

Paper Editing Guidelines

Title: center, bold, 14pt,
1 line spacing

Author(s), title, position, institution, contact,
right, 14pt,
2 lines spacing

Abstract: italic, justify, 12pt, max 200 words
1 line spacing

Key words: maximum 3
2 lines spacing

Paper text: maximum 10 pages, Times New Roman,
12pt, 1,5 lines, justify
1 line spacing

Bibliography references: Harvard system–
<http://www.cyberbiz.com.au/training/citation/harvard5.pdf>

One author may present a maximum of 2 papers.

Other Information:

The papers are to be presented in English or in Romanian. The papers accepted and presented will be published in a special issue of the **Online Marketing Magazine** – quoted in the RePEC international database.

The participation fee is 50 RON and can be paid in full in the following account:

RO 91 BRDE 410 SV 21861794100

BRD Academiei București Branch or at the Romanian-American University pay office, with the specification "CONFERENCE PARTICIPATION FEE – Business Innovation, Competitiveness and Ethics."



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10-11 October, 2008

Purpose

The international participation conference entitled "BUSINESS INNOVATION, COMPETITIVENESS AND ETHICS" tackles current issues, within a wide set of areas: marketing, communication, management, international affairs, financial banks and markets, business information technology.

The competitiveness of contemporary economic organizations, regardless of their nature and size, has its origins in the quality of strategic decisions made and implemented. An effective economic activity in a globalized environment cannot be performed without innovation and professionalism during the management process. To the same extent, ethical behavior is the premise of obtaining performance and competitive advantage within the business environment. Promoting a certain ethos within an institution is one of the main components of the "corporate culture impulsion", where values must not only be declared, but sustained through specific actions.

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Sections

- 1. Marketing and Communication**
- 2. Management**
- 3. European Integration and International Business**
- 4. Performance Management**
- 5. Information Technology in Business**
- 6. Banks and Financial Markets**

Deadlines

- 11 September, 2008** – sending in the abstract
- 3 October, 2008** – sending the paper in full

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