

The 4th International Conference on Economics and Social Sciences
Resilience and economic intelligence through digitalization
and big data analytics
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Bucharest University of Economic Studies, Romania

Foreword

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The 4th international Conference on Economics and Social Sciences (ICESS) was organized by the Bucharest University of Economic Studies between 10th and 11th June 2021.

*The online edition with the topic **Resilience and Economic Intelligence through Digitalization and Big Data Analytics** was inspired by the effects of the health and economic crisis generated by the COVID-19 pandemic. The new economic crisis is considered an important and unprecedented experience in the business world with considerable impact on education, and particularly on university life. The world is changing and new business models will be considered by the most innovative and intelligent people and companies. Resilience and reshape, restart and rebuild are the key words in the new economic revolution. The revolution is related to business, but mostly to intelligence and learning. Virtual and online systems are not a modern solution anymore, but the normal way of functioning. The new business world is driven by digitalization and big data analytics.*

The papers selected for online presentation and published in the conference proceedings are an important portfolio of outcomes and solutions for post-crisis challenges and dilemmas, as they propose solutions of how competition will work in digital markets with an emphasis on market power, concentration and data protection; they deal with defining actions and alternative options toward resilient cities, conditions and means of concept implementation, and accountability of urban planning, reflecting the importance of resilience given the limited organizational resources as well as the narrow short-term perspective, in connection with a digital transformation mindset and initiatives based on use of intelligent technologies.

The papers with international co-authorship are an important pillar of research internationalization. ICESS is not only an international conference, but also an international forum for debate, a research platform, and a very important tool for dissemination of research and more importantly, a very useful learning experience for the PhD candidates of the Bucharest University of Economic Studies and of other partner institutions.

The authors and co-authors of this edition presented 164 papers, and more than 35 participants came from 11 different countries: Brunei, Bulgaria, China, the Czech Republic, France, Georgia, Germany, Greece, Italy, Poland and Serbia.

We are committed to support publication opportunities for the conference participants. The partnership with the international publishing house Degruyter/Sciendo will support the proceedings volume publication and further indexation in the main international databases offering more transparency, visibility and international exposure.

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The chairs of the conference together with the co-chairs from partner universities have contributed to the success of this conference through commitment, responsibility and team spirit. They were highly involved in the process of attracting papers, but also in selecting and offering relevant and useful feedback to the authors in the spirit of better quality and competitive selection.

The 2021 edition had the following sections:

- Universities and community impact;
- Innovative Technopreneurship and Sustainable Business Models;
- The role of innovation in public and private organizations in the context of digital transformation;
- Resilience and Digitalization-key strategies for successful Business in critical times;
- Current challenges within demographic data: measurement, collection, retrieval, analysis and reporting;
- The role of accounting in sustainable development;
- Economic Policies for Non-Cyclical Crises;
- Global challenges for agri-food systems and sustainable development;
- Financial perspectives in turbulent times;
- Marketing and Sustainability;
- Global world after crisis: towards a new economic model;
- Business Law and Sustainable Development;
- Applied Statistics & Data Science.

One of the most important university and conference partners is Sapienza University of Rome, Italy, a reliable academic partner, supporting teaching and research activities, especially papers with international co-authorship. This year, the PhD workshop with EM Strasbourg from France “*Branding and Training Talented Researchers for New Entrepreneurial and Digital Society*” was a part of the ICESS conference. The workshop was intended to foster doctoral collaborative research, exchange of ideas and networking among PhD candidates from different fields.

The university life and research have always been supported by businesses and the social community, as business partners have been highly involved in the student life of the university, but also in the research activity. As in case of the previous conference, excellence in research is recognized and supported by the business environment, which are the business partners of the conference. After presentation and final review, the international committee will select the best papers of the ICESS conference for the best paper award – Business Excellence – with the support of the business partners.

As the Bucharest University of Economic Studies is her Alma Mater, professor Mihaela Kelemen accepted the invitation of being guest speaker at ICESS and came back to ASE after many years. She is Chair at Nottingham University Business School in Business and Society. She formerly spent 23 years as a Professor of Management and Public Engagement (since 2006) at Keele University and as a Director of Community Animation and Social Innovation Centre (CASIC), where she lectured and conducted research. She has doctoral degrees from Oxford University and the Bucharest University of Economic Studies. Her research explores a wide range of business and society topics, including market-place exclusion, rural health, food poverty, artisanal mining, volunteering, sustainability, and post-disaster reconstruction, using participatory creative methodologies of stakeholder engagement and knowledge co-production. The example of professor Kelemen is a proof that excellence is a reality and ASE could represent a starting point for a top quality research and teaching career in Romania or in other international university abroad.