

The 3rd International Conference on Economics and Social Sciences
Innovative models to revive the global economy
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Bucharest University of Economic Studies, Romania

Foreword

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Since the world's pressures are becoming more challenging in these crisis times, the academic and business communities are concerned on how to define the new portrait of the reviving society. Aware that the new word is difficult to change in short time, the leaders of different public or private organizations have tried to stimulate thinking in order to overpass difficult times for better outcomes.

The 3rd international Conference on Economics and Social Sciences organized by the Bucharest University of Economic Studies between 15-16 October 2020 is one of thousands of initiatives that created the context where some innovative ideas contribute to *system-level shifts* and promote the lessons and solutions for the next step of the digital word transformation.

This on-line edition entitled *Innovative models to revive the global economy*, inspired by the health and economic crisis, attracted more than 220 papers. The papers selected for presentation highlighted organizations that had scaled solutions for this on-going crisis. *Out of the 366 authors and co-authors, there are 81 authors from 30 foreign countries as authors and co-authors of 52 papers who discussed the practical challenges encountered and the solutions adopted. This is a reflection that the new reality involves global concern and requires intercultural thinking for sustainable and long-term solutions.*

The chairs of the 12 sessions, primarily the deans and vice-deans of the schools of the university together with the co-chairs from the partner universities, were involved in the coordination of this relevant project of the university, proving responsibility and team spirit. This year's experience will consolidate the research management for the next editions of this conference, and it will enforce the idea of leadership through shared responsibilities.

The publishing agreement with Sciendo offers greater visibility at international level captured in the publication of volume proceedings. The Best Paper Awards are based on the merits and scientific relevance selected by an international scientific committee.

The conference hosted the third meeting of UNESCO chairs on education for sustainable development with the kind support of the Romanian Commission for UNESCO and UNESCO Regional Office for Science and Culture in Europe.

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The ICESS conference *is a very important tool used to validate and consolidate the position of our university as a strategic academic partner* according to the *international strategy of our university*. One of the main academic partners is Sapienza University, a reliable university partner, supporting the revival of this conference during these changing times.

The first keynote titled *The role of marketing in the company: drivers of success in marketing careers* was delivered by Berend Wierenga, a renowned marketing professor at Rotterdam School of Management. He has been highly involved in the main scene of marketing area as a Founder of the Marketing Management Department at Erasmus University and Scientific Director of Research Institute of Management, member of the European Marketing Academy, the Editor of the International Journal of Research in Marketing.

The second Keynote speech: *Tax pressure, tax evasion and perceived wellbeing. Fiscal morality and social sustainability* was delivered by Professor Maria Isabel Novo-Corti, affiliated at University of A Coruña, Spain. Her international academic reputation mainly achieved by the positions: Director of the Department of Economic Analysis and Business Administration, Director of the Atlantic Review of Economics, Guest editor of Journal of Cleaner Production and Energies is completed also by various teaching experiences at Washington University, Reading, Harvard University, University of Oxford and Universidad Autónoma de Madrid.

The 3rd international Conference on Economics and Social Sciences promised to be both stimulating and scientifically attractive with keynotes and invited session chairs from different regions of the world. Participants had the opportunity to debate and analyse papers from various sessions, workshops and tracks:

- Education for Sustainable Development: impact of universities on university, business, society;
- The role of innovation in public and private organizations;
- Fintech & Insurtech – towards a sustainable financial environment;
- Sustainability for future business;
- 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.

The complex program offered to all participants great opportunities for analysis, interaction, debates, and feedback. We hope that ICESS 2020 conference was an international learning and networking on-line experience. With academic and business support and participation, the conference will continue successfully for a long time.