

EDITORIAL: TACKLING THE CHALLENGES & SEIZING THE OPPORTUNITIES OF TOMORROW

The sixth edition of ICIEMC took place on June 30 and July 1, 2022, in virtual format, and it continues the approach we started last year, yet we look more closely at what has been done and what can be done to tackle the challenges that this new world entails. Also, we seek new perspectives on how we may seize the opportunities that future may bring us, with a focus on the role of data, intelligence and the emergence of new business models.

As the COVID-19 pandemics changed the life of practically everybody in some way, inducing a systemic shock effect on citizens and economies (Ashford et.al., 2020), we wanted to understand how consumers and organizations had adapted to this new reality.

We actively sought scientific contributions related to the (post)pandemic changes in business, marketing and consumer behavior, related to overcoming challenges related to the pandemics, applied to any industry or service area and we value specific contributions linked to business and marketing strategies used to explore future opportunities.

We accepted for the conference a total of 36 papers, one of which is not hereby published by requirement of the authors, as it will be submitted to an international journal in the incoming months. The conference programme includes the presentations of these papers, four exquisite luminary speakers, the presentation of 17 finalist theses defended in 2020 and 2021 and one presentation of a project funded with European and Portuguese funds. Best paper awards and best theses awards recognized the value of several of these contributions.

We'll be back next year, same period (June 29 – June 30, 2023) and practically the same submission dates and procedures, with a challenging theme: "*A Resilient New World: How To Remain Competitive in Unstable Markets?*". Please check our site for further details: <http://iciemc.pt>.

In the following pages, you may find the submissions presented at ICIEMC 2022. They are ordered alphabetically, after the surname of the first author.

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