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# STRATEGIC MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT: THE NEW CHALLENGES FOR INTERNATIONAL BUSINESS AND LOGISTICS IN THE AGE OF INDUSTRY 4.0

Selected, peer-reviewed papers from the  
15<sup>th</sup> International Strategic Management Conference (ISMC 2019), 27-29 June, 2019,  
Poznan, Poland

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# Preface

On behalf of the organizing committee, I am pleased to present the proceedings containing selected, peer reviewed papers from the 15<sup>th</sup> International Strategic Management Conference (ISMC 2019) which was held in June 27-29, 2019, in Poznan, Poland.

The objective of the conference was to set a synergetic platform for discussions and exchange of views among strategists and practitioners coming from different backgrounds and countries. During the Conference, the principal impact of the strategic management on the recent and future global developments in the fields of economy and business was highlighted.

The conference comprised one keynote speech. The conference submission management system is maintained via e-mail. The total number of abstracts submitted to the conference was 80, while the number of accepted and presented paper was 61 and 51 respectively. Each author was allotted 15-20 minutes to present their paper. The conference's international flavour was provided by participants who came from Albania, Brazil, UAE, Greece, Hungary, India, Italy, Japan, Latvia, Malaysia, North Cyprus, P.R.China, Poland, Romania, Russia, Slovak Republic, South Korea, Turkey and USA. The best paper award went to the paper entitled "*Using Mind Genomics to Understand the Specifics of a Customer's Mind*" by Orkida Ilollari, Petraq Papajorgji, Attila Gere, Ryan Zemel, and Howard Moskowitz.

The review process for the papers was stringent. The software program Turnitin was used for peer review and plagiarism detection. Each submission was subjected to a double-blind review process by two reviewers. During the review process, one paper is submitted to 2 reviewers. If two reviewers state inconsistent opinions (1 Accept-1 Reject) paper is submitted to the third reviewer for the last decision. The number of submissions received and reviewed was 80 and the number of submissions accepted was 61 indicating an acceptance rate of 76,25%. A total of 54 reviewers were involved in the review process.

4 July, 2018

Lutfihak Alpkın, Prof. Dr.  
Istanbul Technical University, Turkey

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Maciej Szymczak, Prof. Dr.

Poznan University of Economics and Business, Poland

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