

CALL FOR PAPERS

STRATEGICA INTERNATIONAL CONFERENCE

8th edition: October 15-16, 2020 - Bucharest, Romania

Preparing for Tomorrow, Today

The Faculty of Management from the National University of Political Studies and Public Administration (SNSPA) and the Romanian Academic Society of Management (SAMRO), with the support of the National Bank of Romania, announce the Call for Papers for the eighth edition of the International Conference STRATEGICA, to be held in Bucharest, October 15-16, 2020.



Preparing for Tomorrow, Today

What does the future hold for people, organizations, networks, societies and economies? What challenges will redefine the overall landscape? What is going to turn into yesterday's news or is prone to become tomorrow's MUST? What can we do about it?

These are just a few questions which dare us to start **Preparing for Tomorrow, Today**. The unprecedented rhythm of change and disruptions at all levels has triggered novel philosophies and action plans for both academics and practitioners. Stakeholders are challenged to spot and pursue

“moving targets” conceptually and empirically speaking and to act in proactive and agile manners. Foreseeing, planning, projecting, preparing the future no longer works as a fashionable approach, but as a survival kit for all-size actors. The future is not an extrapolation of the present time, but emerges with unexpected events. Deliberate strategies should be integrated with emergent strategies and adapted continuously to the changing environment. The structural characteristics of the most prepared entities have evolved towards dynamic capabilities displaying a great transformation potential within a leading-edge macro environment. Adaptation has been outflanked by agility whereas reaction has been overtaken by proaction in the quest for sustainable competitive advantages.

Today, meeting tomorrow mirrors articulate visions, irreplaceable resources, strong engagement and open minds, all of them embodied by farsighted leaders. Going by the book in an exclusive manner has fallen short to be the norm, foregoing the imperative of change becoming the norm itself. The only admissible standard for tomorrow is innovating today on solid, yet flexible grounds.

Revolving around these pivotal frameworks, the eighth edition of Strategica International Conference – **Preparing for Tomorrow, Today** – aims to become an agora for academic debates on multidisciplinary and transdisciplinary topics, envisaging novel conceptualizations and operationalizations of the future in all its social, economic, technological, cultural, thus multidimensional facets. We therefore invite worldwide scholars to contribute to the debates on ever-evolving issues liable to call forth innovative research and practical directions and to spark off farseeing mindsets!

Confirmed Keynote Speakers

- **Jacques Le Cacheux** - Professor, Sciences Po Paris, Stanford, Ecole des Ponts et Chaussées & Université de Pau France, ex-Director and Main Researcher OFCE Paris
- **Megan Green** - Senior Fellow at the Mossavar-Rahmani Center for Business and Government at the Harvard Kennedy School
- **Lucian Anghel** - Associate Professor SNSPA, President of the Board of Directors of the Bucharest Stock Exchange

Main tracks

Management and Leadership | Economics | Finance and Banking | Business Administration | Knowledge Economy | Marketing and Consumer Behavior | Business Ethics and CSR | Social Economy | Challenges in Project Management | Towards Sustainable and Digital Organisations and Communities

Mini-track proposals to be emailed at strategica@facultateademangement.ro by **January 25, 2020**.

Publishing opportunities

- Conference proceedings (e-book with ISBN, edited by a prestigious publishing house). STRATEGICA 2013-2018 Proceedings are included in Conference Proceedings Citation Index (ISI Proceedings – Clarivate Analytics). The 2019 edition is under consideration.
- Selected papers will be published in *Entrepreneurship and Sustainability Issues* (Thomson Reuters ESCI Web of Science, Scopus, EconBiz, etc.), *Management & Marketing, Challenges for the Knowledge Society* (Thomson Reuters ESCI Web of Science, Scopus, Cabell's, Index Copernicus, etc.), and *Management Dynamics in the Knowledge Economy* (Cabell's, EBSCO, ERIH Plus, Index Copernicus, etc.).

Certificates

- **Certificate of presentation** will be issued to participants presenting their research in sessions.
- **Certificate of chairing a session** will be issued to chairs acknowledging their role at the conference.
- **Best Paper Award** will be conferred to the author(s) of the best paper presented at the conference.

Important deadlines

- Abstract submission: **March 15, 2020**
- Abstract feedback: **March 30, 2020**
- Full paper submission: **June 12, 2020**
- Reviewer feedback: **July 10, 2020**
- Final paper due: **July 24, 2020**

Conference fee (per participant)*

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| Early-bird registration (by 10.09.2020) | 200 Euro / participant 90 Euro / MA & PhD student |
| Regular registration (11.09 – 30.09.2020) | 260 Euro / participant 150 Euro / MA & PhD student 100 Euro / Practitioner |

* Please note: While all authors are encouraged to register and attend the conference, at least one author per accepted paper must register and attend the conference for the paper to be published in the conference proceedings.

Members of the **Romanian Academic Society of Management (SAMRO)** benefit from a 50% discount.

Members of the **International Association of Knowledge Management (IAKM)** benefit from a 20% discount.



Conference venue

National Bank of Romania – the Old Palace, str. Doamnei no. 8 & SNSPA (National University of Political Studies and Public Administration), Blvd. Expoziției 30A, Bucharest

Contact

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