

Synthesis of research projects initiated in 2022

Through the research projects initiated in 2022, the Bucharest University of Economic Studies (ASE) actively engaged in addressing topics related to the business environment, economy, social and legal aspects, research, students, and technology.

ASE tackled current economic issues, analyzing alternative modeling of speculative bubbles, strategies for balancing the trade balance, the impact of uncertainties on the economic environment, and the effects of the COVID-19 pandemic on the Romanian economy. ASE aimed to provide solutions and make contributions in terms of economic policy, development strategies, and perspectives for national and international economic growth. In terms of the business environment, the university conducted projects dedicated to stimulating and developing businesses, understanding and analyzing the start-up ecosystem, evaluating the business environment and employee performance. Furthermore, the university investigated social and spatial inequalities, sustainable development, and environmental protection, with the aim of proposing measures to promote a sustainable and equitable future.

In the field of technology, the university initiated research projects to explore and investigate the impact of technologies in various domains. These projects addressed aspects such as digital replicas, the adoption of marketing technologies in the international economic environment, the influence of social media applications on retail trade, the evolution of ERP systems in the context of automation, the applicability of secure electronic voting through blockchain technology in university elections, and the legislative framework of the European digital single market. 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 enhance academic performance and scientific visibility. These projects focused on developing institutional capacity for scientific research, promoting open science practices, and consolidating ASE's academic prestige. Additionally, in the field of education, ASE initiated student-focused projects to support their professional development and prepare them for the challenges of the job market. The university promoted an innovative learning environment tailored to the needs and expectations of students through digitalization and an emphasis on responsibility for their own learning. At the same time, ASE supported student entrepreneurship and innovation, and emphasized equity, inclusion, and accessibility for its students.

Through the research projects initiated in 2022, ASE continued to be an active and influential actor in the research field, making contributions in multiple areas of interest and promoting high standards in the academic and scientific environment.