

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

DEPARTMENT FOR INTERNATIONAL RELATIONS

5<sup>th</sup>-12<sup>th</sup> May

# INTERNATIONAL WEEK



2017

Bucharest

Be innovative, be proactive!





## The Bucharest University of Economic Studies

*Department for International Relations*

### INTERNATIONAL WEEK 2<sup>nd</sup> edition

5<sup>th</sup> – 12<sup>th</sup>, May, 2017

#### Day 1 **Friday, 5<sup>th</sup> May, 2017**

- 10:00 – 10:30** **International Week Opening Ceremony**  
*Prof. Constantin Marius Profiroiu, PhD, Vice–Rector for International Relations*  
**Virgil Madgearu Room**
- 10:30 – 12:30** **Workshop: High Tech Venture Marketing and Global Marketplace**  
*Prof. Shahbaz Shabbir, PhD., University of Illinois at Urbana-Champaign, USA*  
**Virgil Madgearu Room**  
Strategic and entrepreneurial marketing issues with a focus on start-up companies selling technology-based products.  
Organizer: Department for International Relations, Faculty of Marketing

#### Day 2 **Monday, 8<sup>th</sup> May, 2017**

- 09:30 – 10:30** **Round table: ASE Internationalization strategy**  
*Moderator: Prof. Constantin Marius Profiroiu, PhD*  
**Constantin Bărbulescu Room**  
Meeting of the internationalization working group on adopting ASE Internationalization strategy. Debate on communication and marketing for international educational markets.  
Organizer: Department for International Relations
- 8<sup>th</sup> to 12<sup>th</sup> May** **Photo exhibition: The Erasmus story**  
**Ion N. Angelescu Building – Hall**  
Testimonials and photos of participants to the Erasmus Programme on the occasion of the 30<sup>th</sup> anniversary of the programme in Europe and 20<sup>th</sup> anniversary in Romania.  
Organizer: ESN ASE Bucharest, Department for International Relations
- 8<sup>th</sup> to 12<sup>th</sup> May** **Photo exhibition: Multicultural Romania**  
*Assist. Alina Chiciudean, PhD.*  
*Assoc. Prof. Roxana Voicu Dorobanțu, PhD.*  
**Mihai Eminescu Building – 2<sup>nd</sup> floor**  
Photo exhibition on Romanian architectural heritage and multiculturalism, organized in cooperation with the ARCHÉ Association.  
Organizer: Faculty of International Business and Economics



- 10:30 – 12:00**      **Conference: A diplomatic dialogue**  
**Guest speakers:**  
*H.E. Mr. Diar Nurbintoro, Ambassador of Indonesia*  
*H.E. Mr. Tajul Aman Bin Mohammad, Ambassador of Malaysia*  
*H.E. Mr. Ayaz M. Khan, Ambassador of Pakistan*  
*H.E. Mr. Kim Eun- Joong, Ambassador of the Republic of Korea*  
**Moderators:**  
*H.E. Mr. Gheorghe Săvuică, Director of Romanian Institute for Euro-Asia Studies*  
*Prof. Anca Gabriela Ilie, PhD.*  
**Aula Magna**  
 Organizer: Faculty of International Business and Economics
- 11:00 – 13:00**      **Workshop: Strategies for integrating European universities networks and consortia**  
**Moderator:** *Prof. Simona Vasilache, PhD*  
**Room 4113**  
 Guest speakers from the European Research Foundation, the League of European Research Universities (LERU), the Network of Universities from the Capitals of Europe (UNICA)  
 Organizer: Faculty of Business Administration in foreign languages
- 12:00 – 14:00**      **Conference: Globalization and innovation**  
*Assoc. Prof. Monica Rivière, PhD., ISC Paris Business School, France*  
**Virgil Madgearu Room**  
 A lecture on strategies for /in developed and emerging markets, with a focus on the two-way link between firm innovation and country markets evolution.  
 Organizer: Department for International Relations
- 12:00 – 13:30**      **Round table: The importance of literature and of an education in humanities for nowadays students**  
*Emer. Prof. Thomas Cousineau, PhD., Washington College, USA*  
**Moderator:** *Prof. Mariana Nicolae, PhD.*  
**The Center for American Studies – Room 1604**  
 A debate on the role of humanities in the education of economists: what we read?, why do (don't) we read?, how does fiction impact our education?  
 Organizer: Faculty of International Business and Economics
- 13:30 – 15:00**      **Round table: The Romanian-Spanish friendship: new cultural perspectives**  
**Guest speaker:** *Father Javier Quesada, Association Friends of Camino de Santiago*  
**Moderator:** *Assoc. Prof. Grigore Ioan Piroșcă, PhD.*  
**Room 2114**  
 A debate on the similarities of the national cultures and societies and the history and perspectives of the cultural cooperation between Romania and Spain.  
 Organizer: Faculty of Theoretical and Applied Economics
- 15:00 – 17:00**      **Workshop: Leadership in an international context**  
*Andra Costrachevici, Education Officer ESN Romania, Local Coordinator for Mov'in Europe*  
**Robert Schuman Room**  
 Training about developing leadership skills, understanding and congruence of the value systems in different parts of the world.  
 Organizer: ESN ASE Bucharest



- 16:30 – 18:00**      **Debate: International experiences for students and teachers**  
*Moderator: Lect. Georgiana-Raluca Lădaru, PhD*  
**Room 3205**  
Panel discussion and networking event on the impact of having international experiences on the academic and professional life.  
Organizer: Faculty of Agrifood and Environmental Economics
- 18:00 – 20:00**      **Networking event: Being an international student – experience sharing**  
*Moderator: Prof. Nadia Albu, PhD.*  
**Room 1012**  
Experience sharing from international students and participants to mobility programs  
Organizer: Faculty of Accounting and Management Information Systems
- 18:00 – 20:00**      **Russian movie gala at ASE: Anna Karenina**  
**Robert Schuman Room**  
Original 1967 film, based on the novel of the same name by Lev Tolstói, with Tatiana Samoliová in the main role.  
Organizer: Russian Cultural Center, Faculty of International Business and Economics

**Day 3**                      **Tuesday, 9<sup>th</sup> May 2017**

- 09:00 – 10:30**      **Round table: Perspectives of the scientific and academic cooperation between the Faculty of Agrifood and Environmental Economics and the University of Verona**  
*Guest speaker: Prof. Diego Begalli, PhD, Chair of Agribusiness, University of Verona, Italy*  
*Moderator: Prof. Dan Boboc, PhD.*  
**Room 3203**  
Organizer: Faculty of Agrifood and Environmental Economics
- 10:30 – 12:00**      **EUROPE DAY in ASE**  
*Moderator: Prof. Gheorghe Hurduzeu, PhD.*  
**Room 1204**  
Organizer: Faculty of International Business and Economics
- 10:30 – 13:30**      **Workshop: The role of accounting information in doing business in Romania – an international perspective (Part I)**  
*Moderator: Prof. Cătălin Albu, PhD.*  
**KPMG Romania Headquarters**  
Panel discussions on doing business in Romania and mixed team presentations (Romanian and exchange students from the University of Indiana)  
Organizer: Faculty of Accounting and Management Information Systems
- 12:00 – 14:00**      **Conference: Meet Stacey Ferreira, author of best-seller “2 Billion Under 20: How Millennials Are Breaking Down Age Barriers & Changing the World”**  
**Aula Magna**  
Find out what it takes to start your own company, from coming up with the idea to the first five customers, do’s and don’t’s in assembling a team, must have skills in attracting the finance you need to turn a brilliant idea into a running business.  
Event organized in cooperation with the American Chamber of Commerce in Romania (AmCham Romania) and the U.S. Embassy in Romania



- 13:30 – 15:00**      **Workshop: How to prepare for performance in the professional career (in French)**  
*Moderator: Prof. Corina Cilianu-Lascu, PhD.*  
**Centre de Réussite Universitaire - Room 1514**  
Guest speakers from Business France – French Embassy to Bucharest, the Wallonie-Bruxelles Delegation, international chambers of commerce and multinational companies.  
Organizer: Faculty of International Business and Economics
- 15:00 – 17:00**      **Workshop: Graduate vs. job market. How does an international experience enrich your CV?**  
**Robert Schuman Room**  
Meet former international students and representatives of top companies for discussing the benefits of an international experience on skills and employability and learning how to highlight these skills.  
Organizer: ESN ASE Bucharest
- 15:00 – 16:30**      **Workshop: Japanese culture - The art of the kimono and calligraphy**  
*Coordinator: Lect. Raluca Nicolae, PhD*  
**Room 1519**  
Kitsuke (presentation of summer kimonos) and calligraphy workshop.  
Organizer: Faculty of International Business and Economics
- 15:00 – 16:30**      **Round table: Good practices on the international labor market and developing soft skills during university studies**  
*Moderator: Assoc. Prof. Mihaela Arsene, PhD.*  
**Room 1503**  
Organizer: Faculty of International Business and Economics
- 15:00 – 19:00**      **Debate: Multiculturalism and interdisciplinary studies in the international business education**  
*Moderators: Assist. Anca Pecican, PhD., Assoc. Prof. Rodica Capotă-Stanciu, PhD., Assoc. Prof. Mariana Săndulescu, PhD.*  
**Room 1514**  
Series of movies and panel discussions regarding the professional profile of the students in international business.  
Organizer: Faculty of International Business and Economics
- 18:00 – 20:00**      **Russian movie gala at ASE: The cranes are flying**  
**Robert Schuman Room**  
1957 drama (Palme d'Or – Cannes Film Festival 1958) - a story on love and war.  
Organizer: Russian Cultural Center, Faculty of International Business and Economics



## Day 4

Wednesday, 10<sup>th</sup> May, 2017

9:30 – 17:00

### **Workshop: The role of accounting information in doing business in Romania – an international perspective (Part II)**

*Moderator: Prof. Cătălin Albu, PhD., Prof. Marcel Vulpoi, PhD.*

#### **Room 2013**

Panel discussions on doing business in Romania and mixed team presentations (Romanian and exchange students from the University of Indiana), with the participation of representatives of the business environment.

Organizer: Faculty of Accounting and Management Information Systems

10:00 – 12:00

### **Workshop: Struggle & Strategy – Case Studies on Central European corporate competitiveness**

*Prof. Balász Laki, PhD., Corvinus University of Budapest, Hungary*

#### **Virgil Madgearu Room**

Professor Laki is a senior expert in public policy, economic & financial strategy, with extensive interdisciplinary expertise on corporate competitiveness.

Organizer: Department for International Relations

12:00 – 14:00

### **Networking event - Erasmus Student: Yesterday, Today and Tomorrow**

*Moderator: Assoc. Prof. Emilia Mioara Câmpeanu, PhD.*

#### **Room 3209**

Meeting between international students in order to promote international mobility and raise awareness about studies/ internship opportunities.

Organizer: Faculty of Finance and Banking

12:00 – 13:30

### **Round table: The Arab diaspora in Romania and the Romanian-Arab cultural Cooperation**

*Guests: representatives of the Romanian-Panarab European Cultural Center*

*Moderator: Prof. Anca Gabriela Ilie, PhD.*

#### **Room 2101**

Organizer: Faculty of International Business and Economics

12:00 – 13:30

### **Debate: The impact of studying Romanian as a foreign language**

*Moderator: Lect. Maria Enache, PhD.*

#### **Room 1509**

Participants: international students and teachers of the programme of Romanian language as a foreign language.

Organizer: Faculty of International Business and Economics

13:00 – 15:00

### **Workshop: Academic curricula and syllabi updates from the perspective of European integration**

*Guest: Prof. Mimi Kornazheva, PhD, BRIE - Anghel Kanchev University, Ruse*

*Moderator: Prof. Luminița Daniela Constantin, PhD.*

#### **Virgil Madgearu Room**

Debate on curricular harmonization and academic cooperation across Europe.

Organizer: Faculty of Administration and Public Management

13:30 – 15:00

### **Round table: Integration of the French speaking students to the ASE academic Community**

*Moderator: Prof. Corina Cilianu-Lascu, PhD.*

#### **Room 4102**

Participants: international and local students and professors

Organizer: Faculty of International Business and Economics



- 14:00 – 17:00**      **PhD seminar: New trends in management research**  
*Coordinator: Prof. Cristian-Silviu Banacu, PhD.*  
**Room 1518**  
 Research seminar of the international doctoral students in management  
 Organizer: Faculty of Management
- 16:00 – 18:00**      **Workshop: Opportunities for international RD&I cooperation in 2017/2018**  
*Moderators: Prof. Ionel Dumitru, PhD., Assoc. Prof. Mihai Ioan Roşca, PhD.*  
**Room 2405A**  
 Discussion about open and upcoming calls for research, development and innovation calls for international projects.  
 Organizer: Faculty of Marketing
- 16:30 – 18:30**      **Information session: Go abroad, be better!**  
*Guest: Raluca Hriţcu – Roland Berger Consultants*  
**Aula Magna**  
 Information session on preparing the “before”, “during” and “after” the mobility phases. Networking with former Erasmus students.  
 Organizers: Department for International Relations, ESN ASE Bucharest
- 16:30 – 18:00**      **Round table: Student @ REI**  
*Moderator: Assoc. Prof. Roxana Voicu Dorobanţu, PhD.*  
**Room 1204**  
 Dialogue with the international students of the Faculty of International Business and Economics on the challenges of their student life and career perspectives.  
 Organizer: Faculty of International Business and Economics
- 16:30 – 18:00**      **Workshop: Global economic education: the influence of the American academic culture on economic programs worldwide**  
*Assoc. prof. Mihaela Arsene, PhD.*  
**Center for American Studies – Room 1604**  
 Organizer: Faculty of International Business and Economics
- 16:30 – 19:00**      **German cultural evening: Movie “Maria, ihm schmeckt's nicht”**  
*Coordinator: Lect. Cornelia Pătru, PhD.*  
**Room 1504**  
 A 2009 satirical comedy on German and Italian sociocultural attitudes, adapted from a popular autobiographical work by Jan Weiler.  
 Organizer: Faculty of International Business and Economics

**Day 5**                      **Thursday, 11<sup>th</sup> May, 2017**

- 09:00 – 12:00**      **Workshop: The international business environment in Romania: risks and challenges**  
*Prof. Rodica Pamfilie, PhD.*  
**Room 1407**  
 Organizer: Faculty of Business and Tourism



- 10:30 – 12:00**      **Round table: Perspectives of the scientific and academic cooperation between the Faculty of Agrifood and Environmental Economics and the Mediterranean Agronomic Institute of Chania, Greece**  
*Guest: Carmen Clapan, Research and administrative officer at the Mediterranean Agronomic Institute of Chania*  
*Moderator: Assoc. Prof. Roxana Pătărlăgeanu, PhD.*  
**Room 3203**  
 Organizer: Faculty of Agrifood and Environmental Economics
- 11:00 – 13:00**      **Round table: My experience as an international student at FABIZ**  
*Moderators: Assoc. Prof. Anca Bogdan, PhD.,*  
*Assoc. Prof. Oana Georgiana Stănilă, PhD.*  
**Room 4113**  
 A discussion on the challenges faced by international students at FABIZ and their perspectives on study programmes and career prospects.  
 Organizer: Faculty of Business Administration in foreign languages
- 12:00 – 14:00**      **Workshop**  
*Prof. Constantin Virgil Negoită, PhD., City University of New York, USA*  
**Room 2013**  
 Organizer: Faculty of Cybernetics, Statistics and Economic Informatics
- 12:00 – 13:00**      **Workshop: Cultural and educational encounter and challenges of (Romanian) students in foreign environments. The Indian experience**  
*Lect. Iulia Rășcanu, PhD.*  
**Room 1508**  
 Organizer: Faculty of International Business and Economics
- 15:00 – 17:00**      **Workshop**  
*Prof. Carlo Cusatelli, University Aldo Moro - Bari, Italy*  
**Room 2104**  
 Organizer: Faculty of Cybernetics, Statistics and Economic Informatics
- 15:00 – 17:00**      **Workshop: Europe 2017 – State of the art**  
*Guest: Călin Danilescu, entrepreneur, expert in European affairs*  
*Moderator: Prof. Alina Profiroiu, PhD.*  
**Constantin Bărbulescu Room**  
 Organizer: Faculty of Administration and Public Management
- 15:00 – 19:00**      **Workshop: International research cooperation in specialized Roman languages. Pan-Latin Terminology Network**  
*Prof. Corina Cilianu-Lascu, PhD*  
**Room 1514**  
 Organizer: Faculty of International Business and Economics
- 15:00 – 17:00**      **Movie projection: Lion**  
*Moderator: Lect. Iulia Rășcanu, PhD.*  
**Room 1514**  
 2016 biographical film, inviting to reflection on intercultural dependencies between Australia and India.  
 Organizer: Faculty of International Business and Economics





16:00 – 17:00 **Book release: international authors**  
*Prof. Ileana Constantinescu, PhD.*  
**Room 1519**  
 Organizer: Faculty of International Business and Economics

17:00 – 19:00 **Networking event: Intercultural awareness**  
*Coordinator: Lect. Maria Enache, PhD.*  
**Room 1514**  
 Presentation of the countries and traditions of international students.  
 Organizer: Faculty of International Business and Economics

17:00 – 21:00 **International evening**  
**Cafeteria ASE, Ion I. Angelescu Building, 3<sup>rd</sup> floor**  
 Networking event for the academic community. We celebrate the unity in diversity: 10 years of EU membership for Romania, 20 years of Erasmus Programme in Romania and in ASE and 30 years of Erasmus in Europe.  
 Organizers: Department for International Relations, ESN ASE Bucharest

**Day 6** **Friday, 12<sup>th</sup> May, 2017**

09:00 – 13:00 **Doctoral seminar: Global opportunities and challenges developed by the new business rules and standards**  
*Moderator: Prof. Rodica Pamfilie, PhD.*  
**Room 1407**  
 Organizer: Faculty of Business and Tourism

12:00 – 13:30 **Round table: The Erasmus programme and its benefits for institutions and individuals**  
*Moderator: Assoc. Prof. Mihaela Arsene, PhD.*  
**Room 1507**  
 Organizer: Faculty of International Business and Economics

16:30 – 18:30 **Workshop: International education and studying abroad: opportunities and challenges**  
*Moderator: Assoc. Prof. Mihaela Arsene, PhD.*  
**Room 2503**  
 Organizer: Faculty of International Business and Economics

18:00 – 19:30 **Competition: Mot à monde – Concours de traduction d’un auteur francophone**  
*Coordinator: Assoc. Prof. Deliana Vasiliu, PhD.*  
**Room 1514**  
 Organizer: Faculty of International Business and Economics

18:00 – 20:00 **Russian movie gala at ASE: A hunting accident**  
**Robert Schuman Room**  
 A 1978 drama, adapted from Anton Chekhov's "The Shooting Party."  
 Organizer: Russian Cultural Center, Faculty of International Business and Economics

**Other events** **Participation to the 17<sup>th</sup> General Assembly of AUF - Agence Universitaire de la Francophonie**  
*Prof. Constantin Marius Profiroiu, PhD. Vice-Rector for International Relations*  
**Marrakech, Morocco, 10<sup>th</sup> to 12<sup>th</sup> May 2017**



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