

CALL FOR PAPERS

STRATEGICA INTERNATIONAL CONFERENCE

9th edition: October 21-22, 2021 - Bucharest, Romania (online)

Track:

Family Business

Track chairs:

Raquel Meneses, Porto University, PT

Judit Sagi, Budapest Business School – University of Applied Sciences, HU

Nick Chandler, Budapest Business School – University of Applied Sciences, HU

Family business is a very significant part of all firms worldwide, representing a great percentage of employment and contributing extensively to the GNP. However, family business faces specific challenges; they have to be successful in the family sphere and the business sphere at the same time.

Usually, they are seen as more conservative, avoiding change and preserving emotional wealth. However, currently, we live in a VUCA world, and firms have to adapt to it. The current track on Family Business intends to investigate these complex processes.

Possible research areas for the proposals, although not limited to them, are succession, leadership, emotions, adaptability during the pandemic, etc.

Publishing opportunities

Papers accepted for the conference will be published in the conference proceedings, subject to author registration. The proceedings have an ISBN & ISSN, submitted to **WoS Conference Proceedings Citation Index** and details of the proceedings accreditations are listed on the [conference website](#).

Selected papers will be published in one of the following academic journals indexed in prestigious databases: [Entrepreneurship and Sustainability Issues](#), [Management & Marketing](#), [Challenges for the Knowledge Society](#), [Management Dynamics in the Knowledge Economy](#).

Besides **full academic papers**, the following submissions are welcomed *Works in Progress*, *PhD Research* or *Case Study Submissions*.

Submission details:

Full papers: Papers must have between 4,000 and 5,000 words in length, including abstract, figures, references and appendices. By **June 20, 2021**, papers should be sent as .doc or .docx attachments by e-mail to strategica@facultateademanagement.ro, including in the subject of your e-mail the track you are addressing. Please, also include the submission form available on the website of the conference – <http://strategica-conference.ro/>

All full papers will be double-blind reviewed to ensure an adequate standard, that the proposed subject has been followed, that the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.

Important deadlines

- Full paper submission: **June 20, 2021**
- Final paper due: **July 27, 2021**

Main traks

Economics | Finance and Banking | Management and Leadership | Supply Chain Management | **Family Business** | Knowledge Economy | Marketing and Consumer Behavior | Green Marketing as a Tool of Sustainability | Consumer Culture Theory | Business Ethics and CSR | Social Economy: A Business Model for the Future | Employee Wellbeing and Sustainable Human Resource Management | Towards Sustainable and Smart Organizations and Communities | Seniors' Wellbeing in the Contemporary Society | Globalization Between Revolution and Disaster

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