

## CALL FOR FULL PAPERS

# STRATEGICA ONLINE CONFERENCE

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

As our community's safety and wellbeing are of utmost importance to us, we made the decision to embrace digitalisation during the year: STRATEGICA 2021 is an online videoconference.

### Track: Business Ethics and CSR

#### Track chairs:

**Patrizia Gazzola**, Insubria University, Varese, Italy

**Andreia Andrei**, Alexandru Ioan Cuza University, Romania

The proposed track is addressing two major aspects of the current business environment: ethics and social responsibility. Although they apparently go hand in hand, the business reality proves that they are usually treated differently: ethics is a choice while CSR falls into a "marketing trap".

Starting from these, the issues covering this track include:

- ethics and the contemporary business environment;
- guidelines for companies' accountability and reporting;
- social entrepreneurship; innovation, ethics and regulation;
- communication for better business;
- Social media and ethical concerns;
- values-led marketing strategies;
- setting the limits: greenwashing and other unethical practices in the business environment.

The aim of this special track is to encourage a discussion about company's responsible behavior in a dynamic and complex environment, where stakeholders are the cornerstone.

### Publishing opportunities

Papers accepted for the conference will be published in the conference proceedings, subject to author registration. The proceedings have an ISBN and ISSN, submitted to **WoS Conference Proceedings 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 **June 20, 2021**, papers should be sent as .doc or .docx attachments by e-mail to [strategica@facultateademanagement.ro](mailto: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

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 | Employee Well-being and Sustainable Human Resource Management | Towards Sustainable and Smart Organizations and Communities | Seniors' Wellbeing in the Contemporary Society | Globalization Between Revolution and Disaster

Web: [www.strategica-conference.ro](http://www.strategica-conference.ro)

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