

INTERNATIONAL KNOWLEDGE FAIR 4TH (ONLINE) EDITION

9-13 NOVEMBER 2020

ORGANIZED BY THE OFFICE FOR INTERNATIONAL RELATIONS

FEATURES

INTERACTIVE SESSIONS AND
WEBINAR

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.

RELEVANT TOPICS

4th Edition - ONLINE

Sharing practices in Erasmus+ mobility, Digital Transformation of Higher Education, International Accreditation, International Projects and International Cooperation

Be Innovative!

Be Proactive!



MONDAY NOVEMBER, THE 9TH



Inauguration of the 4th Edition of International Knowledge Fair

Prof. Constantin Marius Profiroiu, PhD., Vice-Rector for International Relations

09:30 – 10:00

Sharing Best Practices for Effective International Accreditation – The Experience of FEB

guest speakers: Prof. Marina Dabić, Head of Accreditation Process, Prof. Mario Spemic (who leads EQUIS accreditation), FEB ZAGREB

10:00 – 12:00

Organizer: Faculty of Finance and Banking



Sharing Experiences and Practices in Conducting Erasmus Plus Mobility for Studies&Placements
Speakers:

*Nicoleta Popa, ERASMUS+ International Contact Point, Erasmus+ Romanian National Agency
Christine Demeter, Head of Erasmus+ Office, ASE
Maria Todircan & Teodora Fulga, Erasmus officers, ASE*

*Representatives of University of Reading (UK),
Universidade Autónoma de Lisboa (Portugal),
Katholische Universität Eichstätt-Ingolstadt (Germany)*

Representatives of International Students' Associations

10:00 – 12:00

Organizer: Erasmus+ Office, ASE

Integrating Marketing Solutions in the Digital Transformation in Higher Education: Challenges for Post-COVID period

Prof. Călin Vegheș, dean of the Faculty of Marketing

Prof. Ionel Dumitru, vice-dean of Research and International Affairs

Silvian Cențiu, CEO Retina Communications

09:30 - 11:20

Organizer: Faculty of Marketing

Doing and publishing scholarship: the link between teaching and research

Guest Dr. Adina Dudau, Senior Lecturer in Management, University of Glasgow, Adam Smith Business School

10:30 - 12:00

Organizer: DRI

TUESDAY NOVEMBER 10TH

Online Debate “Digital Transformation in Higher Education: Challenges for Post-COVID period”

International Speakers:

Prof. Throstur Olaf Sigurjonsson (School of Business, University of Iceland)

Marko Selaković, Director – Europe (SP Jain School of Global Management)

Giuseppe Ursino, CEO of JO Group (Italy)

Assistant Professor Razvan Craciunescu, expert in Digitalization Processes (Polytechnic University of Bucharest)

12:00 – 14:00

Organizer: DRI

Cooperation Agreements for the Issuance of the Double Degree

Speaker: prof. Biagio Simonetti - Rector's Delegate for international cooperation, University of Sannio (Italy)

12:00 – 14:00

Organizer: Faculty of Cybernetics, Statistics and Informatics





Building Smart Knowledge Networks in Academia through International Projects

Interactive

debate with relevant international partners focused on identifying ways of enhancing project management capabilities

09:30-11:00

Organizer: FABIZ

Sharing Knowledge and Practices for Effective International Accreditation

Internal dissemination of relevant findings and knowledge following the attendance to AACSB seminars.

The session will be moderated by Prof. Marius Profiroiu

13:30 – 15:00

Organizer: DRI

Lessons Learned from Cooperation Agreement for Double Degree Programs

Speakers :

*Prof. Gheorghe Hurduzeu, Dean, Faculty of International Business and Economics, ASE
Dr. Rodica Crudu, Dean of International Economic Relations Faculty, Academy of Economic Studies of Moldova*

16:00 - 17:30

Organizer: Faculty of International Business and Economics

WEDNESDAY NOVEMBER 11TH





Digital Transformation in Higher Education Webinar: Challenges for Post-COVID period

Speaker: Katarina Valaskova, University of Zilina, Slovak Republic

10:00 - 11:00

Organizer: Faculty of Administration and Public Management

THURSDAY NOVEMBER 12TH

Overview and Assessment of THE University Rankings by Subject 2021 – Business & Economics and Social Sciences: Lessons learned and challenges ahead

NOON

Guest speaker: Michael Caruana, Strategic Solutions Director (Times Higher Education)

12:00 – 14:00

Organizer: DRI

The Changing Landscape of Accounting Education: Challenges During and Post-COVID period

Guest speaker:

Prof. Dr. Joanna Krasodomska, Cracow University of Economics, Poland

15:00 - 16:30

Organizer: Faculty of Accounting and Management Information Systems





Present and future perspectives of Erasmus+ program among the students of Faculty of Management

Prof. Claudiu Cicea, vice-dean of the Faculty of Management
Former Erasmus outgoing students

15:30 - 16:30

Organizer: Faculty of Management

THURSDAY NOVEMBER 12TH

AFTERNOON

Discussion with AACSB: Lessons learned and the Overview of Next Steps Forward for ASE International Accreditation

Participants:

Mr. Timothy S. Mescon, Executive Vice President and Chief Officer, Europe, the Middle East, and Africa

Prof. Marius Profiroiu, Vice-Rector for International Relations

Ass.Prof. Vasile Strat, Dean of BBS

16.00 - 17.00

Organizer: DRI

Executive Education - Challenges and Opportunities for enhancing collaboration

Representatives of UQAM – Montreal (Canada) le CNAM – Paris (France), ISCTE EE Lisbon (Portugal), Athena Business School - Mumbai (India), Access MBA

17.00 - 18.30

Organizer: Bucharest Business School



Digital Transformation in Higher Education Webinar: Challenges for Post-COVID period

Guest speaker
Professor SORIN NASTASIA, Head of Department of Applied Communication Studies, Southern Illinois University Edwardsville

18:00 - 19:00

Organizer: Faculty of Theoretical and Applied Economics



THURSDAY NOVEMBER 12TH

EVENING

The COVID-19 Pandemic and Proximity Relationships

November International Workshop of the Romanian Regional Science Association Guest

Speaker: Prof.Dr. André Torre, President of the European Regional Science Association

19:00 - 21:00

Organizer: Faculty of Administration and Public Management





Sharing Best Practices in conducting Erasmus Plus mobility for studies, teaching and placements at the Faculty of Business and Tourism

11:30 – 12:30

Organizer: Faculty of Business and Tourism

Working Together for Establishing a Successful Alliance of European Universities

Representatives from University of Economics in Varna (Bulgaria), University of Economics in Bratislava (Slovakia), University of Sassari (Italy), BFI Vienna

12:00 - 14:00

Organizer: DRI

The EDURES teaching and learning journey in changing times

15:00 - 16:00

Organizer: EDURES team, DRI

Webinar on Research Design

Speaker: Dr.Cristina Neesham, Newcastle University, UK

16:00 - 17:00

Organizer: DRI

Closing Remarks

Prof. Constantin Marius Profiroiou, Vice-Rector for International Relations

17:00 - 17:30

**FRIDAY
NOVEMBER 13TH**



INTERNATIONAL KNOWLEDGE FAIR

9-13 NOVEMBER 2020

An online event organized by the Bucharest University of Economic Studies, coordinated by the Office for International Relations, in the framework of CNFIS-FDI-2020-0190 project entitled "Consolidarea poziției Academiei de Studii Economice din București pe piața educațională internațională"

