

ACADEMIC & BUSINESS PARTNERSHIP

Supply Chain Management for Efficient Consumer Response Conference

21ST – 22ND
OCTOBER
2021

TÂRGOVIȘTE, ROMANIA

Co-Organisers



Academics, researchers, consultants and practitioners are invited to participate in this exciting online/live conference:

Building supply and demand network resilience through digital transformation

How new technologies in mid-th a pandemic era enable consumers to embrace digitization and enhance the resilience of supply & demand networks

Call for Papers

The upcoming **2021 Supply Chain Management for Efficient Consumer Response Conference** will address a number of topics around these new challenges, and is now opening a call for papers.

Those interested in submitting papers can address, but are not restricted to, one of the five following topics:

1. The Supply Chain Revolution/Transformation
2. Sustainable Supply Chain in a Pandemic: New Opportunities and Challenges in the Digital Environment
3. The Development of Technologies and Innovation
4. Empowerment and Engagement Future Leadership in Digital Revolution
5. Digital Supply Chain and Consumer Engagement
6. Demand Chain Management Empowered by Consumer Engagement.
7. Recovery and Resilience: Managing Risk and Disruptions

Abstracts should be submitted in English and a maximum of 300 words (minimum 100 words), accompanied by five to eight key words. This should be accompanied by the form described in the attached template. The deadline for submissions is 27th September 2021. Once your abstract has been approved, additional information will be provided about how to turn your abstract into a complete article. Deadline for articles to be submitted by 15th October 2021.

During the event, your presentations should be in PowerPoint format, be between 20-25 slides and should last around 25 minutes, with five minutes at the end for Q&A. Presentations should be live, but can be in person at the event or delivered remotely.

CONTACT
Prof. VIRGIL POPA Ph.D.
0721/219320

Building supply and demand network resilience through digital transformation

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CONFERENCE PROCEEDINGS

The participation fee, for the 2021 SCM 4 ECR Conference, is **FREE** for those attending in person and includes attendance, lunch and inclusion in the magazine: **SCM Journal**.

The scientific papers should be oriented toward best managerial practices. On the second day of the Conference, we will also hold a section dedicated to Ph. D., students and master's students in a special Master and Doctoral Workshop. Under the guidance of an academic, they can propose articles – Work-in-Progress (WIP) and the best of them will be rewarded.

The papers, in an extended form, will be published in **Supply Chain Management Journal** (www.scm-journal.com, Copernicus Data Base, DOAJ), the single specialised academic magazine in SCM and Logistics, in Romania.

All information's for direct/live transmission/participation will be transmitted in time.

HOSTS & ORGANISERS

The Conference will be chaired by **Professor VIRGIL POPA Ph.D.**, Valahia University of Târgoviște, Romania, and co-hosted by **RUEDIGER HAGEDORN**, End-to-End (E2E) Value Chain Director, The Consumer Goods Forum.

The event organiser is **The SCM-ECR Laboratory** - The Faculty of Economic Sciences from Valahia University of Târgoviște, and special partner The Consumer Goods Forum - E2E Value Chain.

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