

SUBMISSION OF ABSTRACTS

The abstracts (200-300 words followed by 3-5 keywords) should be submitted for review in electronic MS Word format. Please provide the full names, affiliations, mailing addresses, telephone no., and e-mail addresses of the authors, indicating the contact author. It is accepted only one submitted paper for each participant as a first author, and maximum two papers for any participant as author and co-author. Abstracts will be submitted online to: corinapelau@yahoo.com

Accepted abstracts will be published in a volume available during conference. Accepted papers for presentation will be published as full papers in a volume after this conference, if and only if one of the authors is attending the conference and is presenting the paper. This conference volume will be a special issue of the *Review of Management and Economical Engineering*, a research Journal which is ranked in Romania as B+ by CNCISIS.

Guidelines for abstract and paper submission will be available on the website.

Conference fee is 100 euro/participant and it includes: conference papers volume, conference program, conference brief case, welcome reception, coffee breaks, conference lunch and the conference banquet.

Conference Language: English

IMPORTANT DEADLINES

Submission of abstracts : **June 15, 2008**
Acceptance of abstracts: **July 1, 2008**
Submission of full papers: **September 7, 2008**
Acceptance of full papers: **September 21, 2008**
Registration: **October 1, 2008**

CONTACT PERSON

Corina Pelau
Faculty of Business Administration
Academy of Economic Studies, Bucharest
corinapelau@yahoo.com
mobile : 0745581208

Fields of interest

*Business Policies
and Strategies
Globalization and Business
Competitiveness
Business Administration
Small Business Strategies
Business Education
Business Ethics
Strategic Thinking
Strategic Management
Knowledge Management
Total Quality Management
Project Management
Research Management
Intellectual Capital
Change Management
Customer Relationship
Management
Financial Management
Innovation Management
International Business
Strategic Marketing
Customer Behaviour
Relationships Marketing
Marketing Research
Marketing Management
Business to Business Marketing
Communication in Management
and Marketing
Corporate Marketing Strategies
Supply Chain Management
Logistics Strategies
Corporate Governance
Entrepreneurship
e-Business*

**ACADEMY OF ECONOMIC STUDIES
BUCHAREST, ROMANIA**

**“TRANSILVANIA” UNIVERSITY OF
BRASOV, ROMANIA**

**OUR LADY OF THE LAKE UNIVERSITY,
SAN ANTONIO, USA**

International Conference on

BUSINESS EXCELLENCE

ICBE - 2008

1st Call for Papers

17-18 October, 2008

Brasov, ROMANIA

ICBE - 2008

GOALS

Business excellence deals with market competition and gaining strategic advantage. That is not only for the present being, but also for the future, which is highly improbable, unknowable and uncontrollable.

The first goal of this international conference is to bring together specialists from universities, research, consultancy and business fields and to provide a stimulating environment for knowledge and know-how exchange in business excellence. Sharing experience is a key objective.

The second goal of this international conference is to create new bridges between the Romanian business environment and the international business environment through a better understanding of new challenges, opportunities and threats generated by globalization and competition. Turbulence and dynamics are the main characteristics of the future business life, and strategic management and marketing are strong fields of forces to enhance core competences of companies.

The third goal is to place in this new context the business education in our universities. We need new and challenging programs for our students, able to prepare them for a more competitive world of a global business.

Seminar Venue

ICBE-2008 will take place in the beautiful city of **Brasov, Romania**. All necessary information concerning the conference venue, the host university, hotels and travels will be posted on the conference web in due time.

Honorary Co – Chairs:

Ion Gh. Rosca - Rector

Academy of Economic Studies, Bucharest, Romania

Ion Visa – Rector

“Transilvania” University of Brasov, Romania

Co – Chairs:

Constantin Bratianu

Academy of Economic Studies Bucharest, Romania

Dorin Lixandrou

“Transilvania” University of Brasov, Romania

Nicolae Al. Pop

Academy of Economic Studies, Bucharest, Romania

International Scientific Committee:

Ioan Abrudan

Technical University of Cluj-Napoca, Romania

Gabriela M. Atanasiu

“Gh. Asachi” Tech. University of Iasi, Romania

Laura Bacali

Technical University of Cluj-Napoca, Romania

Carmen Balan

Academy of Economic Studies, Bucharest, Romania

Bogdan Bacanu

“Transilvania” University of Brasov, Romania

Alina Bargaoanu

SNSPA, Bucharest, Romania

Robert Bisking

Our Lady of the Lake University, San Antonio, USA

Constanta Bodea

Academy of Economic Studies, Bucharest, Romania

Anca Borza

“Babes-Bolyai” University of Cluj-Napoca, Romania

Gabriel Bratucu

“Transilvania” University of Brasov, Romania

Adrian Curaj

Polytechnic University of Bucharest, Romania

Deaconu Alexandina

Academy of Economic Studies, Bucharest, Romania

Florin Foltean

The West University of Timisoara, Romania

Tiberiu Foris

“Transilvania” University of Brasov, Romania

Liviu Ilies

“Babes-Bolyai” University of Cluj-Napoca, Romania

Gheorghe Ionescu

The West University of Timisoara, Romania

Daniel Glaser-Segura

Our Lady of the Lake University, San Antonio, USA

Viorel Lefter

Academy of Economic Studies, Bucharest, Romania

Cristina Neesham

Monash University, Australia

Domenico Netti

President AILOG, Italy

Valerica Olteanu

Academy of Economic Studies, Bucharest, Romania

Ivor Perry

“De Montfort” University, Leicester, U.K.

Ioan Plaias

“Babes-Bolyai” University of Cluj-Napoca

Daniela Popescu

Technical University of Cluj-Napoca, Romania

Klaus Bruno Schebesch

University of Bremen, Germany

Dieter J.G. Schneider

University of Klagenfurt, Austria

Ilie Simon

Academy of Economic Studies, Bucharest, Romania

Alfred Spielkamp

Univ. of Applied Sciences, Gelsenkirchen, Germany

Theodor Stolojan,

“Transilvania” University of Brasov, Romania

Bernhard Swoboda

University of Trier, Germany

Ileana Tache

“Transilvania” University of Brasov, Romania

Adrian Tantau

Academy of Economic Studies, Bucharest, Romania

Nicolae Teodorescu

Academy of Economic Studies, Bucharest, Romania

Sebastian Vaduva

Akron University, Ohio, U.S.A.

Ion Verboncu

Academy of Economic Studies, Bucharest, Romania

Christine Volkmann

Univ. of Applied Sciences, Gelsenkirchen, Germany

Adriana Zait

“Al.I.Cuza” University, Iasi, Romania