Editorial: ***AFER General Assembly and ONEF 2015, Section: Marketing. "ONEF me" – a Benchmark for Student Engagement:***

The works of the Association of Faculties of Economics in Romania (AFER) General Assembly took place on March 27, 2015, being hosted by the Romanian-American University (RAU), which proved once again to be an excellent choice for an AFER productive and participative meeting. RAU Rector Ovidiu Folcut was the traditional great master of ceremonies, ensuring the right tone according to the objective of the important academic event. Professor Ovidiu Folcut, internationally recognized for "the diligent dedications that he always brings forth for Romanian-American University", was one of the coordinators of the Anniversary Volume launched by AFER: "Pages from the Romanian Economic Higher Education History, 1843-2013".



Good working atmosphere at AFER General Assembly

Professor Constantin ROSCA, AFER Executive Director, saluted the very good collaboration with RAU, underlining that the collaborative leaders allow solutions to develop from the best ideas, and that is why it's always a pleasure coming here in this well organized beautiful place (RAU), really a place to come back and to enjoy working collaboratively at the level of AFER as a powerful forum for discussion of specific problems, identifying best practices in Education and Research Universities dedicated to promoting national and international reference standards for higher economic education in Romania. On the occasion of the works of this AFER General Assembly hosted by the beautiful RAU Aula Magna, it has been celebrated

the 95th anniversary of the birth of Academician Nicolae N. Constantinescu ("NN"). Professor Constantin Popescu, the author of the commemorative book "The life and work of the Academician Nicolae N. Constantinescu (1920-2000). 95 years since the birth" (ASE Publishing House), brought again to our attention (with a consistent and emotional approach) the invaluable contribution of the Academician Nicolae N. Constantinescu. Professor Ileana Constantinescu (the Academician's daughter), received an AFER Distinction and the AFER Anniversary Volume handed by Professor Ioan TALPOS, President of AFER. Theodor Purcarea, Professor at the Romanian-American University, Editorial Advisor of the AFER Anniversary Volume ("Pages from the Romanian Economic Higher Education History, 1843-2013"), and former student of Professors Ileana Constantinescu, Constantin Popescu and Dumitru Patriche, grabbed the audience's attention by remembering what he wrote in the AFER Anniversary Volume: "14 years ago, as a member of the team that prepared the paper "Istoria Economiei Naţionale" (History of National Economy) (vol. II) , I had the pleasure of meeting again the professionalism, generosity and pedagogical skill of Academician N. N. Constantinescu. In 2011 I felt again this joy thanks to Professor Niţă Dobrotă, having the honor to work with him when preparing the paper "Mari economişti europeni" ("Great European Economists"), paper indexed both in HOLLIS Classic catalogue of the Harvard University library, no. 013221078, and Chicago University library,no. 8838201). Professor Niţă Dobrotă reminded us in this volume about the "total and disinterested attachment towards Romanian economic education" of Academician N. N. Constantinescu, who was considered, among others, all meaningful, "fearless fighter in the trenches of transition against imposture, incompetence, and irresponsibility". 20 years have passed since the reception Speech – the ecological principle in economic science – delivered at the Romanian Academy by the person who showed that the environmental ecologist will fight against both narrow economics and abusive ecology."



Professor Dumitru Patriche received AFER Lifetime Achievement Award, on the occasion of his 80th birthday, and at the proposal of the Romanian-American University, the Laudatio being presented by Professor Theodor Purcarea. Professor Dumitru Patriche was always that special person inspiring us to give our best in discovering knowledge and innovation, in order to become what we potentially are on the continuous way of shaping our personality. And all this as a continual extension of his powerful personality while guiding us in creating our way by our walking, by stimulating critical and creative thinking, the ability to find, to access, evaluate and use information in order to solve complex problems faced by entrepreneurs, and – in the opinion of RAU Rector Ovidiu Folcut who showed warmth and deep respect towards our distinguished Professor Dumitru Patriche – by helping to create expertise in managing the development of the knowledge society, building interactions between scientists and entrepreneurs, by propelling scientific and economic progress, by pledging for exiting from the current crisis through education and training, and by adequately organizing the transformation process in step with the times.

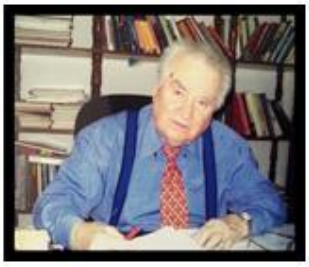


AFER also awarded, within this context, various distinctions recognizing specific achievements (based on the evaluation forms, in accordance with the criteria for the award category).

Two month later, on May 27, 2015, at the International Conference Center of Valahia University, Targoviste, took place the AFER's Awarding Ceremony of the Prizes of the National Students Studying Economics and Business Competition, ONEF 2015, Section: Marketing. The Members of the Presidium were Professors: Adina Neamţu (President of the Jury, Bachelor's

Section), Dorina Tanasescu (the Faculty of Economic Sciences, Valahia University), Ion Stegaroiu (Dean of the Faculty of Economic Sciences, Valahia University), Razvan Zaharia (President of the Jury, ONEF 2015, Section: Marketing), Ioan Corneliu Salisteanu (Vice Rector of the Valahia University), Constantin Rosca (AFER Executive Director), Ion Cucui (President of the Senate of the Valahia University), Theodor Purcarea (President of the Jury, Master's Section), and Sorina Gîrboveanu (Vice President of the Jury, ONEF 2015, Section: Marketing). Other Members of the Jury were: Professors Andreea Daniela Moraru and Tudor Jijie, Student Elena Alina Rada (Bachelor's Section); Professors Amalia Duţu and Dinu Sasu, Student Alina Nicoleta Preda (Master's Section).

Allow us to remember that a moment of silence was held within this context in memory of the venerable Professor Paraschiv Vagu, who passed away on May 22, 2015. The Professor's personality was also evoked, in the presence of his distinguished wife, being well-known that the Professor's personality was underlined by the AFER's Volume "Pages from the Romanian Economic Higher Education History, 1843-2013".



Source: https://sites.google.com/site/fseuvt/



VIVAT MAGISTER

Se spune că valoarea unui om o dau prietenii pe care îi are, iar a unui profesor şi discipolii pe care i-a format. **Profesorul Paraschiv Vagu** are merite sub ambele aspecte: prietenii de cea mai bună calitate, iar mai ales doctoranzii şi doctorii foarte bine pregătiţi profesional.





It is well-known the AFER's strong focus on providing graduates up to date knowledge and practical skills required in the modern workplace, and a framework for their continued development , likely to stimulate critical and creative thinking, the ability to find, to access, evaluate and use information in order to solve complex problems faced by entrepreneurs aware of the implications of the actions initiated and complex decisions in a competitive business environment on the specific relevant markets at the confluence of globalization and integration. The importance of the right interaction with the students was also recalled within this context of ONEF 2015, Section: Marketing, targeting responsibly and accountably teaching students to

adequately apply what they have learned in their marketing courses in approaching the competitive job market and obtaining not only their first job, but also increased financial gains, and greater overall job satisfaction. All 71 participants at ONEF 2015, Section: Marketing, proved to be at the level of the AFER's proactive marketing vision, making it very difficult for the Jury to finally decide the Winners. It is worth to underline both: the Olympic spirit that prevailed again, by inspiring all the participants believing in their abilities to improve, considering that the most important thing is the struggle, and that the essential thing is to have fought well; the participants were impressed by the quality of the organization (the Organizing Committee of the Valahia University being congratuled), the team spirit and collegial atmosphere confirming that excellence in leadership means that people have confidence in themselves. The AFER's Jury ONEF 2015, Section: Marketing, awarded Prizes ("Constantin Florescu" Marketing Grand Prize; "P. Vagu" Special Prize; Applied Research Prize; Originality Prize; Interdisciplinary Research Prize; Creativity Prize) and Honorable Mentions.



It was a happy coincidence that in the same day of May 27, 2015, Ernan Roman (author of both, "Voice of the Customer Marketing", and well-known Huffington Post published blog "Ernan's Insights on Marketing Best Practices"; inducted into the Marketing Hall of Fame thanks to the three Customer Experience methodologies he created: Voice of Customer Relationship Research, Integrated Direct Marketing, and Opt-in Marketing), referred to the importance of seeking new ways to inspire existing customers and attract new customers to a brand so as to give them the best customers experience. This time, Roman asked the well-known "4 Questions for Marketing Innovators" (*What is one marketing topic that is most important to you as an innovator? Why is this so important? How will concentrating on this help improve the customer experience? How will concentrating on this help improve the overall effectiveness of*

marketing?) to Dr. Jens Thiemer, Head of Marketing Communications at Mercedes-Benz.[i] Thiemer explained that as they want to give their customers the "Best Customer Experience" thinkable, they are always seeking new ways to inspire existing customers and attract new customers to their brand. That is why they provided customers with the so-called *"Mercedes me"* (an initiative started in the spring of 2014 as one hub access into the world of Mercedes-Benz), a digital ecosystem revolving around the customer's personal needs, which is combining owned vehicle related solutions with lifestyle content, e.g. travel, music. etc. The above mentioned initiative addresses existing and future Mercedes-Benz customers (while going beyond the "car" as a product and tailoring services, products and lifestyle offers individually for the customers) both primarily via a digital, dynamically growing platform, and via physical touchpoints, like the *"Mercedes me Stores"*. Going on this way, they increase the retention period of customers using "Mercedes me", thanks to the customized content.

We think that AFER's National Students Studying Economics and Business Competition, (ONEF) is an innovative work (a kind of *"ONEF me"*) taking a long time, while:

▪ managing the routine, reorganizing, and marrying utility with engagement, as Tom Peters would say;

▪ actively aligning with students, engaging in open communication, and listening to AFER's professors feedback and students comments, as Ernan Roman would say.



And speaking of our students let us remember that exactly one month before, on April 27, 2015, Răzvan Andrei Nacea – Managing Director, Seytour, and former Romanian-American University Student, communicated to us that he was nominated in Top „30 under 30" special

edition of Forbes Romania – the Romania edition of the famous and world influential Forbes magazine. It is worth to remember within this context that:

● on March 5, 2015, putting together skills, experience and knowledge, and offering all-inclusive packages, Dr. Leahu – Dental Clinics (Dr. Ionut Leahu), and Seytour (Răzvan Andrei Nacea) – the first specialized medical tourism company in Romania – opened the first "Center of Excellence in Health and Tourism" in Romania, by guaranteeing better coordination of patient care for patients travelling from one country to another;

● the Romanian-American University (RAU) organized on May 15, 2013, in collaboration with the Romanian Distribution Committee, a remarkable Round table: "Challenges and opportunities in the tourism industry within the context of globalization," and on that occasion, Răzvan Andrei Nacea addressed the topic of "Medical tourism – a new engine for Romanian tourism development." We are proud of our former RAU Student Răzvan Andrei Nacea, well-known for the application of the creativity in an organizational context, while acting rightly in search of excellence, and committing himself to excellence.

Theodor Valentin Purcărea

Editor - in - Chief

[i] Ernan Roman - Mercedes-Benz Marketing Exec Answers 4 Questions for Marketing Innovators, May 27, 2015, Retrieved from: http://www.erdm.com/blog.php#ufh-i-87371271-mercedes-benz-marketing-exec-answers-4-questions-for-marketing-innovators, 6/19/2015