



STRATEGICA 2021: Shaping the Future of Business and Economy

Call for Papers

Unexpected times brought to the fore major transformations lately. What dynamics redefine now the overall business and economic landscape? What is the impact on management practices that the accelerated adoption of technology and AI, and the shifts in working habits and consumption trends have? What are the winning emerging strategies which address the complex crises the world faces today? What strategic choices do the shapers in industry and finance choose and what is their probable impact? Who are the runner-ups and how are their perspectives changing?

What is the future going to look like?

Up to this point, we observe that in many fields adaptation has been outflanked by agility, whereas reaction has been overtaken by proactive attitudes in the quest for sustainable competitive advantages. The unprecedented rhythm of change and the appearance of disruptions at all levels triggered by the most recent developments will be explored during the conference.

The ninth edition of STRATEGICA International Conference – Shaping the Future of Business and Economy – aims to become an agora for multidisciplinary academic debates. New conceptualizations and concepts' operationalization are expected to be presented, as a result of the studies and of the debates regarding the multidimensional shifts the human civilization faces at many levels. We therefore invite scholars to contribute to the debates on the evolving issues liable to call forth innovative research and practical directions, and to spark off far-seeing minds!

Confirmed Keynote Speakers:

Anthony de Lannoy – Alternate Executive Director, International Monetary Fund

Mugur Tolici – HR Director, National Bank of Romania; Associated Professor, SNSPA

Lajos György Szabó – Vice-Rector for Education, *Corvinus* University of Budapest

Eric Tsui – Professor, Hong Kong Polytechnic University

Main tracks:

Management and Leadership | Economics | Finance and Banking | Business Administration | Family Business | Knowledge Economy | Marketing and Consumer Behaviour | 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 Digital Organisations and Communities | Seniors' Wellbeing in the Contemporary Society | Globalization Between Revolution and Disaster

Publishing opportunities:

Conference proceedings are published as an e-book with ISBN, edited by a prestigious publishing house. STRATEGICA 2013-2019 Proceedings are included in Conference Proceedings Citation Index (ISI Proceedings – Clarivate Analytics). The 2020 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:

Full paper submission: **May 25, 2021**

Reviewer feedback: **June 25, 2021**

Final paper due: **July 25, 2021**

Conference fee (per online participant)*

Early-bird registration (by 10.09.2021)	80 Euro / online participant 40 Euro / online MA & PhD student
Regular registration (11.09 – 30.09.2021)	100 Euro / online participant 75 Euro / online MA & PhD student 50 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.

Members of **CIRIEC** benefit from a 20% discount

Members of the **ENAS network** benefit from a 20% discount.

Members of the **STRATEGICA friends circle** (participants to at least 3 previous editions) benefit from a 20% discount.

Participants who qualify for any of these categories should specify this in the submission.

Contact:

Web: www.strategica-conference.ro

E-mail: strategica@facultateademanagement.ro

Facebook: <https://www.facebook.com/strategicaconference/>