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Environmental Corporate Social Responsibility Practices -- Is There Going to Be a Bioeconomy in Europe? -- Cultural & Creative Economy. Creative and Entrepreneurial Europe -- Is Blockchain a New Creative Industry? -- Aspects of Education and Training in Support of Employment -- Multiculturalism in Romanian Economic Higher Education Part I - Western Cultural Centres -- Multiculturalism in Romanian Economic Higher Education Part II - Eastern Cultural Centres -- Competitiveness in Psycho-Socio-Economic Context -- Corporate Governance and Public Affairs/Lobbying in Romania -- The Knowledge-Based Economy: Expected Professionals' Motivation Towards R & D Activities -- Contemporary Business - between Sustainability and Waste -- The Use of Cloud Computing Applications for Learning A Survey among Romanian Students -- The Relationship between Sustainability and Tourism -- Coffee Consumption Patterns in a Hurried Society -- Consumers' Perception on the Ethics of Neuromarketing -- The Place of Small and Medium-sized Enterprises (SMEs) in Sustaining Trade in Tourism Services -- An overview of Digital Globalization and Its Opportunities -- Developing High-Performance New Products Through Aesthetic Design -- The Influence of Generational Cohorts on Implementing Gamification in an Organization Based on Innovation -- Information Gathering and Reporting in the Data Science Era: Challenges and Opportunities -- Risk Management in the Age of Business Intelligence and Analytics -- How GDPR Changed the Market Research Business Model -- Dynamic Data Nomenclatures in Business Applications -- The Struggle to Get Excellence in Scientific Publication at the Bucharest University of Economic Studies - A Pilot Study

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## Sommario/riassunto

The International Conferences on Economics and Social Sciences (ICESS) organized by Bucharest University of Economic Studies provides an opportunity for all those interested in Economics and Social Sciences to discuss and exchange research ideas. The papers presented at the Conference are available online in the Conference Proceedings series (ISSN 2704-6524): Volume 2019 Collaborative Research for Excellence in Economics and Social Sciences, ISBN 9788366675322 Volume 2020 Innovative Models to Revive the Global Economy, ISBN 9788395815072 This conference provides an opportunity for all those interested in Economics and Social Sciences to discuss and exchange research ideas. We welcome both empirical and theoretical work that is broadly consistent with the conference' general theme. Especially, researchers, PhD students and practitioners are invited to submit papers on the topics related to new models in entrepreneurship and innovation, sustainability and education, data science and digitalization, marketing and finance, Fintech & Insurtech etc. that will develop innovative instruments for countries, businesses and education. The innovative models for sustainable development aim to ensure simultaneous economic development, social development, and environmental protection, to achieve a higher quality of life for all people and protect all living beings and the planet. The main topics of the conference are focused on but not limited to the following sections: Fintech & Insurtech - towards a sustainable financial environment The role of innovation in public and private organizations Financial perspectives in turbulent times Global Challenges for Agri-Food Systems and Sustainable Development Economic Policies for Non-Cyclical Crises Education for Sustainable Development: impact of universities on society Marketing and Sustainability The role of accounting in Sustainable Development Global world after crisis: towards a new economic model Sustainability for future business Current challenges within demographic data: measurement, collection, retrieval, analysis

and reporting We welcome you to join us for two intensive days of plenary speeches and specialized parallel sessions debates that will result in high quality practical insights and networking. Scientific Committee

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