

## Preface

*Business Revolution in the Digital Era*  
represents the theme of the *International Conference on Business Excellence (ICBE)*,  
The 14<sup>th</sup> Edition, June 11-12, 2020

The 14<sup>th</sup> *International Conference on Business Excellence (ICBE)* with the inspirational title *Business Revolution in the Digital Era*, took place this year online on 11-12 June 2020. The Conference was organized by the Faculty of Business Administration through its UNESCO Department for Business Administration, Bucharest University of Economic Studies, Romania in cooperation with the Romanian Academy and the Society of Business Excellence. The topic of this conference is strongly correlated with the new challenges of education and research systems, and the papers presented during this conference, the results and ideas exchanged are useful and relevant in the present context of a global crisis and they might offer solutions, and inputs for the real challenges we face today.

The previous editions of the *International Conference on Business Excellence* attracted the interest of more than 1500 international authors. The geographical distribution of the guest speakers, authors and members of the scientific committee covers the following countries: Bulgaria, China, Czech Republic, Denmark, Finland, France, Germany, Hungary, Iran, Italy, Japan, Mexico, Poland, Portugal, Romania, Serbia, Singapore, Slovakia, Spain, Switzerland, Turkey, United Kingdom and the USA. The value of papers presented during these editions has been demonstrated by the *Proceedings* indexing in Google Scholar, SCOPUS and Web of Science – Clarivate Analytics. Also, many of the papers presented during these precedent editions constituted the basis for extended and more elaborate papers published in the main stream international journals.

The 14<sup>th</sup> Edition of the ICBE conference was organized online as a result of the special situation created by the pandemic COVID-19. Started as an epidemic in Wuhan, Hubei Province of China, in December 2019, COVID-19 was declared a pandemic by the World Health Organization on 12 March 2020, when there were more than 125,000 cases of infected people from 118 countries and regions of the world. The health system crisis generated many other crises in economy, business, education, culture and society. Most of the universities were forced to close their regular classes and to switch all their activities online. As a direct result, all the international conferences organized by universities had to be online. Our conference made no exception. During the first day of the conference we had two Guest Speakers for the Plenary Session: professor Ralf Andreas Wilke from the Copenhagen Business School, Denmark, and professor Ettore Bolisani from the Padua University, Italy. Also, we had a Workshop dedicated to *Knowledge Management*, with three Invited Speakers: professor Juan Gabriel Cegarra-Navarro from the Polytechnic University of Cartagena, Spain, professor Malgorzata Zieba from the Gdansk University of Technology, Poland, and professor Alexeis Garcia-Perez from the University of Coventry, UK. Their presentations covered such topics as learning and unlearning in time of crises, knowledge risks and the importance of cybersecurity.

During the day of the conference, there were presented 200 papers with contributors from over 17 countries. The papers were presented within the following parallel sessions:

- Energy, climate change and circular economy – Building bridges towards a climate friendly future. *Moderators: Adrian Dumitru Tantau & Holger Berg.*

- Social entrepreneurship for sustainable development. *Moderators: Fabrizio D'Ascenzo & Carmen Paunescu.*
- New challenges for macroeconomic modeling. *Moderators: Alexandru Minea & Petre Caraiani.*
- Fintech intelligent financial technology business. *Moderators: Wolfgang Karl Härdle & Zhang G.E.*
- Knowledge economy. *Moderators: Constantin Bratianu & Violeta Mihaela Dinca.*
- Challenges and strategies in business education. *Moderators: Magdalena Iordache-Platis & Dumitru Miron.*
- Driving marketing performance through innovation, creativity and entrepreneurial focus. *Moderators: Carmen Balan & Corina Pelau.*
- Business digitization. *Moderators: Florina Pinzaru & Sorin Anagnoste.*
- DS2 Data science & Digital society. *Moderators: Wolfgang Karl Härdle, Vasile Alexandru Strat & Daniel Traian Pele.*
- Multiple criteria decision analysis for business and project management. *Moderators: Adriana Miclea & Catalin Dobre.*
- Towards the digitalization in the accounting profession: status quo and trends. *Moderators: Adriana Dutescu & Robin Jarvis.*
- International business finance in a globalized world. *Moderators: Cristian Paun, Ionut Dumitru & Raquel Meneses.*
- Human resources – a game changer of the business strategy. *Alecsandrina Deaconu & Lavinia Rasca.*
- Complexity in a turbulent economic environment. *Moderators: Luis Miguel Ciravegna Martins da Fonseca & Valentina Mihaela Ghinea.*
- Business law. *Moderators: Ovidiu Ioan Dumitru & Simona Chirica.*
- Innovation and the knowledge economy. *Moderators: Francesco Bellini & Marta Christina Suci.*
- Sustainability in the tertiary sector. *Moderator. Moderators: Gabriela Tigu & Mihaela Cornelia Dan.*
- Business internationalization and globalization. *Moderators: Luminita Nicolescu & Mariana Nicolae.*

The selected papers from the International Conference on Business Excellence (ICBE 2020) will be considered for publication. The Proceedings of the 14th International Conference on Business Excellence is published under De Gruyter Publishing House and will be indexed in various international databases, especially SCOPUS and the Web of Science (WOS) or published as special issues of the international journal *Management & Marketing* that is indexed in Google Scholar, SCOPUS, ESCI-WOS, and other known international databases.

Conference President  
*Prof. Dr. Alina Mihaela Dima*

Conference Program Chair  
*Prof. Dr. Constantin Bratianu*