**The 11th edition of STRATEGICA International Conference**

**Managing Business Transformations during Uncertain Times**

October 26-27, 2023, Bucharest, Romania

*This edition will be held in a hybrid format. Authors may choose to present their papers on site or online.*

Recent years have brought to the fore novel challenges to businesses and economies. The current dynamics regarding the demographics and migrations, the changing of the values embraced by societies and the shifting consumer behaviours, as well as the rapid evolution of novel technologies that can be applied in all business-related fields of activity, create multiple avenues of growth. Accelerating digital transformations and advances in machine learning and AI, coupled with the aftermath of the COVID-19 pandemic and its impact on supply chain security, with the pressures stemming from regional geopolitical instability, from inflation and stagflation, create both opportunities and turmoil for the business environment.

Owning enough relevant data, being able to process it, having the strategic knowledge and the instruments needed to operate in unpredictable environments, are prerequisites to organisational survival. The capacities to incorporate new technologies in the business processes and to innovate are necessary for growth, as building and maintaining competitive advantages is now more difficult than during previous decades. Work trends such as the Great Resignation, Quiet Quitting, and remote working only add supplementary challenges to organisations that learn how to navigate an increasingly alert and fragmented environment, where customers expect more immersive experiences, where online communities play major roles for brands, and where the preoccupation with sustainability and the imperative of reaching zero emissions are widespread among business owners, leaders, governing bodies, scholars, and analysts.

STRATEGICA 2023 is a platform that brings together academics, researchers, authorities, business representatives, and policymakers in order to share their views, experience, and latest research results, aiming to contribute to building a better, sustainable and more inclusive future.

We welcome papers advancing novel academic research results on management, marketing, economics, finance, future of work, consumer trends, contemporary brand management, and encourage interdisciplinary conversations regarding decision making in society and organisations.

**Tracks\*:** Business Ethics and CSR | Economics | Finance and Banking | Knowledge Management | Management and Leadership | Marketing | Towards Sustainable and Digital Organizations and Communities

\*The call for mini-tracks is open. Information on new mini-tracks will soon be available.

**Publishing opportunities:**

Conference proceedings are published as an e-book with ISBN, edited by a prestigious publishing house. STRATEGICA 2013-2020 Proceedings are included in Conference Proceedings Citation Index (ISI Proceedings – Clarivate Analytics). The 2021 and 2022 editions are under consideration.

Authors of selected papers will be invited to expand their research in order for their works to be published by partner journals.

**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 due for review: **September 4, 2023**

Notification of full paper acceptance (including requested changes): **September 25, 2023**

Full paper submission (with changes implemented): **October 9, 2023**

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| **Conference fee** | |
| Registration | Academics / 250 Euro or 1250 lei  Students (PhD or Post doc) / 200 Euro or 990 lei |
| Supplementary paper | 75 Euro or 370 lei |

SAMRO members benefit from a 50% discount for the conference fee (registration).   
  
The conference fee includes, for one person: conference attendance, publication of one paper, access to the events during the conference. In case of on-site attendance, the fee includes the meal and coffee breaks.

Please note that at least one author per accepted paper must register and attend the conference for the paper to be published in the conference proceedings. Only the papers presented during the sessions will be published in the conference volume.

An author who submits more than one paper (as single author or as a co-author with the same team of co-authors) needs to pay the supplementary paper fee. If a person co-authors a paper with a different team, then they need to pay the full fee for the second paper as well. A person may submit as single author or co-author maximum two papers.

**Conference fee payment details:**

The conference fees are to be paid by bank transfer, in EUR or RON. Please use the exchange rate of the National Bank of Romania, as per the day of the payment.

Bank: BRD Societe Generale, Sucursala Piata Romana  
Remittee: SNSPA – Facultatea de Management  
Account No. for EUR: RO87BRDE445SV33643834450  
Account No. for RON: RO02BRDE445SV33643594450  
SWIFT Code: BRDEROBU

*Payment details to be communicated to the bank:*

For the conference fee: STRATEGICA fee Participant Name  
For the supplementary paper fee: STRATEGICA sup Participant Name

Bank transfer costs are to be paid by the participant, in addition to the conference fee. The payment proof shall be sent together with the full paper by October 9, 2023.

**Contact:**

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