

The 13th edition of STRATEGICA International Conference

Strategy in Challenging Times: Foresight and Decisions in Business and Economics

October 23-24, 2025, Bucharest, Romania

Authors may choose to present their papers on site or online.

STRATEGICA 2025 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, leadership, economics, finance, business ethics, knowledge management, AI development and its relevance to the economy, to the business environment and practices, marketing, and brand management. We encourage interdisciplinary endeavours regarding decision making in society and organisations, innovative practices and entrepreneurship, environmental, social, and corporate governance (ESG), and the 17 Sustainable Development Goals (SDG).

Tracks:

- AI and Consumer Behavior: Understanding Marketing Dynamics
- Business Ethics and CSR
- Economics
- Entrepreneurship and Family Business
- Employee and Organizational Resilience
- Finance and Banking
- Knowledge Management
- Major Organizational Transformations
- Management and Leadership
- Marketing and Consumer Behaviour
- Marketing New Perspectives: AI Trends and Digital Approaches
- Redefining Business Norms by Circular Economy and Social Entrepreneurship
- Sustainable Management Practices in Culture
- Sustainability and Corporate Governance: Bridging Accountability and Strategy
- Systemic Collaboration and Innovation Ecosystems for Sustainable Value Creation
- Towards Sustainable and Digital Organizations and Communities

The following types of submissions are welcome:

- Full papers
- Extended abstracts

All submissions should be sent to strategica@facultateademangement.ro

Publishing opportunities

Full papers will be considered for publication in the conference proceedings volume, subject to passing a double blind peer review process, author registration, conference fee payment, and presentation at the conference.

Conference proceedings are published as an e-book with ISBN, edited by a prestigious publishing house.

Authors of **selected papers** will be invited to expand their research and submit their work to partner journals: [Management Dynamics in the Knowledge Economy](#), [Modern Management Systems](#), [Culture. Society. Economy. Politics](#)

Authors of **extended abstracts** will only be able to present their work at the conference, after passing a double-blind peer review process, after author registration, and conference fee payment. Their work is not subject to publication.

All authors who present their submitted work at the conference receive an **Attendance certificate**.

Important deadlines

Early bird

Full paper/ extended abstract submission due for review: **June 15, 2025**

Notification of full paper acceptance (including requested changes): **June 30, 2025**

Full paper submission (with changes implemented): **July 14, 2025**

Regular

Full paper/ extended abstract submission due for review: **September 15, 2025**

Notification of full paper acceptance (including requested changes): **September 30, 2025**

Full paper submission (with changes implemented): **October 15, 2025**

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

Discounts:

SAMRO and IAKM members: 50% discount for the conference fee (registration).

CIRIEC members: 20% discount for the conference fee (registration).

Online attendance: 30% discount for the conference fee (registration).

Early bird registration: 10% discount for the conference fee (registration).

Discounts are not cumulative. In case more discounts may apply to one author, the author is entitled to choose the highest discount available to them.

The conference fee includes, for one person: conference attendance, the publication of one paper (for authors who submit full papers) or the presentation of one paper (for authors who submit extended abstracts), and access to the events during the conference. In case of on-site attendance, the fee includes the meals and coffee breaks during the events.

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

An author who submits more than one full paper/ extended abstract (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 full paper/ extended abstract with a different team, then they need to pay the full fee for the second entry as well. A person may submit as single author or co-author maximum two full papers/ extended abstracts or one full paper/ one extended abstract.

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 15, 2025**.

Contact:

Web: www.strategica-conference.ro

E-mail: strategica@facultateademanagement.ro

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