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**Abstract**

The present article addresses the issue of student profiles and their role in Babes-Bolyai University. Identifying student profiles as accurately as possible can yield important information regarding the students' recruitment area, their educational, social and cultural characteristics, and can allow specific policies to be developed and implemented. The article also offers a comparison between certain features of student profiles to be found at national and international levels and the same features as they exist at institutional level. Present and future policies based on student profile are presented. Student profiling allows for the creation of a partnership between students and staff, as well as for the increased efficiency of the educational process. In this perspective, the identification of the student profile in the university is essential. (HRK / Abstract übernommen)