

ACADEMIC & BUSINESS PARTNERSHIP

# Supply Chain Management for Efficient Consumer Response Conference

21<sup>ST</sup> – 22<sup>ND</sup>  
OCTOBER  
2021

TÂRGOVIȘTE, ROMANIA

## Co-Organisers



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

## Building supply and demand network resilience through digital transformation

*How new technologies in mid-th a pandemic era enable consumers to embrace digitization and enhance the resilience of supply & demand networks*

### Call for Papers

The upcoming **2021 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 eight following topics:

1. **The Supply Chain Revolution/Transformation**
2. **The revolution of Data Science for Supply Chain Management**
3. **Sustainable Supply Chain in a Pandemic: New Opportunities and Challenges in the Digital Environment**
4. **The Development of Technologies and Innovation**
5. **Empowerment and Engagement Future Leadership in Digital Revolution**
6. **Digital Supply Chain and Consumer Engagement**
7. **Demand Chain Management Empowered by Consumer Engagement.**
8. **Recovery and Resilience: Managing Risk and Disruptions**

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 27th September 2021. 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 2021.

During the event, your presentations should be in PowerPoint 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.**  
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# Building supply and demand network resilience through digital transformation

*How new technologies in mid-th a pandemic era enable consumers to embrace digitization and enhance the resilience of supply & demand networks*

## CONFERENCE PROCEEDINGS

The participation fee, for the 2021 SCM 4 ECR Conference, is **FREE** for those attending in person and includes attendance, lunch and publication 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](http://www.scm-journal.com), Copernicus Data Base, DOAJ), the single specialised academic magazine in SCM and Logistics, in Romania.

Further information regarding the direct/live transmission will be made available at last 2 days in advance of the conference.

## 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 organiser 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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