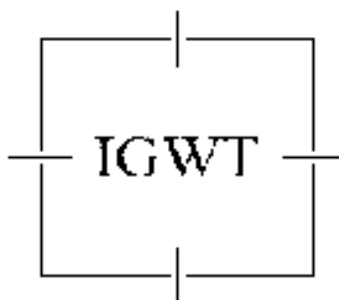


# 17<sup>th</sup> IGWT Symposium

and

## 2010 International Conference on Commerce



### *Facing the Challenges of the Future: Excellence in Business and Commodity Science*

**BUCHAREST  
ACADEMY OF ECONOMIC STUDIES**

**FACULTY OF COMMERCE**



**21<sup>st</sup> – 25<sup>th</sup> September 2010  
Bucharest, Romania**

**17<sup>th</sup> IGWT Symposium**  
and  
**2010 International Conference on Commerce**  
***Facing the Challenges of the Future:***  
***Excellence in Business and Commodity Science***  
**Second Circular**

Dear Colleagues,

As a host of the 17<sup>th</sup> **IGWT Symposium**, it is my pleasure to invite you on this special occasion to Romania, during 21<sup>st</sup> – 25<sup>th</sup> **September 2010**.

We wish that our symposium "***Facing the Challenge of the Future: Excellence in Business and Commodity Science***" would become an efficient opportunity for scientific debates within the competition for the future. As this keen competition has already been started by global research for innovation, new specialists, more efficient management systems and a general social and economical development, it would be useful to sort out all the aspects that generate Excellence in Business and in Commodity Science and the restrictions imposed by sustainable development all over the world. As past results are no guarantee for success in the future, orientation towards future and sustainability are drivers of Business and Commodity Science Excellence.

Trying to achieve Business Excellence opens the ways to the best practice, to innovative thinking and continuous learning about how to use innovative frameworks, about understanding and managing the strategic core values of excellence. Excellent organizations build within their culture an ethical attitude, clear values and the highest standards of organizational behavior, all of which enable them to strive for economic, social and ecological sustainability.

We are delighted that the Symposium is held in Romania, namely in our *Bucharest Academy of Economic Studies* - the most important economic university in our country, almost 100 years old, within the Faculty of Commerce, housing the **Commodity Science**, Commerce and Tourism-Services branches altogether. We consider this place the most representative for scientific discussions that are going to take place during our symposium which enables mutual contribution of academic researchers, experts and specialists.

Besides the main activity in Bucharest we thought of offering a better possibility for you to get in touch with the Romanian atmosphere and tradition. Consequently, our choice for the second part of the Symposium would be **Poiana Braşov**, a beautiful and elegant mountain resort.

We are convinced that the 17<sup>th</sup> IGWT Symposium will prove an exciting experience for all of us and will open new ways to finding solutions to the challenges of the future.

We are looking forward to meeting you here in Romania.

Sincerely yours,

Prof. PhD. **Rodica Pamfilie**

## Honorary Committee

Prof. PhD Ion Gh. Roșca – Rector of Academy of Economic Studies from Bucharest  
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PhD Candidate Mihaela Bujor

### Secretary

PhD Candidate Irina Maiorescu  
PhD Candidate Smaranda Vișan  
PhD Candidate Daniel Zgură

## Outline of the Scientific Program Areas

The 17<sup>th</sup> IGWT Symposium will focus on the following topic:

- ✎ Achieving Commodity and Service Excellence
- ✎ Globalization and Trends in Consumer Sciences
- ✎ Food Quality and Safety
- ✎ Quality and Customers Value Management
- ✎ Continuous Improvement of Management Systems
- ✎ Development and Standardization of Quality Management Systems
- ✎ Implementation and International Standardization of Social Responsibility
- ✎ Innovation and Design as a Competitive Advantage
- ✎ Commerce and Competitiveness
- ✎ Strategies for Tourism Market
- ✎ New Approaches in Environmental Protection and Sustainable Development
- ✎ Researching Activities within Theoretical Studies
- ✎ Knowledge Management a Dynamic Perspective
- ✎ Ethics and Culture in Business
- ✎ Future Business Strategies

## Preliminary Program

<b>21.09.2010</b>	Arrival and registration Opening ceremony in the Academy of Economic Studies of Bucharest Welcoming Cocktail
<b>22.09.2010</b>	First session of the symposium; General assembly Concert at Romanian Athenaeum Festive Dinner
<b>23.09.2010</b>	Departure to Poiana Braşov – visit at Peleş Castle Sinaia – lunch in Sinaia Visit at Azuga vineries; Accommodation and dinner in Poiana Braşov
<b>24.09.2010</b>	Departure to Bran – visit at Bran Castle - lunch in Bran Second session of symposium – workshops in Vila Bran Resort Entertainment activities; traditional Romanian dinner
<b>25.09.2010</b>	Visit of Braşov cultural sightseeing - lunch – departure to Bucharest
<b>26.09.2010</b>	Departure of participants

- **Remark** – All schedules are subject to change at the organizing committee's discretion.

## Official Language

English will be used as the official language for paper presentations and discussions at the symposium.

# Call for Research Papers

## General Information

All research papers should be related to the topics of the symposium and must not be published previously. All submissions for the 17th IGWT Symposium are required to be transmitted electronically to [igwt2010@com.ase.ro](mailto:igwt2010@com.ase.ro). Paper titles and author(s) details should be submitted by January 31st 2010, and complete papers by March 30th 2010. The papers will be evaluated by the organizing committee, and the notices of review decisions (oral or poster presentations) will be emailed to the authors during the first week of May, 2010. The authors who may prefer a poster presentation for their work should indicate their preference upon submission.

## Selection Criteria

The general selection criteria for the symposium papers include the following:

- Papers must not be previously published.
- Papers will be selected on the basis of their contribution and relevance to commodity science
- Papers must relate to the symposium topics.
- Papers must be based on scientific research methods and contain novel information.

## Manuscript preparation

All submissions must comply with the following guidelines.

### Programs to be used

All submissions should be created in MS WORD 6.0/95 (or higher) compatible file format. No ZIP files will be accepted. The Word file should be named using only the lead author's last name, first initial (e.g., Smith J.doc if the author's name is John Smith).

### Basic Format

Set up an A4 page size. Be single spaced. Use Times New Roman Font Size 12 with one-inch margin on all four sides. No more than six (6) single-spaced pages total inclusive of every page.

### Title of the Paper

Times New Roman 15pt, bold, capitalized, and centered. Leave 2 blank lines after the Title.

### Authors & Affiliations

Provide author(s) name (last name and first initial), affiliations, addresses (mailing & e-mail address) – Times New Roman 12pt, flush left, and 2 blank lines after the Authors & Affiliations

### Abstracts & Keywords

A short abstract (no more than 100 words) should appear at the beginning of the paper after the title – Times New Roman 12pt and 3-5 keywords at the bottom of the page. Leave 2 blank lines after the keywords.

### First-Order Headings

Times New Roman 15 pt, bold and capitalized. Leave 1 blank line after the heading. Type your manuscript in Times New Roman 12pt.

## Second-Order Headings

Times New Roman 12 pt and bold. Leave 1 blank line after the heading.

Do not use third-order headings. Do not use footnotes.

## Figures

Number consecutively as they appear in the text. Figure caption (e.g., Figure 1. Map of processes) should be centered, typed in Times New Roman 12 pt, and placed below the figure. Avoid colored figures.

## Tables

Number consecutively as they appear in the text. Table caption (e.g., Table 1. Types of processes) should be centered, typed in Times New Roman 12 pt, and placed above the table. Avoid colored tables.

## References

Number consecutively as they appear in the text (e.g., [1]; [2]; [3]). List references at the end of a paper using Times New Roman 12 pt as follows:

- Books: Author(s) family name(s) and the initial of the first name(s); book title (in italics), publisher, place, and year of edition.
- Periodicals: Authors(s) family name(s) and the initial of the first name(s); editor; full title of the article; journal or proceeding title (in italics), year of edition, volume(and issue) number, the first and the last page number of the cited article.

## Others

All presenters of single-authored accepted papers and posters are required to register for the full days of symposium before the deadline. In case of multiple authors, at least one author is required to register for the full days of symposium to have their presentations. Only the authors will receive conference materials.

## Registration Fee

The regular registration fee for the participants of the symposium is EUR 370/ person. There is a special price for PhD Candidates or accompanying persons - EUR 250/ person (please take into consideration that the fees your bank may charge for money transfer are not included in the registration fee). The fee includes symposium materials, coffee breaks, lunches and dinners during the event and transport between Bucharest – Poiana Brasov – Bran – Poiana Brasov – Brasov - Bucharest. Payment information is as follows:

- Swift code: RNCBROBUB 10
- Name of Bank: BCR – 155 Calea Victoriei, Sect.1, Bucharest
- Account: RO43RNCB0072001607860004

Please note that the deadline for registration fee payment is May 31st 2010.

## Accommodation

Accommodation for participants will be arranged in 5 \*\*\*\*\*, 3 \*\*\* and 2\*\* hotels. Please fill in the registration form with the preferred accommodation, in order to gain the benefits of discounted hotel rates. Reservations will be made after signing the contracts with the hotels below:

Category
5 ***** Howard Johnson Bucharest
3*** Ibis Bucharest
2** Hello Bucharest
3*** Poiana Brasov Hotels

## Important Dates

<b>January 31st, 2010</b>	Deadline for registration (please fill in the registration form and send it to us)
<b>March 30th, 2010</b>	Submission deadline for papers
<b>May 31st, 2010</b>	Fee payment deadline
<b>July 1st, 2010</b>	Proceedings and program
<b>September 21st – 25th 2010</b>	The 17th IGWT Symposium

## Correspondence and information

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