



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  
5<sup>th</sup> edition

*Innovation, Sustainability, and  
Growth in a VUCA Environment*

May 22<sup>nd</sup>-24<sup>th</sup>, 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 22<sup>nd</sup> - 24<sup>th</sup>, 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 25<sup>th</sup>, 2025** - Extended Abstract submission

**February 28<sup>th</sup>, 2025** - Extended Abstract acceptance notification

**April 11<sup>th</sup>, 2025** - Full paper submission for the **Springer Conference Proceedings**

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

**May 30<sup>th</sup>, 2025** - Reviewers' feedback for submitted papers

**June 6<sup>th</sup>, 2025** - Submission of final papers for Conference Proceedings

**June 20<sup>th</sup>, 2025** - Notification of final papers' acceptance for Conference Proceedings

**June 27<sup>th</sup>, 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 28<sup>th</sup>, 2025**):

Researchers, academics, practitioners - 200 Euro/paper

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

**Regular registration** (the latest on **March 31<sup>st</sup>, 2025**):

Researchers, academics, practitioners - 300 Euro/paper

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

**Late registration** (the latest on **April 27<sup>th</sup>, 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](mailto:conference.tbs@ubbcluj.ro)  
[conference.mtbht.tbs@gmail.com](mailto: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](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](mailto:conference.tbs@ubbcluj.ro)  
[conference.tbs.mtbht@gmail.com](mailto: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 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](#).

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

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