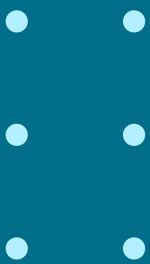


April Newsletter

Faculty of International Business and Economics





FACULTATEA DE RELAȚII ECONOMICE INTERNAȚIONALE FACULTY OF INTERNATIONAL BUSINESS AND ECONOMICS *The International Business School in Romania*



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 **REI Updates**



REI Student Scientific Session

The REI Student Scientific Session took place on April 1. Our students have participated in all its 13 sections, ranging from business, to economics, and even foreign languages and literature. Each year, our students present their research and ideas, in a conference dedicated to incentivizing and rewarding their academic efforts. At the same time, the local phase of the National Olympiad of Economists in Training took place.

REI ARACIS visit

REI hosted during this month the visit of the Romanian Agency for Quality Assurance in Higher Education (ARACIS) evaluation committee for the assessment of the International Business and Economics bachelor programme taught in English. We sincerely thank the teachers, students, graduates, and representatives of the business environment who participated in the meetings with the evaluators and contributed to this important academic process.

Internationalization Strategy

Throughout this month, representatives of the REI management team, together with international students, participated in the consultation process organized by the Department of International Relations for the development of the ASE Internationalization Strategy 2027-2035. We are pleased to take part in shaping the university's future international direction.



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 **Internationalisation and academic cooperation**

Hosting European Academics

REI had the pleasure of welcoming an impressive number of international professors, confirming the faculty's strong international orientation and dynamic academic partnerships. Our guests joined us as visiting professors, through Erasmus+ teaching mobilities and as accompanying staff for BIP students.

- Delivering lectures at bachelor's and master's level: Daniela CRISTIAN, Bayes Business School, City St George's, University of London & Zoran KRUPKA, University of Zagreb, Croatia.
- Participating in the BIP Language in Action: Intercultural Competence in Business Communication: Charlotte LENOIR – University of Artois; Virginie ROCHE-TIENGO – University of Artois; Roxana CIOLĂNEANU – University of Lisbon; Jania SALAZAR – University of Lisbon.
- Participating in the BIP Bridging Cultures and Markets: Intercultural and Business Communication: Jana NUNVÁŘOVÁ, Hradec Králové, Czech Republic; Mgr. Zuzana HUDÁKOVÁ, Comenius University in Bratislava, Slovakia; Mgr. Michaela HROTEKOVÁ, Comenius University in Bratislava, Slovakia.
- Participating in The Second Training School dedicated to Lexical Innovation: Dominik SCHLECHTWEG, University of Stuttgart, Germany; Emma SKÖLDBERG, University of Gothenburg, Sweden; Océane FOUBERT, Jules Verne University, France; and Anna VACALOPOULOU, Institute for Language & Speech Processing, Greece.



Erasmus+ Mobilities

Between April 6-10, Prof. Octavian Jora, PhD, participated in an Erasmus+ teaching mobility program at the University of Malaya in Kuala Lumpur, Malaysia.



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 **Internationalisation and academic cooperation**



Erasmus+ Mobilities

On April 10–13, 2026, Assistant lecturer Anca Tamaș, PhD, participated in an Erasmus+ training mobility program at the School of Business of the University of Chemistry and Technology, in Prague. During her visit, she attended the following courses: Corporate Social Responsibility and Human Resource Systems, which contributed to the development of her teaching skills and academic perspectives.

Erasmus+ Mobilities

As part of the Erasmus+ Blended Intensive Programme “AI and modern approaches in language acquisition”, students explore how AI is reshaping language learning – from chatbots to smart study tools. Our students are representing our university in Prague, Czech Republic, in this Erasmus+ BIP cultural exchange focused on blending language studies and technologies.



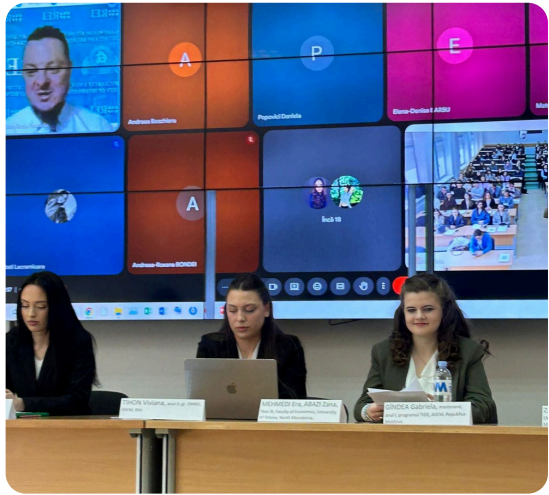
Erasmus+ Mobilities

On April 20–24, the ASE Center for Japanese Studies represented Romania for the first time in an Erasmus+ BIP program dedicated to Japanese studies, hosted by SWPS University in Warsaw. As part of the program "Shaping business relations between Japan and CEE", our REI and LMA students joined other students from over 50 different countries in a multicultural learning experience.



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 **Internationalisation and academic cooperation**



International Conferences

The International Scientific Symposium of Young Researchers organized by the University of Economic Studies of Moldova took place between April 24 and 25, 2026.

During this event, our Dean, Assoc. Prof. Ioan-Radu Petrariu, PhD, delivered a welcoming speech, emphasizing the importance of involving young people in academic research and international collaboration.



Hosting European Academics

From April 14–17, 2026, the Department of Modern Languages and Business Communication within the Faculty of International Business and Economics hosted the Second Training School dedicated to Lexical Innovation, organized by the COST Action European Network on Lexical Innovation. The participants, PhD students and early-career researchers, come from various countries, such as Albania, Poland, Portugal, Spain, Ireland, France, the Netherlands, Luxembourg, Slovakia, Italy, Latvia, Switzerland, Germany, and Sweden. The program was built around two main modules: Lexical Semantic Change Detection, trainers Dominik Schlechtweg (Universität Stuttgart, Germany) and Emma Sköldberg (Göteborgs Universitet, Sweden), and Neology and Gender, trainers Océane Foubert (Université de Picardie Jules Verne, France) and Anna Vacalopoulou (Institute for Language & Speech Processing, Greece).



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 **Internationalisation and academic cooperation**

Erasmus+ BIP Participations

Our Department of Modern Languages and Business Communication has taken part in the BIP Neology for Wordaholics, a Blended Intensive Programme (Erasmus+) hosted by Comenius University, Faculty of Arts, April 20–24, 2026. Our department was represented by two faculty members, Onorina Botezat and Alexandra Moraru, alongside five students who travelled to Bratislava for the physical group mobility



Placement Mobility

In the last week of April 2026, Prof. Anca Ilie and Prof. Alexandra Horobeț accompanied a group of more than 30 REI students who carried out a short-term placement mobility at Harokopio University in Athens, Greece.



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 **Our professors' achievements**



"Emeritus Professor" distinctions were conferred upon some remarkable teaching staff, in appreciation for their outstanding contributions to the university activity: Prof. Gabriela Drăgan, PhD., Prof. Liliana-Violeta Negrea, PhD. and Assoc. Prof. Mariana Săndulescu, PhD.

 **Our students' achievements**

REI Students Volunteering

We are pleased to highlight the valuable contribution of 12 students from the REI and DLMCA departments, who participated as volunteers in the inaugural conference of the European Network for Public Administration, hosted by Bucharest University of Economic Studies. Their involvement reflects the departments' commitment to academic engagement, institutional support, and the active participation of students in high-level international events.



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 **Visiting lecturers & business professionals**



Maria Luís Albuquerque, European Commissioner High-Level Dialogue

On April 23, Maria Luís Albuquerque, European Commissioner for Financial Services and the Savings and Investments Union visited our Faculty and hosted a discussion on current European issues in the field of financial services and capital markets, in a setting designed for direct interaction with students.



Romanian - Japanese Culture Comparative Analysis

The Centre for Japanese studies has hosted the conference "Incantations from Anime: A Comparative Analysis with Authentic Romanian Ones". Yusuke Sumi, PhD, director of the Japanese Cultural Center at Babeş-Bolyai University in Cluj-Napoca, and H.E. Mr. Takashi Katae, the Japanese Ambassador to Romania have joined us for this magical conference.

 **Activities & opportunities for students**

REI New Curricula

First-year EAI-En and EAI-Ro students may now choose two new electives for the next academic year: Volunteering and Social Responsibility, focused on student engagement, teamwork, event organisation, and civic responsibility through faculty volunteering activities, and Developing Scientific Research Competencies, designed to strengthen research, data analysis, and academic writing skills through practical applications in Excel, Power Query, AI tools, and key economic concepts. These new courses further enrich the academic and professional development opportunities available to our students.



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Connection with practice



Soft Skills Lab

Soft Skills Lab REI 2026– Workshop - Integrity in International Affairs took place on April 22. We were joined by Roxana Știr, Sales Manager, Global Fast Logistic, who delivered an authentic lesson on business ethics, transparency, and professional responsibility. We continue the Soft Skills Lab REI 2026 series with the same energy and the same commitment to transforming theory into practice!



Academic engagement in society



Policy & Government Collaboration

The main results of the REI Faculty's flagship project, "Boosting Romania's Bilateral Economic Relations with Strategic Partners in Asia", were shared with the representatives of the Romanian Agency for Investment and Foreign Trade, Ministry of Foreign Affairs of Romania, and Ministry of Economy, Digitalization, Entrepreneurship and Tourism of Romania. The presentation took place within the events marking the 113th anniversary of ASE. The initiative reaffirmed the Faculty's active role in supporting Romania's strategic economic positioning and strengthening relations with key Asian partners.

Logistics & Customs Dialogue

Assoc. prof. Ramona Dieaconescu and Assoc. prof. Oana Popovici participated on the 28th of April in the event "Constanța–București Inland Port Corridor: The Future of Logistics & Customs in Romania," held at the Euroccoper logistics hub in Bucharest. The initiative brought together senior Romanian customs authorities and leading international companies from the automotive, industrial, and logistics sectors, including Automobile Dacia, Renault Group, IB Cargo, and Otto Broker, offering a valuable opportunity for dialogue and exchange with key stakeholders in Romania's logistics ecosystem. We warmly thank Euroccoper for the invitation and look forward to future collaboration opportunities.



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We would be delighted if you shared your achievements with us throughout the month. To help us highlight the vibrant work of our community, please use the dedicated links below whenever you have new activities or accomplishments to report:

- For academic staff: use [this link](#).
- For students: use [this link](#).

Please use your institutional email address when submitting information.

Your contributions ensure that each edition of our newsletter reflects the energy, creativity, and progress of our REI community.