



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

Conference Call for Papers

Modern Trends in Business,
Hospitality, & Tourism
5th edition

*Innovation, Sustainability and
Growth in a VUCA Environment*

May 22nd-24th, 2025

Call for Papers

Modern Trends in Business, Hospitality, & Tourism Conference

Conference Theme: Innovation, Sustainability and Growth in a VUCA Environment
(Volatility, Uncertainty, Complexity, and Ambiguity)

May 22nd - 24th, 2025

Conference Venue

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

Important Deadlines

February 19th, 2025 - Extended Abstract submission

February 22nd, 2025 - Extended Abstract acceptance notification

April 11th, 2025 - Full paper submission for the **Springer Conference Proceedings**

April 27th, 2025 - Undergraduate & master students' (submitted under the coordination of a supervising professor for the students' session) Abstract submissions

May 30th, 2025 - Reviewers' feedback for submitted papers

June 6^h, 2025 - Submission of final papers for Conference Proceedings

June 20th, 2025 - Notification of final papers' acceptance for Conference Proceedings

June 27th, 2025 - 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:

Studia UBB Negotia Journal
Central European Journal of Geography and Sustainable Development

Registration Fees

Regular Attendees:

Early bird registration (the latest on **February 23rd, 2025**):

Researchers, academics, practitioners - 200 Euro/paper

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

Regular registration (the latest on **March 31st, 2025**):

Researchers, academics, practitioners - 300 Euro/paper

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

Late registration (the latest on **April 27th, 2025**):

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
conference.mtbht.tbs@gmail.com
Email subject: **2025 MTBHT 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 Business and Digital Environment

Challenges and Opportunities in the International Business Context

Innovation, Sustainability and Growth in a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) Environment

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 by filling out the following form: [Submit your Extended Abstract here](#)

The Extended Abstract will include:

- **the Paper Title, 5 keywords • JEL classification** (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.

Full papers (short or extended versions) must comply with the Springer Book of Proceedings Template and will be submitted by email at:

conference.tbs@ubbcluj.ro
conference.mtbht.tbs@gmail.com

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 Business Environment;
- Sustainable and Resilient Business Models;
- Innovation, Sustainability and Growth in a VUCA Environment;
- Innovative and Sustainable Entrepreneurship;
- Modern Customer Experiences.

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

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 27th, 2025, and will mention the **supervising professor**: [Submit your Extended Abstract here](#)

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

- **Dr Jamila ABAIDI HASNAOUI**, Excelia Business School, Université d'Evry, Val d'Essonne, France
- **Prof. Madela ABRUDAN, PhD**, The University of Oradea, Faculty of Economics, Romania
- **Assoc. Prof. Gurhan AKTAS, PhD**, Department of Tourism Management, Dokuz Eylul University, Izmir, Turkey
- **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 BRĂTIANU, 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**, Dean of Academics at Helvetic Business School & 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
- **Reader Dr. Stroma COLE**, University of Westminster, United Kingdom
- **Assoc. Prof. Emil Lucian CRIȘAN, PhD**, Babeș-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania
- **Prof. Habil. Dan-Cristian DABIJA, PhD**, Babeș-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
- **Prof. Dr. Nicolás DEPETRIS CHAUVIN**, HES-SO Geneva School of Business Administration
- **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
- **Associate Professor Dr. Amir HASNAOUI**, Excelia Business School, Université d’Evry, Val d’Essonne, France
- **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**, Babeș-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**, Babeș-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

- **Prof. Donatella PRIVITERA, PhD**, University of Catania, Italy
- **Assoc. Prof. Nicoleta Dorina RACOLȚA-PAINA, PhD**, Babeș-Bolyai University, Faculty of European Studies, Cluj-Napoca, Romania
- **Assoc. Prof. Joanna SADWOSKA, PhD**, University of Gdansk, Strategic Development Department, Poland
- **Senior Lecturer Andreia SCHNEIDER (ISPAS), PhD**, Universitatea de Vest din Timișoara, Faculty of Economics and Business Administration, Romania
- **Dr. Marta SORDYL**, Kraków University of Economics: Krakow, 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
- **Assoc. Prof. Viorela VĂIDEAN, PhD**, Babeș-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, 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

- **Assist. Prof. Marta WAJDA-LICHY, PhD**, Kraków University of Economics: Krakow, Poland
- **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