

## **Foreword**

Change, complexity and interconnectivity are the characteristics of the contemporary economies and societies. Globalization and the new social and economic patterns have profoundly influenced the way governments, managers and leaders approach their businesses. Staying and thinking locally have become a menace for the organization survival in a dynamic global arena. The economic drivers and the profit goals have pushed the organization out of its domestic environment and placed it in the middle of the global trends. In this light, thinking and acting globally are no longer seen as an imperative for the development of corporations or large enterprises, but as an adaptive exigency for small and medium organizations whose management has to assume a global mindset. Hereby, going beyond the national borders and beyond the cultural differences is a prerequisite of staying in the game.

In this context, the Strategica 2015 International Conference (October 29-31, Bucharest, Romania) focuses on the local versus global dynamics, from myriad standpoints: business, economics, finance, management, marketing, ethics and such.

The Faculty of Management from the National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania initiated Strategica in 2013, in partnership with the National Bank of Romania. Every year the span of the conference grew constantly, from over 30 academic papers and more than 70 participants from 12 countries in 2013 to over 80 papers presented by almost 170 participants from 20 countries in 2015. The quality of the studies presented has been certified by the indexation of the previous volumes of the conference in Thomson Reuters.

The present volume incorporates the papers discussed during the nine special sessions proposed: Economics, Finance and Banking, Management and Leadership, Marketing and Consumer Behavior, Knowledge Management, Corporate Social Responsibility and Global Strategy, Challenges of Strategic Management, Business Ethics and CSR, and Challenges of Integration into the World Economy and Development. The diversity of the topics approached by the participants at Strategica 2015 makes this volume an image of the wide variety of concerns of academia and practice. Having this in mind, we hope that the enclosed research will be interesting and provocative, rich in ideas and stimuli for further studies.

The Editors