



The Bucharest University of Economic Studies
Faculty of Accounting and Management Information Systems

International week

1. Guest lecture: International marketing

Prof. Brooke Reavey, Brennan School of Business, Dominican University, USA (Fulbright Visiting Professor to Romania)

8 May 2018; 9.00 – 10. 20 Room 0329

Description: the event is dedicated to the second year students (English stream) in the accounting and management information systems bachelor program.

2. The role of accounting information in doing business in Romania – an international perspective

9 May 2018; 8.20 – 14.15 Room 2013

Description: the event is organized for an international group of 26 undergraduate students of Indiana University, USA, and a matching group of students from ASE. The seminar is intended to address the role of accounting information in Romania.

Agenda:

8.20 – 8.30 Opening (Prof. Marius Profiroiu – Vice Rector and Prof. Nadia Albu – Vice-Dean)

8.30 – 9.30 *Alexandru Covrig, Terra Bisco:* Current and future outlook of the consumer goods industry in Romania. Benefits and challenges of doing business in Romania after 1989

10.00 – 11.00 *Alexandru Macarenco, Lagardere:* Current and future outlook of the travel retail and distribution industry in Romania. Challenges of doing business in Romania vs other countries in which Lagardère operates

11.00 – 11.30 Q&A

11.30 – 13.00 Networking and lunch

13.00 – 14.00 *Marcel Vulpoi, VTM:* Current and future outlook of the professional services industry in Romania. The unique challenges and benefits of competing against large multinationals

14.00 – 14.15 Closing

