

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

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.

Contact persons:

Prof. dr. Constantin Bratianu
Academy of Economic Studies, Bucharest
Faculty of Business Administration
E-mail: cbratianu@yahoo.com
Cell phone: +40 744 379 042

Prof. dr. Dorin Lixandriou
"Transilvania" University of Brasov
Faculty of Economic Sciences
E-mail: lixid.d@unitbv.ro
Cell phone: +40 722 849 931

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

1st 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.

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 Lixandroiu

“Transilvania” University of Brasov, Romania

Nicolae Al. Pop

Academy of Economic Studies, Bucharest, Romania

International Scientific Committee:

Ioan Abrudan

Universitatea Tehnica, Cluj-Napoca, Romania

Niculaie Antonoaie

“Transilvania” University of Brasov, Romania

Gabriela M. Atanasiu

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

Carmen Balan

Academy of Economic Studies, Bucharest, Romania

Bogdan Băcanu

“Transilvania” University of Brasov, Romania

Bărgăoanu Alina

SNSPA, Bucharest, Romania

Constanța Bodea

Academy of Economic Studies, Bucharest, Romania

Anca Borza

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

Gabriel Bratucu

“Transilvania” University of Brasov, Romania

Iacob Catoiu

Academy of Economic Studies, Bucharest, Romania

Adrian Curaj

Polytechnic University of Bucharest, Romania

Nachum Finger

Ben Gurion University, Israel

Tiberiu Foris

“Transilvania” University of Brasov, Romania

Liviu Ilies

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

Gheorghe Ionescu

University of Timisoara, Romania

Constantin Lefter

“Transilvania” University of Brasov, Romania

Viorel Lefter

Academy of Economic Studies, Bucharest, Romania

Ioan Mihut

“D. Cantemir” University, Cluj-Napoca, Romania

Domenico Netti

President AILOG, Italy

Panaite Nica

“Al. I. Cuza” University, Iasi, Romania

Marieta Olaru

Academy of Economic Studies, Bucharest, Romania

Valerică Olteanu

Academy of Economic Studies, Bucharest, Romania

Ivor Perry

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

Daniela Popescu

Technical University of Cluj, Romania

Alfred Spielkamp

Univ. of Applied Sciences, Gelsenkirchen, Germany

Ion Stancu

Academy of Economic Studies, Bucharest, Romania

Theodor Stolojan,

“Transilvania” University of Brasov, Romania

Bernhard Swoboda

University of Trier, Germany

Sebastian Vaduva

Akron University, Ohio, U.S.A.

Ion Verboncu

Academy of Economic Studies, Bucharest, Romania

Horst Werkle

University of Applied Sciences, Konstanz, Germany