



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
4th edition

*Sustainable and Resilient
Businesses in the Global
Economy*

May 16th-18th, 2024

Call for papers

Modern Trends in Business, Hospitality, & Tourism Conference

Conference Theme: Sustainable and Resilient Businesses in the Global Economy

May 16th - 18th, 2024

Conference Venue

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

Important Deadlines

February 2nd, 2024 - Extended Abstract

February 9th, 2024 - Extended Abstract acceptance notification

April 12th, 2024 - Full paper submission for **Conference Proceedings**

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

May 24th, 2024 - Reviewers' feedback for submitted papers

June 7th, 2024 - Submission of final papers for Conference Proceedings

June 21st, 2024 - Notification of final papers' acceptance for Conference Proceedings

June 28th, 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*

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

Registration Fees

Regular Attendees:

Early bird registration (the latest on February 18th, 2024):

Researchers, academics, practitioners - 200 Euro/paper

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

Regular registration (the latest on March 31st, 2024):

Researchers, academics, practitioners - 300 Euro/paper

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

Late registration (the latest on April 12th, 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
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 - Word file (in English, Template [here](#)) that includes: • **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.

Extended Abstracts and (later) full papers (short or extended versions) must be submitted by email at:

conference.tbs@ubbcluj.ro
conference.tbs.mtbht@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 Digital Economy;
- Sustainable and Resilient Business Models;
- Innovative and Sustainable Entrepreneurship;
- Modern Customer Experiences.

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

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 19th, 2024, and will mention the **supervising professor**.

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