

## SUBMISSION OF ABSTRACTS

The abstracts (max. 200 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., fax 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. Abstracts will be submitted online to the following e-mail address: [cbratianu@yahoo.com](mailto:cbratianu@yahoo.com)

Guidelines for paper submission will be available on the Conference 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 1, 2007**  
Submission of full papers: **July 28, 2007**  
Full papers acceptance: **September 15, 2007**

## SEMINAR VENUE

ICBE-2007 will take place in **Brasov, Romania**. All necessary information concerning hotels and travels will be posted on the conference web in due time.

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## *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  
Intellectual Capital  
Change Management  
Customer Relationship  
Management  
Financial Management  
Innovation Management  
International Marketing  
Strategic Marketing  
Customer Behaviour  
Relationships Marketing  
Marketing Research  
Marketing Management  
Business to Business Marketing  
Communication in Management  
and Marketing  
Corporate Marketing Strategies  
Advertising Strategies  
Direct Marketing Strategies  
Logistics Strategies  
Corporate Governance  
Entrepreneurship  
e-Business*

ACADEMY OF ECONOMIC  
STUDIES BUCHAREST, ROMANIA  
"TRANSILVANIA" UNIVERSITY OF  
BRASOV, ROMANIA

ASSOCIATION OF FACULTIES OF  
ECONOMICS OF ROMANIA (AFER)

*International Conference on*

# *BUSINESS EXCELLENCE*

ICBE - 2007

*1<sup>st</sup> Call for Papers*

26-27 October, 2007

Brasov, ROMANIA

# ICBE - 2007

## GOALS

**Business excellence** deals with the 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.

**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 administration education in our universities. We need new and challenging programs for our students, able to prepare them for a more competitive world of business.

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