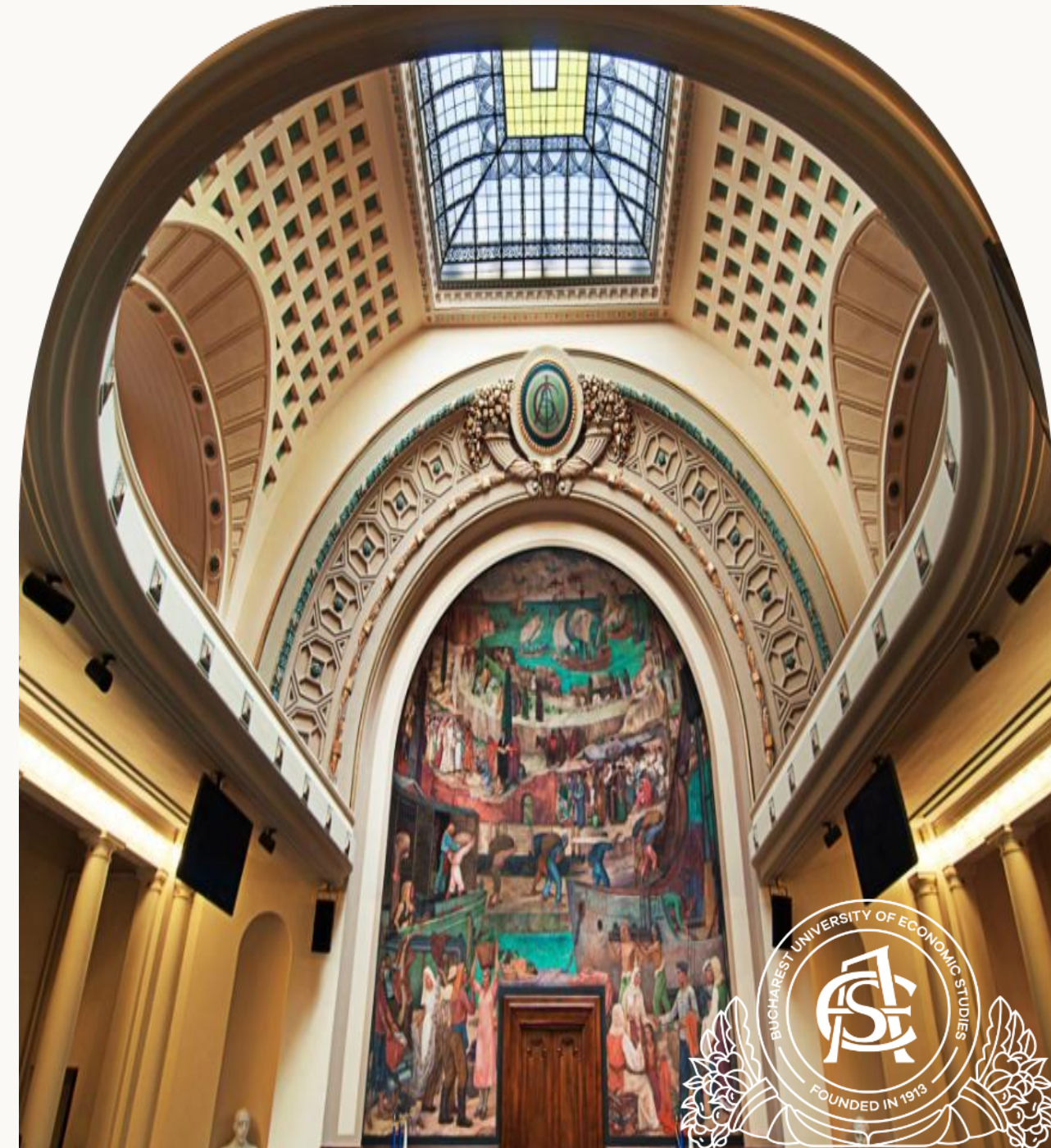


The ASE Partnership Matrix

A Strategic Roadmap for Global Engagement

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OUR UNIVERSITY

13
SCHOOLS

Business Administration in Foreign Languages

International Business & Economics

Bucharest Business School

Business & Tourism

Law

Theoretical & Applied Economics

Agrifood & Environmental Economics

Management

Marketing

Cybernetics, Statistics & Economic Informatics

Accounting & Information Management Systems

Administration & Public Management

Finance, Insurance, Banking & Stock Exchange

24

DEPARTMENTS

in total

900+

ACADEMIC STAFF

10% International

24.000+

STUDENTS

5% International

Universities today often maintain hundreds or even thousands of international partnerships (MoUs, student exchange agreements, joint/double-degree programs, research collaborations, branch campuses, etc.). Managing and prioritizing these relationships efficiently is critical because resources (staff time, funding, etc.) are always limited.





PARTNERSHIPS & MEMBERSHIPS

400+
bilateral agreements
in more than
40
countries



Member of



Network of Universities
from the Capitals of Europe

eua EUROPEAN
UNIVERSITY
ASSOCIATION



Central European Exchange Program
for University Studies

AACSB



HERMES
HIGHER EDUCATION NETWORK
SINCE 1997



& many others.

The Challenge We Face

- ✓ ASE currently has 400+ active international agreements
- ✓ Rapid growth in partnerships over the last 5–10 years
- ✓ Key statistic: 20% of agreements generate 80% of actual activity
- ASE maintains dozens of international agreements spanning continents and disciplines. Yet without a clear framework, we risk spreading resources too thin and missing opportunities for transformative collaboration.
- Main challenges
 - All partners treated equally → inefficient resource allocation
 - Limited capacity to nurture high-impact relationships
 - Difficulty identifying strategic priorities
 - Risk of over-extension and partnership fatigue



Introducing the Three-Tier Model

A structured approach to partnership management that prioritizes depth, breadth, and exploration. Transition from flat list to structured tiers



Tier 1: Anchor Partnerships

Strategic, deep engagement with top institutions featuring joint degree programs, collaborative research centers, and shared faculty appointments.



Tier 2: Core Partnerships

Broad mobility programs and competence development initiatives, including student exchanges, faculty visits, and curriculum collaboration.



Tier 3: Future Partnerships

Exploratory connections in emerging markets, testing compatibility through pilot projects and initial exchanges.

Tier 1: Anchor Partnerships

Our most strategic relationships demand significant investment but deliver transformational results. These partnerships feature multi-year research collaborations, jointly supervised doctoral programs, and integrated curricula that position ASE as a global leader.

Joint Degree Programs

Dual and double degrees that enhance student mobility and credential value

Research Centers

Co-funded labs and institutes addressing global challenges

Faculty Integration

Visiting professorships and collaborative teaching arrangements



Tier 2: Core Partnerships

These partnerships form the backbone of our international engagement, balancing scale with quality. They enable hundreds of students annually to gain international experience while building institutional competencies through faculty development and curriculum innovation.

- Semester and year-long exchange programs
- Short-term faculty teaching exchanges
- Collaborative course development
- Joint conferences and workshops
- Joint summer schools, short programs, or virtual collaboration
- Discipline-specific research collaboration (no large joint structures)
- Regular faculty engagement



Tier 3: Future Partnerships

Innovation requires exploration. Tier 3 partnerships allow ASE to establish presence in emerging markets, test compatibility with potential partners, and position ourselves for future opportunities.

01

Initial Contact

Faculty-led connections and exploratory visits; Initial memoranda of understanding (MoUs); seed funding Projects; scoping workshops

02

Pilot Projects

Small-scale exchanges or research collaboration; Focus on emerging markets, new disciplines, or strategic geographies

03

Assessment

Evaluation against advancement criteria

04

Strategic Decision

Advance to Tier 2 or conclude partnership



The Decision Framework: The Strategic Value

- Alignment with university's strategic plan (e.g., priority disciplines, geographic priorities, rankings goals)
- Research collaboration potential (co-publications, joint grants, PhD co-supervision)
- Student mobility volume and quality (inbound/outbound, fee-paying students)
- Revenue/funding opportunities (tuition, research grants, philanthropy)
- Reputation and ranking impact (partner's position in QS/THE rankings)
- Geopolitical/diversification goals (reduce country risk, new markets)
- Alumni/diaspora connections
- Government or funder priorities (e.g., Study in Romania initiative)



Our vision

To become one of the leaders in education and advanced research in the field of economic sciences and related scientific fields in Central and South-Eastern Europe, contributing to the development of a smart, competitive, and sustainable economy with a positive societal impact.

Our mission

To provide education and advanced research, shaping adaptable and future-oriented professionals who are capable of contributing to the development of an innovative socioeconomic environment in a dynamic global context marked by accelerated digital transformation.

The Decision Framework

Moving partnerships between tiers requires rigorous assessment. Our framework evaluates potential and performance across multiple strategic dimensions.

Research Output

Joint publications, citations, and grant funding success demonstrating intellectual synergy

Regional Influence

Partner's standing and network effects within their geographic market

Discipline Strength

Rankings and reputation in fields aligned with ASE priorities

Student Outcomes

Quality of student experience, employment results, and satisfaction metrics

Institutional Fit

Cultural alignment, administrative compatibility, and shared values

Resource Efficiency

Cost-benefit analysis and sustainable investment requirements

Partnership Progression Pathway

A transparent process for advancing partnerships from exploration to strategic alliance.



Future Partner

Emerging relationship with potential



Core Partner

Established mobility and collaboration



Anchor Partner

Strategic integration and joint initiatives



Expected Outcomes

3x

Resource Efficiency

Focus investment on highest-impact partnerships

By implementing the Partnership Matrix, ASE will gain clarity in decision-making, optimize resource allocation, and build deeper relationships with institutions that truly advance our mission.

25%

Growth Target

Increase in Tier 1 partnerships over five years

Regular review cycles ensure partnerships remain dynamic, responsive to changing circumstances, and aligned with evolving strategic goals.

100%

Strategic Alignment

All partnerships mapped to institutional priorities

Benefits of the Matrix Approach

- . Clear prioritization → better use of limited resources
- . Stronger, deeper impact with Anchor partners
- . Ability to grow in new markets without over-committing
- . Transparency and fairness in partnership management
- . Data-driven decisions reduce politics and favoritism

Next Steps

01

Audit Current Partnerships

Classify all existing agreements using the three-tier framework

02

Establish Review Committee

Form cross-functional team to oversee partnership decisions

03

Develop Metrics Dashboard

Create tracking system for partnership performance indicators

04

Launch Pilot Phase

Implement framework with select partnerships before full rollout

Together, we can transform ASE's international engagement into a model of strategic excellence.

