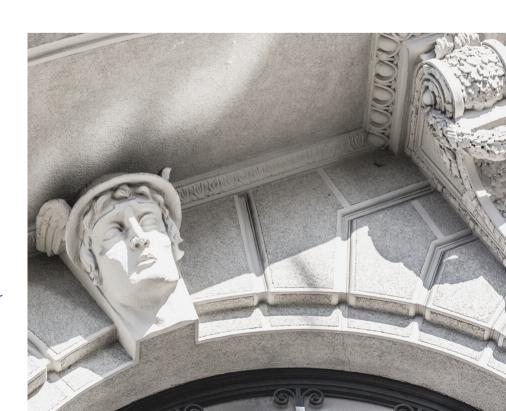
Débat - "Apprendre à communiquer différemment pour s'ouvrir à l'international: Différences culturelles et hiérarchie dans les entreprises nationales et internationals".

Le débat sera animé sur Zoom par Mme Corina Lascu-Cilianu, professeur des universités

16:30 - 17:30

Organizer: CRU-ASE - Centre de Réussite Universitaire

MONDAY MAY 25TH





"Between funky and karaoke: Post-pandemic Business and Economics"

Guest: Mr. Jonas Ridderstråle, co-author

Funky Business 11:00-12:00

Organizer: Faculty of Marketing

"The Bucharest University of Economic Studies position in the International Rankings"

Guest speaker Mr. Michael Caruana, Strategic Solutions Director, Times Higher Education - World University Rankings, London, UK

11:30 - 13:00

TUESDAY MAY 26TH

"Avem vreun ROST la Bruxelles?"

Guest speaker - Ms. Iulia Mihail, Head of ROST - Romanian Office for Science & Technology to the EU

09:30 - 10:30

"How we teach Business @ FABIZ"

with the participation of international and business partners

17:00 - 18:00 Organizer: FABIZ

"Italian economic diplomacy and the impact of COVID-19 crisis"

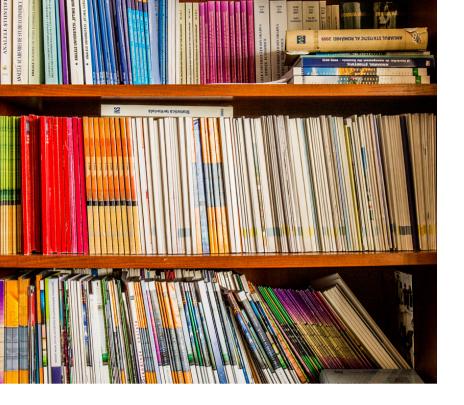
Guest speakers: Mr. Filippo Petz - Director of Bucharest Office of the Italian Trade Agency and Mr. Georgian Ghervasie

18:00 - 19:30

Organizer: Faculty of International

Business and Economics





Online Round Table "Significant aspects for a quality doctoral research"

12:00 - 13:30

Organizer: Faculty of Management

"Digital Learning & Marketing Automation: Leveraging the Transatlantic Experience"

Guest speakers: Mr. Ted Kohnen, President Retina Communications, Marketing and Advertising industry veteran and Mr. Silvian Cențiu, Managing Partner Retina Communications, educator, business executive and entrepreneur

09:00 - 10:30

Organizer: Faculty of Marketing

"Times of challenge or times of opportunities for internationalization of the agri-education"

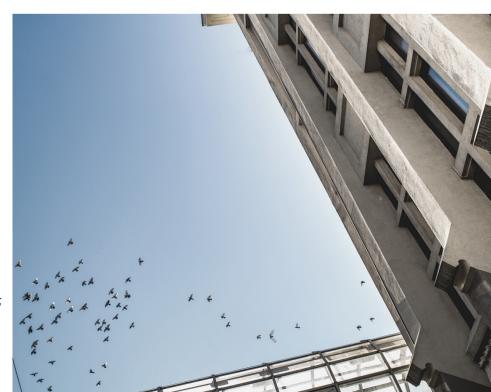
Guest speakers: Prof. Nellie van der Pasch, Prof. Robert Baars Van Hall Larenstein, University of Applied Sciences, Department of International, Development Management, Netherlands

10:00 - 12:00

Organizer: Faculty of Agrifood and Environmental Economics

WEDNESDAY MAY 27TH

MORNING





"Romanian Understandings of the Sustainable Food System"

Prof. Phd. Nicolae ISTUDOR - Rector

Prof. Phd. Gabriel Popescu,

Asst. prof. Phd. Alina Zaharia,

Asst. prof. Phd. Maria Claudia Diaconeasa

13:30 - 15:00

Organizer: Faculty of Agrifood and

Environmental Economics

"Feeding the Phoenix. Marketing Strategies to Survive an Economic Crisis"

Guest speaker Mr. M. J. (Maarten) Gijsenberg, Assoc. Prof. of Marketing, Faculty of Business and Economics, University of Groningen, Netherlands

13.00 - 14.30

Organizer: Faculty of Marketing

"Developing effective presentations" Guest speaker Prof. Christopher Cook, Senior Lecturer, Department of Accounting, Kelley School of Business,

16.30 - 17.50

Indiana University, USA

Organizer: Faculty of Accounting and Management Information Systems

"Changes in HR: The Role in the Context of the COVID-19 Crisis"

Guest speaker Ms. Raluca Gadiuta, Country HR Leader, HP Inc. Romania

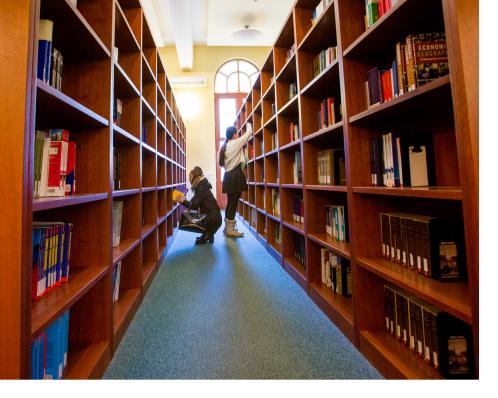
16:30 - 17:30

Organizer: Faculty of Administration and Public Management

WEDNESDAY MAY 27TH

AFTERNOON





Online Discussion on Leading Research in International Teams

Guest speaker Prof. Cristina Neesham, University of Newcastle, UK

11:00 - 12:00

THURSDAY MAY 28TH

WEBINARS

"The resilience of a complex network: methods and applications"

Guest speaker Prof. Roy Cerqueti, Sapienza University of Rome, Italy

12:00-13:00

Organizer: Faculty of Cybernetics, Statistics and Informatics

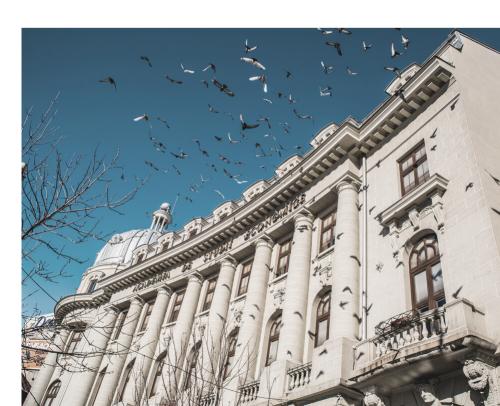
"Asset pricing: perturbations on the random walk"

Guest speaker Assoc. Prof. Gurjeet Dhesi, London South Bank University, UK

13:00-14:00

Organizer: Faculty of Cybernetics, Statistics and Informatics

MORNING





Online Discussion on the Current Challenges of Higher Education Internationalization Process

Guest Speakers: Mr. Matthew A. Rosenstein, Ph.D., Director of Global Education and Training, University of Illinois at Urbana-Champaign, USA

Mr. Zakaria Abouddahab, Prof. at Mohamed V University, Rabat, Morocco & Alumni of International Institute of Education, University of Illinois at Urbana Champaign, USA

Mr. Atul Vyas, Prof. at Institute of Technology, New Delhi, India

Mr. Mario Vinković, Prof. Dr. Sc. at Josip Juraj Strossmayer University of Osijek, Croatia.

The discussion will be facilitated by Prof. Marius Profiroiu, Ph.D., Vice-Rector for International Relations

16:30 - 18:30

THURSDAY MAY 28TH

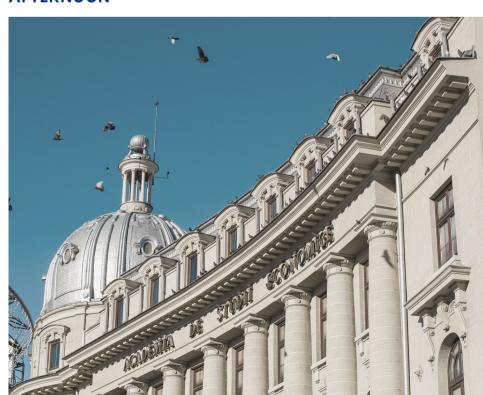
"Covid-19's challenges in education and economic development in North and South America"

Guest speakers:
Assoc. prof. Sorin Nastasia,
Department of Applied
Communication Studies, Southern
Illinois University Edwardsville, USA
Prof. Carlos Ramirez Valdebenito,
PhD, State University of Santiago de
Chile, Chile

20:00 - 21:00

Organizer: Faculty of Theoretical and Applied Economics

AFTERNOON





Academic forum for internationalisation in education and research - the EDURES experience

Online debate facilitated by Prof. Laura Muresan, Assoc. Prof. Mirela Bardi and Prof. Monica Roman

Guests: Dr. Oana Carciu, University of Zaragoza, Spain & Dr. Cătălina Neculai, Coventry University, UK

10:00 - 12:00

Online Discussion on International Accreditation and International Projects experiences with the staff of the Faculty of Economics and Business (FEB), University of

12:00 - 13:00

Zagreb, Croatia

WEBINARS

"The Future of Hospitality"

in partnership with Ecole Hoteliere de Lausanne by Faculty of Business & Tourism

16:00 - 17:00

"International Cooperation in the Black Sea Area"

Guest Speaker Ms. Iulia Joja, School of Advanced International Studies, Johns Hopkins University Washington DC,USA

16:00 - 17:00

"Marketing and Strategy for a New Normal"

Guest Speakers: Prof. Jean Michel Raicovitch CNAM – BBS, Iulian Cristian Costache – Lagardere, Prof. Dorel Paraschiv, Ph.D. - ASE BBS

18:00-19:00

Organizer: Bucharest Business School

FRIDAY MAY 29TH



THE CONTESTS

Throughout the week:

Essay and photography contests for the students of the Faculty of *Business and Tourism* (two contests):

a. My experience as Erasmus student

b. My tourist experience in one international destination

The contests will take place throughout the entire International Week, and are organized by the Faculty of Business and Tourism.

Details: bt.ase.ro



INTERNATIONAL WEEK IN ASE

25-29 MAY 2020

An online event organized by the Bucharest University of Economic Studies, coordinated by the ASE International Relations Office

For details, please visit: https://www.facebook.com/**ASEBucharest.DRI**

