

Synthesis of research projects initiated in 2021

In 2021, the Bucharest University of Economic Studies (ASE) initiated research projects covering topics related to the business environment, economy, social and legal aspects, research, students, and technology.

The economic-themed projects aimed at analyzing and addressing economic aspects such as balancing the trade balance of agri-food products, the impact of health and financial crises on economic policies, and reducing the trade deficit. Additionally, aspects related to economic and social security in the Euro-Atlantic area, semiparametric models, shock transmission in network economies, forecasts, and budgetary impact were addressed. In terms of the business environment, research was conducted on organizational culture and risk management, the evaluation of the accounting profession in the EU, Romanian entrepreneurship development, and rural development. These projects promote innovation and sustainability, facilitating informed decision-making in the business environment. Furthermore, social research projects addressed topics such as facilitating sustainable investments, motivating public officials, migration, and waste management.

In the field of technology, ASE initiated research projects for digital development, understanding subscriptions on digital platforms, evaluating the impact of digital services regulations in the EU, studying the adoption of marketing technologies in top companies from different countries, and the legal responsibilities in the field of artificial intelligence. Through these projects, ASE aimed to understand and maximize technological potential, contribute to innovation, and stimulate development in the technological sphere.

Regarding research and development in the academic environment, the university launched projects to consolidate and promote scientific research, develop research infrastructure, and facilitate knowledge transfer. Objectives included the research strategy for the 2021-2030 period, the development of academic journals, and improving institutional performance. Additionally, in the field of education, ASE initiated student-focused projects to cultivate their entrepreneurial spirit, ensure equity, inclusion, and accessibility for students, improve online and offline teaching processes, and optimize educational infrastructure to enhance students' practical skills in the context of digitization.

Through the research projects initiated in 2021, ASE continued to be an active and influential participant in the research field, making valuable contributions in various areas and promoting high standards in the academic and scientific environment.