



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
3rd edition

*Sustainable Approaches and
Business Challenges in Times
of Crisis*

May 4th-6th, 2023

Call for papers

Modern Trends in Business, Hospitality & Tourism Conference

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

May 4th - 6th, 2023

Conference Venue

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

Important Deadlines

March 12th, 2023 (extended deadline)

Extended Abstract

March 16th, 2023

Extended Abstract acceptance notification

April 15th, 2023

- Full paper submission for **Conference Proceedings**
- **Undergraduate & master students' Abstract submissions**

April 30th, 2023

Reviewers' feedback for submitted papers

May 19th, 2023

Submission of final papers for Conference Proceedings

June 19th, 2023

Notification of final papers' acceptance for Conference Proceedings

June 30th, 2023

Submission of papers for supporting journals (*papers must comply with journals' requirements*):

- *Journal of Service Theory and Practice*
- *Journal of Hospitality & Tourism Management*
- *International Journal of Contemporary Hospitality Management*
- *Studia UBB Negotia Journal*

Registration Fees

Undergraduate and master students - Free

Regular Attendees:

PhD students - 60 Euro
Researchers, academics, practitioners - 120 Euro

Contact Info

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

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.

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.

The author(s) of the **best papers** will be invited to submit a full paper to one of the supporting journals: *Journal of Service Theory and Practice*, *Journal of Hospitality & Tourism Management*, *International Journal of Contemporary Hospitality Management* or *Studia UBB Negotia*. The submitted invited papers will undergo the journals' regular review process.

The template for the Book of proceedings is available [online](#).

Submission to the supporting journals will comply with their publication guidelines.

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 15th, 2023, and will mention the **advising professor**.

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