

# ECMLG 2020

## 16th European Conference on Management Leadership and Governance

26-27th October 2020 Oxford, UK

### Mini Track on Academic Leadership and Future Strategies

Mini Track Chair: Magdalena Iordache-Platis, University of Bucharest



In the continuous changing economic environment, all industries and organizations, including higher education institutions have faced opportunities and threats that modified their behaviours and made them more aware of the importance of becoming more market adaptable. Higher education institutions have always been main providers of general and advanced knowledge and research in society. In the current context, their engagement in the community development is changing and higher education institutions realize that they can be effective contributors to long-run society --developments. Academic leadership is playing a crucial role in the design of the institutional development path. Leadership role in finding the proper efficient strategies in teaching and learning, advanced research and society engagement is of high interest, but concrete solutions are still on progress. Current difficulties such as lack of resources, underfunding, decreasing students' engagement, changing priorities in the decision-making process, multiplying bureaucracy in different processes put a lot of pressure on academic leadership. In some cases, leaders have to make quick operational decisions for short-run actions which makes them behave more like managers and move them away from their real leadership role. Finding the right strategies is not an easy task for academic leadership. They have to find the right balance between current and concrete needs and future vision of higher education institution. Academic strategies must be a way of shaping the future starting with concrete actions today. Learning from experiences and good practices is a great opportunity in finding the best strategies options as answers to academic leadership dilemmas.

Suggested topics include but are not limited to:

- Academic leadership role in current context
- Teaching and learning future strategies
- Opportunities and threats in academic research; research strategies
- Academic leadership and societal engagement
- Higher education best practices in shaping future developments
- Increasing quality in education; current and future quality assurance strategies



Magdalena Iordache-Platis is full-professor at the University of Bucharest, former dean of the Faculty of Business and Administration. At present she is vice-rector on quality assurance and business relationships and an external expert on quality assurance in higher education. She is a member of the Society for Business Excellence and author of several articles and books, including chapters published in IGI Global and Springer. Her areas of interest include leadership and university management, university-industry links, employability, strategic management, customer relationship marketing. She is currently country manager of a marketing campaign on saving energy dedicated to students, within a H2020 project.

#### Submission details

In the first instance a 300 word abstract is required, to be received by **06 April 2020**. Please read the guidelines at <http://www.academic-conferences.org/policies/abstract-guidelines-for-papers/>

Submissions must be made using the online submission form at

<http://www.academic-conferences.org/conferences/ecmlg/ecmlg-call-for-papers/>

If you have any questions about this track please email the mini track chair: [magdalena.platis@unibuc.ro](mailto:magdalena.platis@unibuc.ro)

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