

**Smart Solutions for a Sustainable Future
represents the theme
of the International Conference on Business Excellence (ICBE),
the 18th Edition, March 21-23, 2024**

Preface

The 18th International Conference on Business Excellence (ICBE) with the inspirational title “*Smart Solutions for a Sustainable Future*”, took place this year in a hybrid format between 21-23 March 2024. The Conference was organized under the aegis of the Bucharest University of Economic Studies, Romania, by the Faculty of Business Administration through its UNESCO Department for Business Administration in partnership with the Faculty of Agrifood and Environmental Economics and Faculty of International Business and Economics, and in collaboration with the Society of Business Excellence.

The topic of this conference was strongly correlated with the smart solutions for a sustainable future, and the papers presented, the results and ideas exchanged were extremely useful and relevant in the present context of a global crisis, able to generate solutions and inputs for the real challenges we face today. So far, considering the previous editions, the International Conference on Business Excellence attracted the interest of more than 2000 international authors. The geographical distribution of the guest speakers, authors and members of the scientific committee covered the following countries: Bulgaria, China, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Italy, Lithuania, Poland, Portugal, Romania, Serbia, Singapore, Slovakia, Spain, Sweden, Turkey, United Kingdom, Vietnam, Indonesia and the USA. The valuable input of the 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 articles published in the main stream international journals.

The 18th Edition of the ICBE conference was organized in a hybrid format. During the first day of the conference, the participants enjoyed the contribution of two Guest Speakers for the Plenary Session: Prof. univ. dr. Constantin BRATIANU from the Bucharest University of Economic Studies, with the contribution entitled “The impact of time perception in designing knowledge strategies” and Prof. univ. dr. Alexeis GARCIA-PEREZ from Aston University, Birmingham.

During the days of the conference, there were presented 200 papers with contributors from over 16 countries, within the following parallel sessions:

- *Young Researchers’ Colloquium for First Time Authors. Moderators: Vanesa Vargas & Adriana DAvidescu*
- *Technology Entrepreneurship. Moderators: Marco Savastano & Sorin Anagnoste*
- *New Challenges for Macroeconomic Modeling. Moderator: Petre Caraiani*
- *Applied Statistics in Economics and Management. Moderators: Mihail Buşu and Enrico Prinz*
- *Accounting for Circular Economy: Dynamics, Disclosure and Communication. Moderators: Adriana Dutescu & Robin Jarvis*
- *International Business Finance in A Globalized World. Moderators: Ionut Dumitru & Carmen Dorobat & Cristian Păun*

- *Driving Marketing Performance through Artificial Intelligence, Virtual Realities and Other New Technologies. Moderators: Corina Pelau & Mirko Gati & Cristian Dabija*
- *Multiple criteria decision making in ruptured times: the role of unfulfilled prophecies in shifting research paradigms. Moderators: Adriana Miclea & Cătălin Dobrea*
- *Business Digitalization and Digital Business Transformation. Moderators: Florina Pinzaru & Catalina Chinie*
- *Challenges, issues, and opportunities of ERP systems for business. Moderator: Dana Boldeanu*
- *Rethinking Leadership in Challenging Times. Moderators Alina Mihaela Dima & Sebastien Point*
- *Strategic Options for An Uncertain Future. Moderator: Mihaela Cornelia Dan*
- *Business Internationalization and Globalization. Moderators: Luminita Nicolescu & Mariana Nicolae*
- *Human Resources – A Game Changer of The Business Strategy. Alecsandrina Deaconu & Simona Goia*
- *Social Innovation and Entrepreneurship Ecosystem. Moderator: Carmen Paunescu.*
- *Integrated energy systems, digital circular economy, and climate change mitigation. Moderators: Dumitru Tantau & Holger Berg*
- *The energy transition: competitiveness, fairness, and public acceptance. Moderator: Corina Murafa*
- *Intelligence Competitive Systems: Models and Practices. Moderators: Mireille Radoi & Irena Chiru*
- *Complexity. Moderators: Valentina Mihaela Ghinea*
- *Applying ML and AI to Finance, Business and Society. Moderators: Marius Matei & Sadok Ben Yahia*
- *Sports Business. Moderators: Vlad Rosca & Antonio Giangreco*
- *Circular Economy: A Sustainable Solution for A Sustainable Future. Moderators: Carmen Radulescu & Marko Jeločnik*
- *Challenges and Strategies of Achieving Resilient and Sustainable Agri-food Systems under Global Change. Moderators: Raluca Georgiana Lădaru & Mariarosaria Lombardi*
- *Sustainable Development, Technology, and Innovation: New Horizons for a Post-Pandemic Period, Raluca Dracea & Jonel Subić*
- *Global Challenges in The Transition to the New Economy. Moderator: Octavian Jora & Ieva Buziene*
- *Global Security: Understanding the Present and Mapping the Future. Moderators: Narciz Balasoiu & Gregory Simons*
- *New competitiveness challenges towards a green and metaverse economy. Moderator: Mina Ivanovici*
- *Design Thinking. Moderators: Hadad Shahrazad & Dalia Poleac*

Selected papers from the International Conference on Business Excellence (ICBE 2024) are published in this volume. The Proceedings of the 18th 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).

Editor-in-chief Proceedings of the International Conference on Business Excellence 2024
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