



UNIVERSITATEA BABEŞ-BOLYAI  
BABEŞ-BOLYAI TUDOMÁNYEGYETEM  
BABEŞ-BOLYAI UNIVERSITÄT  
BABEŞ-BOLYAI UNIVERSITY  
TRADITIO ET EXCELLENTIA

FACULTATEA DE  
**BUSINESS**  
IN PARTNERSHIP



# Faculty of Business Babeş-Bolyai University

30 Years of Business School at UBB  
- Anniversary Conference -

## Conference call for papers

Modern Trends in Business,  
Hospitality, & Tourism  
4<sup>th</sup> edition

*Sustainable and Resilient  
Businesses in the Global  
Economy*

May 16<sup>th</sup>-18<sup>th</sup>, 2024

## Call for papers

# Modern Trends in Business, Hospitality, & Tourism Conference

## Conference Theme: Sustainable and Resilient Businesses in the Global Economy

May 16<sup>th</sup> - 18<sup>th</sup>, 2024

### Conference Venue

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

### Important Deadlines

**Extended deadline:** April 12<sup>th</sup>, 2024 ~~March 21<sup>st</sup>, 2024~~

Extended Abstract submission

~~April 19<sup>th</sup>, 2024~~ ~~March 28<sup>th</sup>, 2024~~ - Extended Abstract acceptance notification

**April 12<sup>th</sup>, 2024** - Full paper submission for **Conference Proceedings**

**April 19<sup>th</sup>, 2024** - Undergraduate & master students' (submitted under the coordination of a supervising professor for the students' session) Abstract submissions

**May 24<sup>th</sup>, 2024** - Reviewers' feedback for submitted papers

**June 7<sup>th</sup>, 2024** - Submission of final papers for Conference Proceedings

**June 21<sup>st</sup>, 2024** - Notification of final papers' acceptance for Conference Proceedings

**June 28<sup>th</sup>, 2024** - Submission of papers for the *Studia UBB Negotia Journal* supporting journal

For all other supporting journals, the authors and papers will follow the journals' specific requirements.

### Supporting Journals:

- *Tourism Review*
- *International Journal of Tourism Cities*
- *Tourism Planning and Development Journal*
- *Journal of Service Theory and Practice*

- *Journal of Hospitality & Tourism Management*
- *The Journal of Risk Finance*
- *Review of Accounting and Finance*
- *Studia UBB Negotia Journal*
- *Central European Journal of Geography and Sustainable Development*

### Registration Fees

#### Regular Attendees:

**Early bird registration** (the latest on February 18<sup>th</sup>, 2024):

Researchers, academics, practitioners - 200 Euro/paper

PhD students (if first authors) - 100 Euro/paper

**Regular registration** (the latest on March 31<sup>st</sup>, 2024):

Researchers, academics, practitioners - 300 Euro/paper

PhD students (if first authors) - 150 Euro/paper

**Late registration** (the latest on April 12<sup>th</sup>, 2024):

Researchers, academics, practitioners - 400 Euro/paper

PhD students (if first authors) - 200 Euro/paper

Any attending co-authors will pay 75 Euro (PhD students) or 150 Euro (researchers academics, practitioners)

**Undergraduate and master students** – Free only if attending the students' session

### Contact Info

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

Email subject: 2024 Conference

Please use both e-mail addresses.

### 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 Economy

Challenges and Opportunities in the International Business Context

Sustainable and Resilient Business Models

Business and Wellbeing

Innovative and Sustainable Entrepreneurship

Changing Dimensions of Modern Business and Hospitality

Financing Alternatives for SMEs

Modern Customer Experiences

Human Capital Leadership & Organisational Behaviour

Global Capital Markets and their Role in Investment Financing

Corporate Governance

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

## Extended Abstract & Paper Submission

Participants interested in presenting a paper are invited to send an extended abstract.

### The Extended Abstract - (in English, via the [Abstract Submission Form here](#)) that includes:

• **the Paper Title, 5 keywords • 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 • **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.

Extended Abstracts must be submitted at:

<https://forms.office.com/e/EehDdH3wvp>

Full papers (for the **Springer Book of Proceedings**) must be submitted at:

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

The template for the **Springer Book of Proceedings** is available [online](#).

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.

### Publication Opportunities

To be considered for publishing opportunities, all contributions must be presented during the conference.

Final papers can be published either in the Book of Proceedings (to be indexed by Springer) or in the supporting journals.

For the **Springer Book of Proceedings**, the Editors will consider final papers addressing the tracks:

- Smart and Sustainable Development Issues in the Digital Economy;
- Sustainable and Resilient Business Models;
- Innovative and Sustainable Entrepreneurship;
- Modern Customer Experiences.

\*\*\*

Depending on the author(s)' preference, presented papers can be submitted to one of the supporting journals. Submissions to the supporting journals will comply with their publication guidelines and they will undergo the journals' regular review process.

The conference welcomes researchers, academics, and practitioners to share their knowledge and findings.

Undergraduate, master, and PhD students are also encouraged to present their research and to receive academic feedback and advice.

**Undergraduate and master students** will submit **extended abstracts** until April 19<sup>th</sup>, 2024, and will mention the **supervising professor** (<https://forms.office.com/e/EehDdH3wvp>).

### Organizing Committee

- Assoc. Prof. Valentin TOADER, PhD
- Prof. Adina Letiția NEGRUȘA, PhD
- Prof. Smaranda Adina COSMA, PhD
- Prof. Cornelia POP, PhD
- Prof. Ramona Paula RĂCHIȘAN, PhD
- Assoc. Prof. Larissa Margareta BĂTRÂNCEA, PhD
- Assoc. Prof. Veronica Rozalia RUS, PhD
- Assoc. Prof. Oana Ruxandra BODE, PhD

- Prof. Marius Dan GAVRILETEA, PhD
- Assoc. Prof. Oana Adriana GICĂ, PhD
- Assoc. Prof. Monica Maria COROȘ, PhD, Conference Secretary

### Scientific Committee

**Assoc. Prof. Gurhan AKTAS, PhD**  
Department of Tourism Management, Dokuz Eylul University, Izmir, Turkey

**Prof. Madela ABRUDAN, PhD**  
The University of Oradea, Faculty of Economics, Romania

**Prof. Alina BĂDULESCU, PhD**  
The University of Oradea, Faculty of Economics, Romania

**Assoc. Prof. Irina BILAN, PhD**  
Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Romania

**Prof. Constantin BRĂȚIANU, PhD**  
National University of Political Studies and Public Administration, Faculty of Management, Romania

**Senior Lecturer Daniel BULIN, PhD**  
The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania

**Senior Lecturer Monica Ioana BURCĂ-VOICU, PhD**  
Babeș-Bolyai University, Faculty of European Studies, Cluj-Napoca, Romania

**Assoc. Prof. Mark Anthony CAMILLERI, PhD**  
Department of Corporate Communication, University of Malta, Malta

**Giuseppe CATENAZZO, PhD**  
Head of Research at the American University of Applied Sciences Institute in Switzerland and an Affiliate Professor at ICN Business School in France

**Assoc. Prof. Alexandru CHIȘ, PhD**  
Babeș-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania

- Prof. Habil. Dan-Cristian DABIJA, PhD**  
Babeş-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania
- Prof. Doina DĂNĂIAȚĂ, PhD**  
West University of Timișoara, Faculty of Economics and Business Administration, Romania
- Sen. Res. Habil. Ștefana DIMA, PhD**  
West University of Timișoara, East European Center for Research in Economics and Business (ECREB), Romania
- Prof. Flávio FERREIRA, PhD**  
Polytechnic of Porto, School of Hospitality and Tourism, and UNIAG - Applied Management Research Unit. Portugal
- Prof. Lucia GIOVANELLI, PhD**  
Department of Economics and Business Sciences, Sassari University, Italy
- Researcher Alina HALLER, PhD**  
The Romanian Academy, Branch of Iași, „Gheorghe Zane” Institute of Economic and Social Research, Romania
- Prof. Habil. Remus HORNOIU, PhD**  
The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- Prof. Vicky KATSONI, PhD**  
Department of Tourism Management, School of Management and Economics, University of Western Attica, Athens, Greece
- Prof. Habil. Nicolae MARINESCU, PhD**  
Transilvania University of Brașov, Faculty of Economic Sciences and Business Administration, Romania
- Assoc. Prof. Silvia Cristina MĂRGINEAN, PhD**  
„Lucian Blaga” University of Sibiu, Faculty of Economic Sciences, Romania
- Assoc. Prof. Eng. Bogdan MOCAN, PhD**  
Technical University of Cluj-Napoca, Faculty of Industrial Engineering, Robotics, and Production Management, Romania
- Prof. Habil. Ovidiu I. MOISESCU, PhD**  
Babeş-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania
- Prof. Carmen NĂSTASE, PhD**  
Ștefan cel Mare University, Suceava, Romania
- Senior Lecturer Ana Maria NICA, PhD**  
The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- Prof. Răzvan-Liviu NISTOR, PhD**  
Babeş-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania
- Prof. Ana Mihaela PĂDUREAN, PhD**  
The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- Prof. Daniela POPESCU, PhD**  
University of Craiova, Faculty of Economics and Business Administration, Romania
- Prof. Mariana PREDIȘCAN, PhD**  
Universitatea de Vest din Timișoara, Faculty of Economics and Business Administration, Romania
- Assoc. Prof. Nicoleta Dorina RACOLȚA-PAINA, PhD**  
Babeş-Bolyai University, Faculty of European Studies, Cluj-Napoca, Romania
- Assoc. Prof. Joanna SADWOSKA, PhD**  
University of Grandsk, Strategic Development Department, Poland
- Prof. Olimpia STATE, PhD**  
The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- Prof. Andreea Fortuna ȘCHIOPU, 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
- Assoc. Prof. Mihail Ovidiu TĂNASE, PhD**  
The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- Res. Assist. Anna TATARCZAK, PhD**  
Maria Curie Skłodowska University, Faculty of Economics, Lublin, Poland
- Prof. Gabriela ȚIGU, PhD**  
The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- Assoc. Prof. Ioana VĂDĂȘAN, PhD**  
West University of Timișoara, Faculty of Economics and Business Administration, Romania
- Doc. Ing. Katarína VALÁŠKOVÁ, PhD**  
University of Zilina, Zilina, Slovak Republic
- Senior Lecturer Ionuț VIDA-SIMITI, PhD**  
„Iuliu Hațieganu” University of Medicine and Pharmacy, Faculty of Medicine, Cluj-Napoca, Romania
- Senior Lecturer Anca C. YALLOP, PhD**  
International Business, Strategy & Entrepreneurship Department, Auckland University of Technology, New Zealand.
- Assoc. Prof. Konstantina ZERVA, PhD**  
University of Girona, Faculty of Tourism, Spain