

EDITORIAL: (POST)PANDEMIC CHANGES IN BUSINESS, MARKETING AND CONSUMER BEHAVIOUR

The fifth edition of ICIEMC took place on July 1 and July 2, 2021, in virtual format, and it was dedicated to (post)pandemic changes in business, marketing and consumer behaviour.

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 any industry or service area and specific contributions linked to innovation in teaching and learning in higher education that have been motivated by the systemic shock effect generated by the pandemics, including teachers', students', higher education management or policy perspectives.

We accepted for the conference a total of 32 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 and the presentation of 19 finalist theses defended in 2019 and 2020. Best paper awards and best theses awards recognized the value of several of these contributions.

In the aftermath (hopefully!) of the pandemics we'll be back to face-to-face conferences on the 30th of June 2022, with our sixth edition fully focused on the challenges and realignments due to pandemics effects. The theme for ICIEMC 2022 is: **Tackling the Challenges and Seizing the Opportunities of Tomorrow!** Please check our site for further details: <http://iciemc.pt>.

In the following pages, you may find the submissions presented at ICIEMC 2021. They are ordered alphabetically, after the surname of the first author.