

Ariana Bejanaru

Romania, Class of 2023

has always dreamed of studying in the US and the Kronospan Scholarship made her dream come true in 2019. It was a big achievement for her family, as she says herself, and everyone started calling her “the American girl”. When she wanders around the campus, she often finds herself thinking “Wow, I am actually here” and feeling lucky to have gotten the chance to experiment and analyze the world in such a “diverse and vibrant place”.

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Her passion for education and innovation made her aware and very receptive of racial diversity and social-economical discrimination, subjects she learned in depth during her Justice and Inequality course. This motivated her to want to take action and give back to the community. Ariana wants to raise awareness in Romania, her home country, about these issues by innovating the educational system, while being part of a team that aims to dissipate the disparities between social groups.



The Kronospan Scholarship is a meaningful project for the Foundation because it reaffirms one of its strongest beliefs - direct impact in education and culture is the first step towards developing communities. Ariana admits that the opportunity granted by the scholarship to study at one of the most prestigious educational institutions in the U.S.A. has contributed immeasurably to her academic and personal growth and has changed her life. “I think that having the opportunity to study at Babson, be around so many innovative and driven people, and live close to Boston, which is one of the intellectual centers in the U.S., is the best thing that has ever happened to me. Babson has become a very important part of my identity and I cannot imagine my life without it”, Ariana said.



Despite the fact that she has just started her Sophomore year this fall, she was amazed to see what a career in business can offer, especially during these changing times. Ariana was impressed by the hands-on learning approach, which succeeds at keeping the students excited about the curriculum while fostering creativity and action. She remembers an important piece of advice from one of her professors, which was to “Take action!”. At Babson, students are encouraged to take the first step towards a great outcome and keep in mind the purpose. “I have never been in a project that did not have the goal of helping the society or coming up with a better way of doing things”, says Ariana. During her remaining years of study, she wants to take part in the London School of Economics’ program and apply for the MFCE program organized by Babson to get hands-on experience as a business consultant for various companies.

The scholarship offered by the Kronospan Foundation is an important beacon for young people’s education because it opens new doors and encourages students to learn and explore the business world. At her first internship in the U.K., Ariana learned from CEO Mike McKenna that “The way you choose to look at things is more important and sometimes the most educated people can make mistakes because they fail to think creatively”. More importantly, she had the chance to see how an international company like Kronospan functions when she completed her internship at Kronospan’s headquarters in Romania. In the future, Ariana would like to take more internships at Kronospan, especially in Bulgaria, to work with the Marketing team and gain more knowledge in this field.

Ariana believes that the Kronospan Foundation’s flagship initiative in supporting young people should inspire other people and companies to get involved in academic and vocational training in their community in order to generate powerful and positive effects on society.