

ACADEMIC & BUSINESS PARTNERSHIP

Supply Chain Management for Efficient Consumer Response Conference

22ND - 23RD
OCTOBER 2020

TÂRGOVIȘTE, ROMANIA

Co - Organisers:



www.ecouvt.ro



www.theconsumergoodsforum.com



INNOVATION & CONSULT



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Bucharest University of Economic
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www.ase.ro



transport.pub.ro

Academics, researchers, consultants and practitioners are invited to participate in this exciting online/live conference:

The Management of Digitization in Supply Chain with Shoppers and Users

Call for Papers

The upcoming 2020 Supply Chain Management for Efficient Consumer Response Conference will address a number of topics around these new challenges, and is now opening a call for papers.

Those interested in submitting papers can address, but are not restricted to, one of the five following topics:

1. Digital Supply Chain (DSC)
2. Digital Connection in Supply Chain
3. Digital Supply Network
4. The Supply Chain Revolution/Transformation
5. Modern Digitization Trends in Transport
6. Supply Chain Risk and Security Management
7. Digital Marketing
8. Digital Supply Chain 4.0

Abstracts should be submitted in English and a maximum of 300 words (minimum 100 words), accompanied by five to eight key words. This should be accompanied by the form described in the attached template. The deadline for submissions is 21st September 2020. Once your abstract has been approved, additional information will be provided about how to turn your abstract into a complete article. Deadline for articles to be submitted by 15th October 2020.

During the event, your presentations should be in Power Point format, be between 20-25 slides and should last around 25 minutes, with five minutes at the end for Q&A. Presentations should be live, but can be in person at the event or delivered remotely.

CONTACT

Prof. VIRGIL POPA Ph.D.
0721/219320
scm4ecr@yahoo.com

VENUE: Valahia University of Târgoviște, Campus, OXFORD Hall, 13 Aleea Sinaia, 130004



The Management of Digitization in Supply Chain with Shoppers and Users

CONFERENCE PROCEEDINGS

The **participation fee**, for the 2020 SCM 4 ECR Conference, is **FREE** for those attending in person and includes attendance, lunch and inclusion in the magazine: **SCM Journal**.

The scientific papers should be oriented toward best managerial practices. On the second day of the Conference, we will also hold a section dedicated to Ph.D., students and master's students in a special Master and Doctoral Workshop. Under the guidance of an academic, they can propose articles – Work-in-Progress (WIP) - and the best of them will be rewarded.

The papers, in an extended form, will be published in **Supply Chain Management Journal** (www.scm-journal.com - Copernicus Data Base, DOAJ), the single specialized academic magazine in SCM and Logistics, in Romania.

All information's for direct/live transmission/participation will be transmitted in time.

HOSTS & ORGANISERS:

The Conference will be chaired by **Professor VIRGIL POPA Ph.D.**, Valahia University of Târgoviște, Romania, and co-hosted by **RUEDIGER HAGEDORN**, End-to-End (E2E) Value Chain Director, The Consumer Goods Forum.

The event organizer is **The SCM-ECR Laboratory** - The Faculty of Economic Sciences from Valahia University of Târgoviște, and special partner The Consumer Goods Forum - E2E Value Chain.

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