

CALL FOR PAPERS

STRATEGICA INTERNATIONAL CONFERENCE

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



Track:

Towards Sustainable and Smart Organizations and Communities

Track chair:

Mauro Romanelli, University of Naples Parthenope, IT

Developing sustainability and smartness helps to improve the quality of life within organizations and communities by rediscovering new opportunities for value creation. Pandemic crisis due to COVID-19 is challenging organizations and communities to accelerate in rethinking a smart and sustainable view to the future by promoting innovation in order to design operational and strategic changes in blending traditional and online work and services. Organizations are facing the challenge of managing social and economic sustainability as a vision and source to drive innovation and change, and redesign strategies and structures, redefine behaviors and actions in order to act ethically and perform tasks rethinking the way to positively influence the social and environmental issues within communities for society. Information and communication technologies enable cities and communities to become smart and sustainable, support modernization of public administration, and drive organizations to go digital and smart, to promote smart working as a way to contribute to services co-production and value creation. Public organizations embracing digital and smart technologies and mindset reinvent the role of public sector organizations which rediscover public values, civic duties and ethical responsibilities in front of the society and communities.

We would like to discuss about the concepts of sustainability and smartness within public and private organizations, and communities by attracting both theoretical and empirical papers and studies investigating the aspects below:

- public value creation and human resource management driven by digital and smart technologies
- financial, economic and social performances of public and private organizations
- ethical aspects of public administration interacting with citizens by technologies after Pandemic COVID-19
- sustainable, inclusive and smart organizations and communities
- co-production of public service and public value co-creation after Pandemic COVID-19
- sustainability and innovation in public services for healthy and inclusive cities and communities
- digital and smart government and public management reform
- the future smart working after Pandemic COVID-19
- organizational and strategic change within public administration



- the role of public servant: personnel management and human resources
- information and communication technologies to drive service innovation after Pandemic COVID-19
- citizens' involvement and participation in managing *res publica*
- public policies for sustaining inclusive growth and economic development
- law, ethics and public administration, public policies for inclusive and sustainable development of society

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 **May 25, 2021**, papers should be sent as .doc or .docx attachments by e-mail to strategica@facultateademanager.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: **May 25, 2021**
- Final paper due: **July 25, 2021**

Main traks

Management and Leadership | Economics | Finance and Banking | 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 | Sustainable Human Resource Management and Employee Wellbeing | **Towards Sustainable and Smart Organizations and Communities** | Seniors' Wellbeing in the Contemporary Society | Globalization Between Revolution and Disaster