

# INTERNATIONAL WEEK IN ASE ONLINE EDITION

25-29 MAY 2020

## FEATURES

## CONFERENCES

## INTERACTIONS

### **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.

### **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.

**Be Innovative!**

**Be Proactive!**





## 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

## **MONDAY MAY 25TH**

**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





**“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

# WEDNESDAY MAY 27TH

**MORNING**

**“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





## **"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

# **WEDNESDAY MAY 27TH**

**AFTERNOON**

## **„Developing effective presentations”**

*Guest speaker Prof. Christopher Cook, Senior Lecturer, Department of Accounting, Kelley School of Business, Indiana University, USA*

**16.30 - 17.50**

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





## 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

**AFTERNOON**

**„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







**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 Zagreb, Croatia*

**12:00 - 13:00**

**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](http://bt.ase.ro)



# INTERNATIONAL WEEK IN ASE

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25-29 MAY 2020

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**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>

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