**Digital Economy and New Value Creation represents the theme
of the International Conference on Business Excellence (ICBE),
The 15th Edition, March 18-19, 2021**

Preface

The 15th International Conference on Business Excellence (ICBE) with the inspirational title Digital Economy and New Value Creation, took place this year online on 18-19 March 2021. The Conference was organized by the Faculty of Business Administration through its UNESCO Department for Business Administration, Bucharest University of Economic Studies, Romania in partnership with the Sapienza University of Rome, Italy and the Society of Business Excellence.

The topic of this conference is strongly correlated with the new challenges of digital economy and research systems, and the papers presented during this conference, the results and ideas exchanged are useful and relevant in the present context of a global crisis and they might offer solutions, and inputs for the real challenges we face today. The previous editions of the International Conference on Business Excellence attracted the interest of more than 1600 international authors. The geographical distribution of the guest speakers, authors and members of the scientific committee covers the following countries: Bulgaria, China, Czech Republic, Denmark, Finland, France, Germany, Hungary, Iran, Italy, Japan, Mexico, Poland, Portugal, Romania, Serbia, Singapore, Slovakia, Spain, Switzerland, Turkey, United Kingdom and the USA. The value of 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 papers published in the main stream international journals.

The 15th Edition of the ICBE conference was organized online as a result of the special situation created by the pandemic COVID-19. The health system crisis generated many other crises in economy, business, education, culture and society. Most of the universities were forced to close their regular classes and to switch all their activities online. As a direct result, all the international conferences organized by universities had to be online. Our conference made no exception. During the first day of the conference we had three Guest Speakers for the Plenary Session: Alexeis Garcia-Perez, Coventry University, United Kingdom, Luis Miguel Ciravegna Martins da Fonseca, ISEP, Porto School of Engineering, Portugal, Cristian Badarinza, National University of Singapore, Institute of Real Estate Studies, and a Network Associate of the Centre for Economic Policy Research, London.

During the day of the conference, there were presented 150 papers with contributors from over 17 countries. The papers were presented within the following parallel sessions:

- *Applied Statistics in Economics and Management. Moderators: Mihail Busu & Vlad Rosca;*
- *Clean Energy, Climate Change and Circular Economy. Moderators: Adrian Dumitru Tantau & Holger Berg;*
- *Social Innovation and Entrepreneurship Ecosystem. Moderators: Fabrizio D'Ascenzo & Carmen Punescu;*

- *New challenges for macroeconomic modeling. Moderators: Petre Caraiani, Luis Rojas & Cristian Badarinza;*
- *International Business Finance in a Globalized World. Moderators: Ionut Dumitru & Raquel menses;*
- *Knowledge economy. Moderators: Constantin Bratianu & Violeta Mihaela Dinca;*
- *Driving marketing performance through innovation, creativity and entrepreneurial focus. Moderators: Corina Pelau;*
- *Business digitization. Moderator: Florina Pinzaru;*
- *DS2 Data science, Digital Society & Fintech. Moderators: Wolfgang Karl Härdle, Vasile Alexandru Strat & Daniel Traian Pele;*
- *Accounting For The Future: The Impact Of Digital Economy On The Financial Profession: What's New?. Moderators: Adriana Dutescu & Robin Jarvis;*
- *Human resources – a game changer of the business strategy. Alecsandrina Deaconu & Simona Goia;*
- *Complexity. Moderators: Luis Miguel Ciravegna Martins da Fonseca & Valentina Mihaela Ghinea;*
- *Business law. Moderators: Ovidiu Ioan Dumitru & Simona Chirica;*
- *Strategic Options for An Uncertain Future. Moderators: Mihaela Cornelia Dan & Claude Chaillan;*
- *Business internationalization and globalization. Moderators: Luminita Nicolescu & Mariana Nicolae;*
- *Rethinking Leadership in Challenging Times. Moderators Alina Mihaela Dima & Sebastien Point;*
- *Technology Entrepreneurship. Moderators Francesco Bellini & Sorin Anagnoste.*

The selected papers from the International Conference on Business Excellence (ICBE 2020) are published in this volume. The Proceedings of the 15th 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).

Editor-in-chief Proceedings of the International Conference on Business Excellence 2021
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