

## CALL FOR PAPERS

# STRATEGICA INTERNATIONAL CONFERENCE

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



**Track:**

**Consumer Culture Theory**

**Track chair:**

**Cristina Galalae, University of Leicester, UK**

The Consumer Culture Theory track invites submissions that examine consumption from a social and cultural perspective. We welcome qualitative and theory driven work investigating aspects of the consumer culture phenomena pertaining to the following key domains and their points of intersection:

- Consumer Identity Projects
- Marketplace Cultures
- The Socio-historic Patterning of Consumption
- Mass-Mediated Marketplace Ideologies.

If you have any question about this track, please contact Dr. Cristina Galalae at [Cristina.galalae@leicester.ac.uk](mailto:Cristina.galalae@leicester.ac.uk).

### 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@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 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

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

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