



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
6th edition

*Students' Perspectives on the
Challenges of Today's Business
Environment*

May 6th-8th, 2026

Call for Papers

Modern Trends in Business, Hospitality, & Tourism Conference

Conference Theme: Students' Perspectives on the Challenges of Today's Business Environment

May 6th - 8th, 2026

Conference Venue

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

Important Deadlines

April 28th, 2026 - FINAL Extended

Abstract submission: [Submit your Extended Abstract here](#)

April 30th, 2026 – Extended Abstract acceptance notification

Supporting Journal:

Studia UBB Negotia Journal

Submission of papers for the *Studia UBB Negotia Journal* supporting journal will comply with the journal's deadlines.

Undergraduate and master

students – attend free of charge

✓ Students will register their contribution, indicating their coordinating professor, and will attend the conference **IN PERSON**.

✓ **HYBRID sessions will be open via MS Teams, only for those students who cannot attend the conference in person (they either study in other Romanian university cities, or they study abroad).**

Certificates will be provided both to the students and their coordinating professors only for the presented contributions. All coordinating professors are invited to attend the conference (in person or online) and to provide feedback.

Contact Info

conference.tbs@ubbcluj.ro
conference.mtbht.tbs@gmail.com
Email subject: **2026 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.

Conference Topics

Challenges and Opportunities in the International Business Context

Smart and Sustainable Development Issues in the Business and Digital 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

The Extended Abstract will include:

• **the Paper Title, 5 keywords** • [JEL classification](#) • **the Full Name of the author/authors**, the Institutional Affiliation • the coordinating professor, 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 Author(s) of the accepted Extended Abstracts are going to be further invited to submit their full papers if they intend to publish full papers.

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.**

Depending on the author(s)' preference, presented papers can be submitted to the *Studia UBB Negotia* supporting journal (indexed ERIH plus). Submissions will comply with the [journal's publication guidelines](#), and they will undergo the [journals' regular review process](#).

Organizing Committee

- Assoc. Prof. Valentin TOADER, PhD
- Assoc. Prof. Veronica Rozalia RUS, PhD
- Assoc. Prof. Monica Maria COROȘ, PhD, Conference Secretary
- PR Officer Iuliana-Maria LEVINSCHI

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