

Foreword

This volume comprises the proceedings of the Second edition of the **Strategica International Conference**, organized by the College of Management, from the National University of Political Studies and Public Administration, in partnership with the National Bank of Romania. The first edition of the **Strategica** (June 27-28, 2013, Bucharest, Romania) academic conference investigated the impact the nowadays technologies and business climate have in the fields of economics, business, media and communication in general. It was a great opportunity for discussion, sharing research, collaboration and intellectual exchange for business, economics, communication and public relations scientists, researchers and scholars from different countries¹.

The second edition (October 2-3, 2014, Bucharest, Romania) of the **Strategica** conference seeks to investigate the evolutions of the business environment in the context of new governmental and international institutions' measures after-crisis. It also aims at exploring the relevance of ethics, values and standards at individual, institutional and social levels in the world of finance and business, considering both a macro-level approach and a micro-level one. The world changed radically during the last decade, the worldwide economic crises having a leading role in the transformations registered by all economies. During the past few years, markets have struggled to manage the turmoil caused by the complex and global financial crisis, while the banking and financial sector seeks to handle more sustainably private and public finances, to regain trust and repair responsibility deficiencies. In this context, decision makers, as well as business leaders are still trying to adapt and search for sustainable business and communication models in which ethics and corporate social responsibility have more important roles. In this new, challenging environment, whether we speak about products and services, reestablishing trust, building understanding and cooperation or about advertising, ethics

1. Selected papers of the Strategica 2013 International Conference are available online at http://strategica-conference.ro/wp-content/uploads/2013%20STRATEGICA_Proceedings.pdf.

or corporate social responsibility, companies will have to make way for new approaches and replace old models.

Therefore, it is relevant not only for the academic environment, but also for businesses today to investigate the relationship between **management – finance – ethics**, in a strategic perspective. We should be able to learn from our past experience and build strategies for the future. The papers included in this volume guarantee that the conference became a platform for interdisciplinary discussions and debates on the new business models arising, the new conducts in management and the role of ethics and corporate social responsibility, by bringing together international experts, researchers and scholars. It comprises scholarly research in various domains: Economics and Business; Finance and Banking; Management and Leadership; Marketing; Business Ethics and Corporate Social Responsibility.

The variety of topics and perspectives approached by the research included in the volume illustrate the wide diversity of interests the academic world and professional economic environment share. We hope that the lecture of this volume will prove to be interesting and thought provoking.

We thank all the participants for their contributions, and we are looking forward for equally valuable contributions during the next editions of the conference.

The Editors