

## CALL FOR FULL PAPERS

# STRATEGICA ONLINE CONFERENCE

9<sup>th</sup> edition: October 21-22, 2021 - Bucharest, Romania

### Track: Knowledge Economy

#### Track chairs:

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**Rareș Mocanu**, SNSPA, RO

Knowledge Economy (KE) is increasing its contribution to GDP of most countries in an accelerated rhythm and enlarges rapidly toward the emergent economies. In KE, knowledge becomes a strategic resource, and managing knowledge becomes a driving force of achieving a competitive advantage. Suggested topics may cover, but are not limited to, the following aspects of KE:

- Knowledge as a strategic resource, at individual and organizational levels.
- Organizational knowledge dynamics: models and processes.
- Knowledge workers and knowledge management.
- Knowledge strategies for a turbulent business environment.
- Intellectual capital, models, evaluation, reporting and disclosure.
- Organizational learning and the learning organizations.
- Knowledge creation and innovation.
- Knowledge risks in a competitive global market.

**The IAKM members benefit of a 20% discount.**

### Publishing opportunities

Papers accepted for the conference will be published in the conference proceedings, subject to author registration. The proceedings have an ISBN, 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:

- **Work in Progress:** Researchers are invited to submit current projects which are either at the proposal stage or are work in progress.
- **PhD Research:** Doctoral Candidates are invited to submit papers describing their research.
- **Case Study Submissions:** Submissions should be written to publishable standards.

## Submission details:

**Full papers:** Papers must have between 4,000 and 5,000 words in length, including abstract, figures, references and appendices. By **May 25, 2021**, papers should be sent as .doc or .docx attachments by e-mail to [strategica@facultateademangement.ro](mailto:strategica@facultateademangement.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 of their abstract has been followed, that the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.

Members of IAKM benefit from discounts.

## Important deadlines

- Full paper submission: **May 25, 2021**
- Final paper due: **July 25, 2021**

## Main tracks

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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