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RDCM *Personalia* Corner

- **The Bucharest University of Economic Studies (ASE) has celebrated its 109th Anniversary, to mark its establishment by Royal Decree on April 6, 1913**

Note from the Editorial Board

ASE Bucharest, the leader of economic and public administration higher education in Romania, has celebrated its 109th Anniversary, to mark its establishment by Royal Decree on April 6, 1913. This special anniversary has a special historical resonance for higher economic education in Romania. As we remembered on another occasion: to do an act of justice to higher economic education involves considering its history, that we write by thinking and acting; we live in a world where we care and history and historical narrative are always based on the experiences of time and space. It is well-known that the contribution of higher education to economic success is vital, the role of higher education being played at the necessary intersection between economic and social challenges, such as economic growth, sustainable development, the ability to compete on a local, national, regional, continental and global level, creating jobs, reducing unemployment, etc. It is widely recognized the impact of higher education on the transformation of social and economic relations, institutions, policies and practices. People are the real source of the competitive advantage of a university actively involved in developing and disseminating knowledge and skills, building and cultivating students' cognitive character, engaging in activities of your local community.



History and historical narrative are always based on the experiences of time and space

The Bucharest University of Economic Studies (ASE) has celebrated its 109th Anniversary, to mark its establishment by Royal Decree on April 6, 1913

The Bucharest University of Economic Studies (ASE) has celebrated its 109th Anniversary- Vivat Academia!



ASE Bucharest, the leader of economic and public administration higher education in Romania, has celebrated its 109th Anniversary, to mark its establishment by Royal Decree on April 6, 1913.

Source: https://www.ase.ro/ase_responsive_en/News_Events/2022/april/program_ASE_109_en.pdf

On 6 April, 2022 ASE Bucharest, the leader of economic and public administration higher education in Romania, has celebrated its 109th Anniversary, to mark its establishment by Royal Decree on April 6, 1913 (https://www.ase.ro/ase_responsive_en/News_Events/2022/april/program_ASE_109_en.pdf).

Within the series of events dedicated to celebrating the 109th anniversary of the prestigious existence of The Bucharest University of Economic Studies (ASE) there were also the Festive Gathering of the Academic Community and the Conferral of Diplomas: “The VIRGIL MADGEARU Academic Merit”; “The Honorary Title of Emeritus Professor” (Aula Magna).

Among those honored in this beautiful festive setting – with the participation of the *distinguished Professors Nicolae Istudor* (ASE Rector) and *Dumitru Miron* (President of ASE Senate) – was also a member of the scientific association Romanian Distribution Committee. It is well-known, for instance, that: reference was made to the Romanian Distribution Committee in the study “Marketing issues in transitional economies”, Springer, 1st edition, August 31, 1999 (Rajeev Batra, William Davidson Institute, Business & Economics, page 167; William Davidson Institute has been established at the University of Michigan in 1992); the European Rapporteur for “Green Book on Commerce” (prepared by the European Commission) sent – on the occasion of the works of the 1997 General Assembly of the Romanian Distribution Committee – the project in question (of the „Green Book”, whose translation was later published by CIDE, INCE,

Romanian Academy) at the same time giving thanks for the contribution that the Romanian Distribution Committee brings to “the professional development of European Commerce”.

An article published in the Romanian Distribution Committee Magazine, vol. 7(1), pp. 22-26, April 2016 – and entitled “*Significant Behavioral Shifts among Consumers and Actions to Take Accordingly by Consumer-Goods Companies and Retailers Enabling their Real-Time Collaboration*” – made reference to a book that appeared at the prestigious publishing house “**Expert**”, Bucharest, being entitled “*Packaging. Attitude for quality: Technology, Economy, Environment*” (Author, *Anca Purcărea*; Editor, **Valeriu Ioan-Franc** – <https://www.crd-aida.ro/our-team/valeriu-ioan-franc-2/>). In this context, it was also highlighted that a valuable academic debate – attended by outstanding personalities such as: **Gheorghe Zaman, Viorel Petrescu, Iacob Cătoiu, Aurel Vainer, Alexandru Redes, Benjamin Cotigaru** (on April 3, 2013, on the special occasion of the celebration of the centennial of ASE Bucharest, the Romanian Ministry of National Education awarded the Diploma of Honor to venerable Professor Benjamin Cotigaru for his significant contribution to the development of education and scientific research in the field of Commodity Science, in honor of his outstanding performance), **Virgil Popa** and others – contributed to the success of this book.



PURCĂREA, Anca, 2016. “Significant Behavioral Shifts among Consumers and Actions to Take Accordingly by Consumer-Goods Companies and Retailers Enabling their Real-Time Collaboration”, Romanian Distribution Committee Magazine , vol. 7(1), pp. 22-26, April.

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...On the occasion of the above mentioned academic debate from 1997 that anticipated actual challenges of the economics of packaging, we noted that if quality is an attitude, and attitude is everything, let's consider an example of attitude for quality. The quality and consistency determined by the common attitude of the members of a PhD Advisory Committee in 1997 influenced the title of a book published more than a year later by “Expert” Publishing House, Bucharest, under a title that is still current: “*Packaging. Attitude for quality*”, author Anca Purcărea, the Bucharest University of Economic Studies (ASE Bucharest)...



The distinguished Professors who were members of this PhD Advisory Committee in 1997 at the Faculty of Commerce (today Faculty of Business and Tourism), ASE Bucharest, were: **Gheorghe ZAMAN, Viorel PETRESCU, Iacob CATOIU, Aurel VAINER, Alexandru REDES** (the last one being the PhD Coordinator). They stimulated a very open discussion about the economics of packaging, the invitees (such as: the Honorary Member of the Romanian Distribution Committee, **Benjamin COTIGARU** - on April 3, 2013, on the special occasion of the celebration of the centennial of ASE Bucharest, the Romanian Ministry of National Education awarded the Diploma of Honor to venerable Professor Benjamin Cotigaru for his significant contribution to the development of education and scientific research in the field of Commodity Science, in honor of his outstanding performance...



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Vivat Academia!**

