



UNIVERSITATEA  
BABEȘ-BOLYAI

FACULTATEA DE  
**BUSINESS**  
IN PARTNERSHIP

**Faculty of  
Business**  
Babeș-Bolyai  
University

**Conference call  
for papers**

Modern Trends  
in Business,  
Hospitality & Tourism  
3<sup>rd</sup> edition

*Sustainable Approaches and  
Business Challenges in Times  
of Crisis*

May 4<sup>th</sup>-6<sup>th</sup>, 2023

## Call for papers

# Modern Trends in Business, Hospitality & Tourism Conference

Conference Theme: Sustainable Business Approaches and Challenges in Times of Crisis

May 4<sup>th</sup> - 6<sup>th</sup>, 2023

### Conference venue

**Hybrid** (*onsite*, at the Faculty of Business – Horea St. No 7, Cluj-Napoca, and *online*, via Teams Platform)

### Important deadlines

**February 1<sup>st</sup>, 2023**

Extended Abstract

**February 10<sup>th</sup>, 2023**

Extended Abstract acceptance notification

**March 24<sup>th</sup>, 2023**

Paper submission for Conference Proceedings

**April 24<sup>th</sup>, 2023**

Reviewers' feedback for submitted papers

**May 19<sup>th</sup>, 2023**

Submission of final papers for Conference Proceedings

**June 19<sup>th</sup>, 2023**

Notification of final papers' acceptance for Conference Proceedings

**June 30<sup>th</sup>, 2023**

Submission of papers for Studia UBB Negotia journal

### Registration fee

Undergraduate and master students - Free

PhD students - 60 Euro

Regular attendees (researchers, academics, practitioners) - 120 Euro

### Contact info

[conference.tbs@ubbcluj.ro](mailto:conference.tbs@ubbcluj.ro)

Email subject: 2023 Conference

### Conference objective

The main objective of this conference is to bring together researchers, practitioners, and scholars from economic fields to exchange their research results and experiences and to discuss the most recent trends, challenges, and solutions in the fields of business, hospitality, and tourism. Submitted papers will address topics related to the following ones:

### Conference topics

Smart and Sustainable Development Issues in the Digital Environment

Business Challenges and Opportunities during Crises

Sustainable Business Models

Innovation and Entrepreneurship

Changing Dimensions of Modern Business and Hospitality

Financing Alternatives for SMEs

Challenges and Trends in Tourism and Hospitality

Modern Customer Experiences

Human Capital Leadership & Organisational Behaviour

Challenges and Opportunities in International Business

Global Capital Markets and their Role in Investment Financing the Post-COVID19 Recovery

Corporate Governance

Classic and Alternative Approaches in the fields of Accounting, Banking, Business Law, Economics, and Finance

### Extended Abstract & Paper Submission

Extended Abstracts and (later) full papers (short or extended versions) must be submitted by email at: [conference.tbs@ubbcluj.ro](mailto:conference.tbs@ubbcluj.ro). Papers must be original and should not have been previously published or under consideration for publication elsewhere. All abstracts and full papers must be written in English.

Participants interested in presenting a paper are invited to send a **Word file (in English) that includes** •an Extended Abstract of 600 to 800 words, • the Paper Title, • 5 keywords, and • JEL classification ([http://www.aeaweb.org/journal/jel\\_class\\_system.html](http://www.aeaweb.org/journal/jel_class_system.html)), • the Full Name of the author/authors, the Institutional Affiliation, and the • E-mail address.

**The Extended Abstract** (of 600 to 800 words) must cover the following aspects: • A brief *Introduction* of the approached subject highlighting the added value of the research (100-300 words); • *Research Purpose* and the *Methodological Approach* (70-100 words); • *Key Results* of the research and brief *Discussions* (270-320 words); • *Main Conclusions* (70-100 words); • *References* (5-12 references).

The Authors of the accepted Extended Abstracts are going to be further invited to submit their full papers.

### Publication

To be considered for publishing opportunities, all contributions must be presented during the conference. Depending on the authors' preference and on the double-blind peer review process, final papers can be published either in the Book of Proceedings (to be indexed by

Springer) or in the Studia UBB Negotia journal.

In each case, the Organizing Committee will provide further details regarding the paper structure, the citation indications, and the formatting specifications.

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### Organizing Committee

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The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania

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Polytechnic of Porto. School of Hospitality and Tourism, Portugal

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Department of Economics and Business Sciences, Sassari University, Italy

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Public Management Department, National University of Political Studies, and Public Administration, Bucharest, Romania

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Department of Tourism Management, School of Management and Economics, University of Western Attica, Athens, Greece

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Transilvania University of Brașov, Faculty of Economic Sciences and Business Administration, Romania

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Technical University of Cluj-Napoca, Faculty of Industrial Engineering, Robotics, and Production Management, Romania

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The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania

#### Prof. Mariana PREDIȘCAN, PhD

Universitatea de Vest din Timișoara, Faculty of Economics and Business Administration, Romania

#### Prof. Olimpia STATE, PhD

The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania

#### Researcher Georgia Daniela TACU HĂRȘAN, PhD

The Romanian Academy, Branch of Iași, „Gheorghe Zane” Institute of Economic and Social Research, Romania

#### Prof. Sorin George TOMA, PhD

University of Bucharest, The Faculty of Business and Administration, Romania

#### Prof. Gabriela ȚIGU, PhD

The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania

#### Senior Lecturer Anca C. YALLOP, PhD

International Business, Strategy & Entrepreneurship Department, Auckland University of Technology, New Zealand