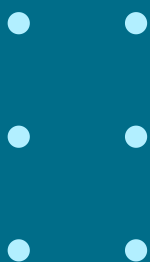


July-August-September Newsletter

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



**ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI**



FESTIVITATEA DE DESCHIDERE
A ANULUI UNIVERSITAR 2026-2027

Invitați:


Monica BIOTA
Partener, Servicii de Audit
PwC Romania


Crina ILIE
EMEA HR Leader
GlobalLogic - Hitachi


Flavia POPA
Secretar General
BRD Groupe Société Générale


Robert UZUNĂ
Vice President Corporate Affairs
Ursus Breweries S.A.

25 septembrie, ora 13:00
Amfiteatrul I, Clădirea Ion N. Angelescu, parter, Piața Romană nr.6
Vă așteptăm cu drag!

Welcome to a New Academic Year at REI!

A new academic year has officially begun at REI! The 2026–2027 academic year opened with full lecture halls, new faces and plenty of energy, as the faculty welcomed both its newest students and those returning for another year of study, projects and opportunities.

The opening ceremony also brought REI students together with representatives of the business community: Monica Biota, Partner, Audit Services at PwC Romania; Crina Ilie, EMEA HR Leader at GlobalLogic – Hitachi; Flavia Popa, Secretary General at BRD Groupe Société Générale; and Robert Uzună, Vice President Corporate Affairs at Ursus Breweries. Their presence added a professional perspective to the start of the academic year and reflected REI's strong connection with the business environment.

For first-year students, the journey started a little earlier with REI START and REI Networking, where they met members of the faculty's management team, connected with students from previous years and got their first glimpse of life at REI. New year, new people, new opportunities – and plenty of REI experiences still to come.

REI wishes students and faculty members alike an inspiring and successful academic year. Welcome back and welcome to REI!



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REI Updates



Student Consultation on REI's Vision – Mission – Values and 2026 – 2030 Strategy

REI invites students to have their say in what comes next and to actively contribute to the co-creation of the faculty's future direction. Their input into the Vision–Mission–Values framework will help shape REI's 2026–2030 Strategy and support the faculty's international EFMD accreditation process. Through a survey open until 25 October, students are invited to share their views on REI's identity, priorities, values, and future development.

The idea is simple: REI's strategy should be co-created with the community it represents. By bringing students' experiences, expectations, and perspectives into the strategic planning process, the consultation gives them a meaningful voice in defining the faculty's priorities and the kind of academic community REI aims to build for the years ahead.



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Our students' achievements



Celebrating REI's Outstanding Bachelor's and Master's Theses

The beginning of the new academic year also brought a moment of recognition for REI students, with PwC Romania awarding outstanding Bachelor's and Master's theses as part of its long-standing collaboration with the faculty. We congratulate Claudia-Elena Bălașa on receiving the Best Bachelor's Thesis Award and Iulia Andreea Coman on receiving the Best Master's Thesis Award, in recognition of their academic excellence and outstanding research achievements.

Monica Biota, Partner in Audit Services at PwC Romania, joined the REI opening ceremony to celebrate the students' achievements and mark another step in the partnership between academia and the business environment. REI also thanks Assoc. Prof. Roxana Voicu-Dorobanțu for her continued involvement in this collaboration.



Internationalisation & Academic Cooperation



REI at the Accreditation Summer Camp 2026

REI was represented by Lect. Alina Alexoiaie, Vice-Dean of REI, and Lect. Cătălin Ploae at the third edition of the Accreditation Summer Camp, held on 2–4 September 2026. The workshop brought together ASE representatives and international academic expertise around AACSB accreditation, internationalisation and institutional development. The programme addressed ASE's accreditation progress, international visibility and benchmarking, with Lect. Cătălin Ploae contributing a session on international benchmarking and global standards. Discussions also explored the transition from ASE's Internationalisation Strategy 2027–2035 towards concrete actions and results.



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Internationalisation & Academic Cooperation



REI at the 48th Session of the UNESCO World Heritage Committee in Busan

REI joined the international conversation on heritage and sustainability at the 48th session of the UNESCO World Heritage Committee, held in Busan, Republic of Korea, on 19–29 July. The faculty was represented by Prof. Clara Volintiru, State Secretary at Romania's Ministry of Foreign Affairs and member of the REI academic community, and Assoc. Prof. Oana Cristina Popovici, Vice-Dean of REI.

Alongside discussions on the protection and sustainable management of cultural and natural heritage, REI highlighted its planned contribution to analysing the economic impact of UNESCO heritage sites in Romania, connecting heritage with another important question: what does it mean for local and national economies? The Romanian delegation was led by H.E. Cezar-Manole Armeanu and Ambassador Simona-Mirela Miculescu.

Networking with Universities and Partners in South Korea

REI strengthened its connections with South Korean academia through a series of meetings focused on new opportunities for teaching, research and international mobility. During an official visit to Pusan National University, Prof. Clara Volintiru and REI Vice-Dean Assoc. Prof. Oana Cristina Popovici discussed potential cooperation with the university's leadership, exploring shared interests in international business, logistics, international trade and Europe–Asia economic relations.

The visit also brought REI together with representatives of Hankuk University of Foreign Studies, Hoseo University, SolBridge International School of Business, Ewha Womans University, Jeju Halla University and Seoul Venture University, alongside Korelation. From double-degree ideas and Erasmus+ opportunities to student and staff mobility, there was plenty to put on the collaboration wish list. REI also introduced its International Week, Visiting Professorships and forthcoming international conference on Global Entrepreneurship – with hopefully more Romania–South Korea academic exchanges to come.





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Internationalisation & Academic Cooperation



Romania – Korea Cooperation: Meeting with Dr. Soyoun Lim and Dr. Geondo Park

REI Dean Assoc. Prof. Ioan-Radu Petrariu and Vice-Dean Assoc. Prof. Oana Cristina Popovici met with Dr. Soyoun Lim and Dr. Geondo Park in Bucharest on 6 August. The meeting continued the dialogue initiated in Seoul at the end of July on strengthening academic cooperation between Romania and the Republic of Korea, this time bringing the conversation to Bucharest.

Discussions focused on student and staff mobility, joint research projects and long-term institutional partnerships, including cooperation with the business community. The exchange identified areas in which the partners could develop future joint initiatives, adding another step to the growing Romania–Korea academic connection.



Bucharest Summer University 2026: REI as Academic Mentor of the 20th Edition

REI returned as academic mentor of the 20th Bucharest Summer University, held on 9–23 August under the theme “Leaders of Tomorrow in International Business and Economics: Reshaping Global Economy”. The programme brought together students from 22 countries for two weeks of academic and intercultural exchange, officially opening on 10 August and turning Bucharest into an international classroom for the summer.

Academic sessions were delivered by Assoc. Prof. Olivia Rusu, Assoc. Prof. Ramona Dieaconescu, Assoc. Prof. Cosmin Joldeș, Assoc. Prof. Roxana Voicu-Dorobanțu and Prof. Liviu Voinea. REI thanks USASE and the ASE Students’ Senate for their organisational support, alongside the Ministry of Foreign Affairs, the National Bank of Romania, KPMG, ING Bank and Siemens for bringing a practical dimension to the programme and connecting participants with the world beyond the classroom.



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Internationalisation & Academic Cooperation



REI at ASEM's 35th Anniversary in Chișinău

Prof. Gheorghe Hurduzeu, member of the REI academic community and President of the ASE University Senate, joined the ASE delegation attending the international scientific conference “Competitiveness and Innovation in the Knowledge Economy” in Chișinău on 24-26 September, as part of the celebrations marking ASEM's 35th anniversary.



Connection with practice / business environment



REI Participation at the USER Conference – TransLogistica Romania 2026

After announcing its participation in August, REI joined the 5th edition of TransLogistica Romania, the International Transport & Logistics Exhibition, held at ROMEXPO Bucharest on 8–10 September 2026. Assoc. Prof. Ramona Iulia Dieaconescu represented REI as a speaker in the “Logistics Needs New Skills” panel, bringing an academic perspective to discussions on the changing transport and logistics sector. The conversation covered future-ready skills, lifelong learning, internships and attracting young talent to logistics, strengthening the dialogue between academia and the professional community. A fitting follow-up to the August invitation, and a chance to bring REI's expertise directly into the industry conversation.



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REI Community



25 Years Later: REI Class of 2001 Returns

REI welcomed back members of the Class of 2001 for a special reunion marking 25 years since graduation. Returning to the faculty where their journey began, the alumni had the opportunity to reconnect, revisit memories from their student years and catch up on where the years since REI have taken them.

A quarter of a century may have passed, but some connections clearly last well beyond graduation. REI was delighted to be part of this special milestone and to welcome its alumni back to the community they helped shape.



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Research activities



Japan: Pre-Modern, Modern & Contemporary

From 2 to 4 September 2026, REI and the ASE Centre for Japanese Studies hosted the 13th International Conference “Japan: Pre-Modern, Modern & Contemporary”, bringing together nearly 30 researchers from 13 countries across 11 thematic sessions. Opening with the keynote “Ways of Seeing Value in an Uncertain World” by Assoc. Prof. Roxana Voicu-Dorobanțu, the conference explored Japan from language and culture to politics and international relations.

Organised in collaboration with Akita University, Kanda University of International Studies, Tokyo University of Foreign Studies and the University of Hyogo, and supported by the Embassy of Japan in Romania, the event brought three days of ideas, perspectives and a little bit of Japan to Bucharest.



IN COLLABORATION WITH OUR PARTNERS
Akita University
Kanda University of International Studies
Tokyo University of Foreign Studies
University of Hyogo



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Research activities



REI at the 34th CEEMAN Annual Conference

From 23 to 25 September 2026, REI joined Bucharest Business School (BBS) and FABIZ in organising the 34th CEEMAN Annual Conference in Bucharest, bringing together an international community of academics, business leaders and public-sector representatives. Under the theme “Business Schools as Ecosystem Orchestrators: Engaging Business, Government, and Society”, the three-day event explored how business schools can connect academia, business, government and society to support innovation and sustainable development.

Prof. Ioan-Radu Petrariu, Dean of REI, contributed as a speaker to the panel “Management Skills for a Digital Future”, moderated by Andrew Crisp, Owner of CarringtonCrisp (UK). Alongside international academics and industry representatives, he discussed how business and management schools can harness the potential of generative AI and digital technologies, address emerging challenges and equip graduates with the skills needed to succeed in an evolving workplace.

For REI, the conference was another opportunity to contribute to international academic dialogue, exchange ideas and build new connections across sectors and borders. The conference may be over, but the conversations and, hopefully, some new collaborations are only getting started.

Coming up at REI: FoE International Conference 2026

REI is getting ready for the 17th edition of the FoE International Conference, taking place on 22-23 October 2026 at the Bucharest University of Economic Studies. Bringing together academics, researchers, business experts and government representatives, the conference will open the floor to discussions on some of today’s key issues in international business and economics, with a particular focus on the European Union.

From global value chains and geopolitical risk to digital trade, sustainability and international entrepreneurship, FoE 2026 promises two days of research, debate and new perspectives at REI. Participants can join in person or online – so save the date and stay tuned!





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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.