

HMM Personalia Corner

● The 34th Anniversary of the Romanian-American University, “A miracle of Romania”

Note from the Editor-in-Chief

The 90's was a first great decade in RAU history. The regretted professor Ion Smedescu PhD, Founder and Rector of the Romanian-American University (1991-2008) and Honorary Member (1998) of the Romanian Distribution Committee, was the Promoter of the holistic marketing management in building RAU brand. RAU legal personality was approved on April 17, 1991 through the Ruling no. 295/17.04.1991 by the Bucharest's Sector 1 Courthouse. On April 17, 2025 RAU Rector Costel Negricea stated in his message – entitled: *"Together for 34 years — Celebrating the past, building the future!"* — to the members of the RAU academic community as follows: "This university was born from the dream of a visionary man – Professor Ion Smedescu, PhD – who had the courage to look beyond the limits of his time and to believe in education and its power for humanity. And he was right. Over the years, numerous people have found their way, meaning, and self-confidence here. Everything started from an ideal, but it is fulfilled, every day, through people: curious students, dedicated professors, involved colleagues, families who stand by us, partners who support us..."

We can still remember a conversation we had with the distinguished RAU Founding Rector Ion Smedescu in the 90s, when he made reference to a speech (from 1988) of the 40th President of the United States (1981 – 1989) Ronald Reagan: *"America is what she is because she is guided by all three: learning, faith, and freedom. Our love of knowledge has made this nation the intellectual and technological center of the world."* Professor Ion Smedescu widely opened up the gates of knowledge management and innovation, and insisted on building upon prior learning, on search for knowledge pushing forward the identified frontiers while cultivating moral character and virtue of learning and teaching, without forgetting to mention the wise words of our great poet Mihai Eminescu: *"Education is the culture of character, culture is the education of the mind"; "There should be no choice between character and intelligence. Intelligence is very common, character is very rare".*



The "Marketing Club" magazine, of the Romanian-American University's students

Wednesday, 19th of November 2008, Room 017, at the initiative of the Romanian-American University's students

"Marketing Club", an instrument of action, a real investment in the future of the Romanian-American University's students

The next Month: Doing what we have told the Mentor that we would do

ION SMEDESCU
Promoter of Holistic Marketing Management in building the University's brand

A place for marketing enthusiastic students, who will have a chance to launch their ideas and proposals as future marketers, generating debates based on case studies and thus becoming step-by-step the architects of marketing conversation

EXCELLENCE
as a habit, capturing value during transformation
Honoring building organizational resilience and **DRIVING VALUE**, impacting positively on society



HOLISTIC MARKETING MANAGEMENT JOURNAL

JUBILEE ISSUE
Celebrating the 25th anniversary of the Romanian-American University



Magazine

COSTEL NEGRICEA, Ph.D., HABIL. PROFESSOR, RECTOR OF THE ROMANIAN-AMERICAN UNIVERSITY
HONORARY MEMBER OF THE ROMANIAN DISTRIBUTION COMMITTEE
MEMBER OF THE BOARD OF THE ROMANIAN DISTRIBUTION COMMITTEE

VOLUME 13
ISSUE 3
2022





UNIVERSITATEA ROMÂNIO-AMERICANĂ

All our achievements have been possible through the strain and commitment of our founders, through the remarkably visionary spirit and faith of Professor Ion Smedescu, Ph.D. Also,

COSTEL NEGRICEA, Ph. D. Professor
Rector of Romanian-American University

Alege cel mai FORMANT
cel de educație!





The 34th Anniversary of the Romanian-American University, “A miracle of Romania”



A Romanian-American University (RAU) great friend, the regretted Professor Vasile Stănescu, Honorary Member of the Romanian Academy, and Honorary Member of the Romanian Distribution Committee, wrote that ***“we cannot look towards the future without preserving, honoring and valuing the memory of the past, as the only way for continuation; there is a need for strategies and policies in all fields of activity, of a high professionalism and profound morality, of the restoration of the axiological scale, of models and reconsidering values”*** (<http://www.crd-aida.ro/2014/02/vasile-stanescu-path-towards-freedom-from-sensory-knowledge-to-trans-knowledge/>). As a former student of Father Dumitru Stăniloae (“Christian love Theologian”), RAU Founder and Rector Ion Smedescu often mentioned Father Staniloae, speaking of the mysterious beauty of a wonderful landscape and the necessity of the conscious sense of the ordinance, of the beauty, in order to perform a task the right way, in joyful communion.

Former Ambassador of Brazil to Romania (and later Ambassador of Brazil to Belgium), referred to the ***Romanian-American University*** as ***“A miracle of Romania”***. Later, as Ambassador of Brazil to Belgium His Excellency Mr. Moscardo de Souza argued in the Diplomatique Gazette, Bussels (April 1, 2007: <https://www.crd-aida.ro/2007/04/o-%e2%80%99cminune-a-romaniei%e2%80%9d-si-urmarirea-firului-gandurilor-vizionare/>), that a “cultural mutation” would be necessary to transfer the target point of the economic to the meta economic and of the material scenarios to the human person. RAU Founder and Rector Ion Smedescu, commenting the above-mentioned opinion, expressed his pleasure to follow the line of visionary thoughts about the organization of the planetary society in the context of radical changes and extraordinary effects that necessarily impose a new task, specific to a deep and tenacious philosophy, reconciling the conceptions to be able to put the

economy at the service of society, against the background of the development of a more participatory citizen attitude. That same year, a new volume signed by Professor Ion Smedescu (entitled “Presentations, Addresses, Messages (1991-2006)”, and published at the Pro Universitaria Publishing House, Bucharest), offered the opportunity to understand the tenacious constructive approach of the one who sheds a tear of the soul with each passing year added to the history of this above-mentioned “*Miracle of Romania*”.

Seven years later, on April 18, 2014, another interesting coincidence was signaled by our HMM Journal website: “...in Brussels the prestigious journal “*Distribution d’aujourd’hui*” (55ème année, Janvier – Février – Mars 2014; published in French and Dutch) made a new reference to RAU through the expert voice of Professor Léon F. WEGNEZ (Administrator Secretary General of the Diplomatic Club of Belgium, and Co-Founder of the *Diplomatique Gazette*, Bussels). On the occasion of this anniversary of 23 years of excellence in bringing the education and career of the Romanian-American University Students forward, while keeping pace with the times that come and go, and reinforcing the strengths of this wonderful educational citadel by testifying the importance of teamwork governed by values and principles, our whole academic family is continuing to honor the memory of the great man that was Professor ION SMEDESCU, Founding-President and Rector of the Romanian-American University between 1991 and 2008”

(<https://holisticmarketingmanagement.ro/more-than-a-happy-coincidence-a-new-reference-to-the-romanian-american-university-in-distribution-daujourdhui-brussels/>).

It said that from a symbolic point of view, the academic anniversaries signify a combination of spirit with scientific know-how and a starting point for new innovative projects, highlighting the efforts and celebrating the University’s history and its achievements, being hopeful about its future. On April 10, 2025 the website of HMM Journal reflected a RAU remarkable contribution (see the above picture) to the success of the work of the General Assembly of FEDE (FEDERation for European Education / Fédération Européenne des Ecoles), 9-10 april 2025 (<https://holisticmarketingmanagement.ro/remarcabila-contributie-a-universitatii-romano-americe-lasuccesul-lucrarilor-adunarii-generale-a-fedee-9-10-aprilie-2025-budapesta/>).

In his message sent on April 17, 2025 – entitled: “*Together for 34 years — Celebrating the past, building the future!*” — to the members of the RAU academic community RAU Rector Costel Negricea said among other things that: “*Every spring, on April 17, time seems to slow down for a moment, to let us look back with gratitude and forward with hope. The Romanian-American University celebrates 34 years – 34 springs in which it has grown like a tree of knowledge, rooted in the dream of one man and nourished by thousands of minds and characters who believe in the power of education to transform lives and communities... Today, our campus is more than a place of study – it is a space of encounter between mind and soul, between idea and action. It is the place where theory comes to life through practice in the hands of those who dare to explore, and learning becomes a personal and profound experience. None of this would be possible without the committed teacher – that man who listens, encourages, challenges, inspires. A teacher not only teaches, but also ignites the guiding light of knowledge in the minds and souls of those around him. He is the bridge*

between knowledge and becoming, between information and meaning. At the Romanian-American University we have such people – guides of spirit, values and responsibility. On the anniversary hour, we renew our commitment to responsibly provide education that inspires, supports and encourages free thinking, that offers the possibility of understanding the complexity of the world and contributes to the good of others and the planet. Today we celebrate a vibrant, passionate and dedicated community. A community that has the courage to believe that education is not just a profession, but an act of love for the future. Thank you all – for choosing to be part of this community, for giving, day after day, of your energy and faith. Education is a journey that is traveled together, and every step counts. Happy birthday to you, those who make education matter! Happy Birthday, Romanian-American University!”.

