

Leading Change in Disruptive Times represents the theme of the International Conference on Business Excellence (ICBE), the 19th Edition, March 20-22, 2025

Preface

The 19th International Conference on Business Excellence (ICBE) with the inspirational title “*Leading Change in Disruptive Times*”, took place this year in a hybrid format between 20-22 of March 2025. 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 3000 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 19th Edition of the ICBE conference was organized in a hybrid format. During the first day of the conference, the participants enjoyed the contribution of the Guest Speaker for the Plenary Session: Martin KERN, Director of the European Institute of Innovation and Technology.

During the days of the conference, there were presented more than 500 papers with contributors from over 16 countries, within the following parallel sessions:

- *Young Researchers’ Colloquium for First Time Authors. Moderators: Vanesa Teodorescu (Vargas), Diana Agafitei & Eduard Manta.*
- *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 a Sustainable Management in a Dynamic World. 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.*
- *Business Digitalization and Digital Business Transformation. Moderators: Florina Pinzaru & Dragos Vespan.*

- *Challenges, issues, and opportunities of ERP systems for business. Moderator: Dana Boldeanu.*
- *Rethinking Leadership in Challenging Times. Moderators Vanesa Teodorescu (Vargas) & Dileta Jatautaitė.*
- *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.*
- *Applying ML and AI to Finance, Business and Society. Moderators: Marius Matei & Sadok Ben Yahia.*
- *Sports Business. Moderators: Vlad Roșca.*
- *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 Subiș.*
- *Futurenomics: From Exploring to Exploiting Societal Mega-Trends, Catalysts and Game-Changers. Moderator: Octavian-Dragomir Jora.*
- *Global Security: Understanding the Present and Mapping the Future. Moderators: Narciz Bălășoiu & Gregory Simons.*
- *New Competitiveness Challenges Towards a Green and Metaverse Economy. Moderator: Mina Ivanovici.*
- *Accountable Governance and Responsible Innovation in Artificial Intelligence. Moderators: Miruna Mazurencu and Christian Fieseler.*
- *AI for Customer Analytics. Moderators: Bistra Vassileva and Vlad Roșca.*
- *Data Science and Machine Learning for Economic Research. Moderators: Adiana Davidescu and Kiran Sood.*
- *Economics of Education and Impactful Public Service Leadership. Moderators: Madlena Nen and Anca Bogdan.*
- *Knowledge Economy within an Unstable Geopolitical Context. Moderators: Violeta Mihaela Dinca and Madalina Elena Vatamanescu.*
- *Sustainability Reporting: the Accounting Profession's Role in Sustainable Development. Moderators: Elena Nichita and Simona Rusănescu.*
- *The Economic Landscape with AI: A Macro Perspective. Moderators: George Serban-Oprescu and Silvia Elena Iacob.*
- *Reshaping Accounting through Digital Transformations, Technological Advancements, and Innovations. Moderators Sînziana-Maria Rindașu and Vlad-Andrei Porumb.*

- *Performance and Competitiveness of Agro-Food Sector through Supply Chain Management. Moderators: Irina Elena Petrescu and Mihai Dinu.*
- *Interdisciplinary Approaches to Labor Market Research. Moderators: Petre Caraiani, Liviu Cotfas and Camelia Delcea*

Selected papers from the International Conference on Business Excellence (ICBE 2025) are published in this volume. The Proceedings of the 19th 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).

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Editor-in-chief Proceedings of the International Conference on Business Excellence 2025
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