

Editorial: *Looking Ahead to the 25th Anniversary of the Romanian-American University*

As devoted participants at the seasonal academic symphony of the Romanian-American University (RAU), we enjoy waiting for the 25th spring, knowing that each spring comes with its own meaningful palette belonging to the eyes that can see this unique palette. Now is the right moment to look back and look ahead at how far we have come.

Time was on our side... Time as “the longest distance between two places” (according to Tennessee Williams), allowed us to better understand the words of the famous Romanian sculptor Constantin Brancusi – “To see far is one thing, going there is another” – thanks to the unforgettable valuable contribution of the distinguished Founding-President and Rector of the Romanian-American University (1991-2008) Professor ION SMEDESCU, Ph.D. who made 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, in joyful communion.

Let us recall that the Court of Law of 1st Sector, Bucharest, issued its Ruling no. 295/17.04.1991 “as per art 32 of the Decree no. 31/1954 and art 84 and the following of the Law 21/1924” and granted legal personality to the Romanian-American University (accredited by law in 2002, and receiving the qualification “High confidence rating” from the Romanian Agency for Quality Assurance in Higher Education – ARACIS – in 2010 and 2015). The end of 1991 witnessed the enactment and vote of the Constitution of Romania, by means of each private education was legally recognized as part of the national system of education, and under these new provisions, at the initiative of Professor ION SMEDESCU, Ph.D., on December 11, 1991, the “Romanian-American Foundation for Promoting Education and Culture” (FRAPEC, whose purpose was “the promotion and dissemination of Romanian cultural and civic education values in America and of American values in Romania”) was established (the formal recognition of FRAPEC came by the Ruling no.34/22.01.1992 of the Court of Law of 1st Sector, Bucharest).



It is worth remembering that within the calendar of events dedicated to the RAU's 20th Anniversary, on April 12, 2011, 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. 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 RAU academic life.

Professor ION SMEDESCU, Ph.D. was the design thinker of the holistic marketing management framework which enabled RAU academic community to adequately answer to the challenge of establishing the right goals, and of making the right decisions and monitoring on the way of identifying new opportunities, of creating more promising new values offering, of using capabilities and infrastructure to deliver, year by year, the new RAU offerings more efficiently within the value chain, by proving the commitment in value exploration, creation and delivery.



And as a fact which speaks for itself of RAU proper evolution, allow us to also recall that on October 1, 2015, on the occasion of the official opening of the new 2015-2016 academic year at RAU, held in the Aula Magna, in the presence of students, graduate students, teachers and distinguished guests, RAU Rector Ovidiu Folcut and Professor Dumitru Miron, President of the Romanian-American Foundation for the Promotion of Education and Culture have reconfirmed:

that at RAU knowledge is managed towards wisdom, competing on learning how to build trust and accountability by promoting a better relationship between education and practice, fostering innovation as a multi-dimensional challenge; the continuous RAU's qualitative preoccupation with a better understanding of students' rising needs and expectations in academic quality, employability and the facilities offered to them, and delivering further innovation, by making research sustainable, and adequately utilizing technology in integrating and improving administration and student support, while best approaching the increasingly international context and responsibly and accountably teaching students to adequately apply what they have learned.



As we prepare to celebrate our 25th Anniversary, please allow us to express our congratulations to our RAU Academic Family on this wonderful journey the Romanian-American University has taken to get here, proving both all of its hard work and determination to continue to express our dreams for the future! We will feel deeply honored and privileged to be able to share again with all HMM Readers the joy and pleasure of this this RAU celebration.

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