

## **CALL FOR PAPERS**

# **STRATEGICA INTERNATIONAL CONFERENCE**

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

## **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? How can we effectively face crisis?

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 emerges as a fashionable approach, but as a survival kit for all-size actors. 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.

### **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, Mossavar-Rahmani Center for Business and Government at the Harvard Kennedy School

**Myriam Sidibe** – Senior Fellow, 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

### **Tracks**

Management and Leadership | Economics | Finance and Banking | Business Administration | Knowledge Economy | Marketing and Consumer Behavior | Business Ethics and CSR | Social Economy | Crisis and Risk Management | Challenges in Project Management | Towards Sustainable and Digital Organizations and Communities | Seniors' Wellbeing in the Contemporary Society

## Publishing opportunities

Papers accepted for the conference will be published in the conference proceedings, subject to author registration. The proceedings have an ISBN, submitted to **WoS Conference Proceedings Citation Index / ISI Proceedings** 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:

- **Work in Progress:** Researchers are invited to submit current projects which are either at the proposal stage or are work in progress.
- **PhD Research:** Doctoral Candidates are invited to submit papers describing their research.
- **Case Study Submissions:** Submissions should be written to publishable standards.

## Submission details:

**Abstracts:** All submission types require an abstract up to 700 words in the first instance, to be received by **April 15, 2020**. Please read the guidelines at <http://strategica-conference.ro/submission-registration-instructions/>.

**Submissions:** Only accepted by e-mail at [strategica@facultateademangement.ro](mailto:strategica@facultateademangement.ro).

**Full papers:** If the abstract has been selected, papers must have between 3,000 and 4,000 words in length, including abstract, figures, references and appendices. By **June 12, 2020**, 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.

All full papers will be double-blind reviewed to ensure an adequate standard, that the proposed subject of their abstract 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

- Abstract submission: **April 15, 2020**
- Full paper submission: **June 12, 2020**
- Final paper due: **July 24, 2020**

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

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