Editorial: A very special event, Dies Anniversarius - 20 Years Anniversary of the Romanian-American University

The Aula Magna of the Romanian-American University (RAU) hosted Friday, April 15th 2011, the ceremony of 20 Years Anniversary, the whole family of the RAU (faculty, students, alumni) together with its special guests from the Romanian and American Higher Education environment honoring the memory of the Founding-President and Rector of the Romanian-American University (1991-2008) Professor ION SMEDESCU, ancestral lamp carrier and keeper of the Romanian spirituality, who lived with intensity, making a constant and coherent effort to transpose in the academic landscape powerful ideas specific to the „cultural architect” that is his beloved „Marketing”, advocating for „intelligent growth”, and often speaking of the necessity of the conscious sense of the ordinance, of the beauty, in order to perform a task the right way.

Following a presentation of the history of RAU, all the participants have contributed to the emotional moments, sharing the excitement of celebrating the jubilee age reuniting friends of the RAU from all continents of the world. It is also worth mentioning that the RAU’s Anniversary Volume enjoyed a warm reception from all the reading public, proving once again that reading has to be really enjoyed on an individual level thanks to the passion and enthusiasm conveyed by the authors who worked on this „case”... 20 years!

Within the calendar of events dedicated to the RAU’s 20th Anniversary, on Tuesday, April 12th, an impressive launch of a „Marketing” (english version) book took place, book written by a group of authors under the coordination of Professor Ion Smedescu. „Respect”, „communication”, and „accountability” were the key words on this special occasion. The late RAU President and Founder, Professor Ion Smedescu did set himself as a standard becoming voluntarily accepted by his colleagues, bringing all of them renewed trust, hope and inspiration, year by year. Professor Ion Smedescu did so much for the Romanian American University and its students, showing an extraordinary intellect, a strong commitment and dedication to providing a quality education, sharing a true love of learning and for the University and bringing a real sense of belonging to all those privileged for participating in the academic life.

As “Holistic Marketing Management” Journal of RAU’s Management-Marketing School did take the challenge of making Professor Ion Smedescu’s dreams coming true, two distinguished Members of the Editorial Board of our Journal honored us by visiting RAU, in May and June 2011, and working with us and our students: Professor John L. Stanton PhD (www.holisticmarketingmanagement.ro/hmm/News/Entries/2011/5/24_Professor_John_L._Stanton,_Chair,_Department_of_Food_Marketing,_Saint_Josephs_Universitys,_Philadelphia,_a_special_invitee_of_the_Romanian_American_University.html) and Professor Bernd Hallier PhD.
Theodor Valentin Purcărea

Editor-in-Chief