

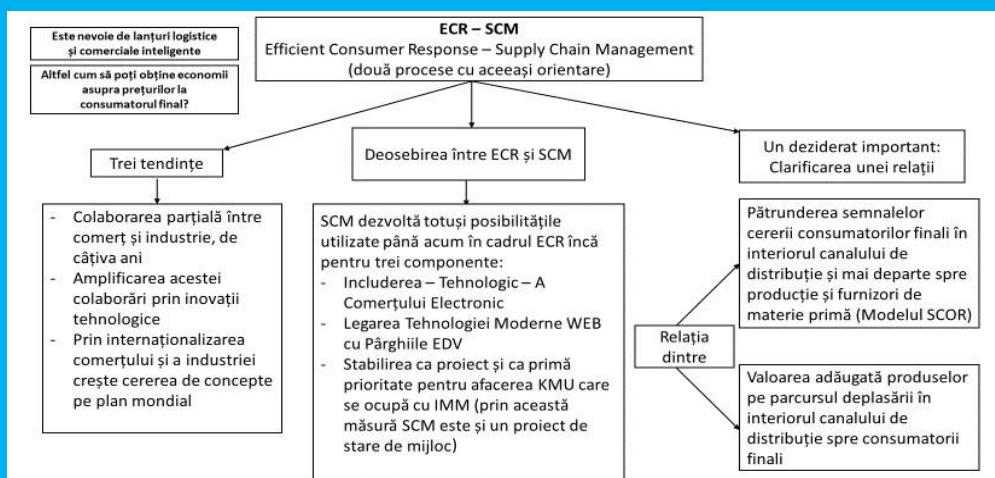


RDCM Personalia Corner

- The 16th Supply Chain Management for Efficient Consumer Response Conference,
11–12 Dec 2025, Târgoviște

Note from the Editor-in-Chief

In Romania, beginning with 1996, four National ECR Symposia (organized by the Romanian Distribution Committee in partnership with Valahia University of Târgoviște, and then with CIDE, INCE, at the Romanian Academy House) took place. In a book published in 2000 by the Expert Publishing House and entitled “MARKETING. Evolutions, experiences, conceptual developments” (Authors: Theodor Purcărea and Valeriu Ioan-Franc) was illustrated the comprehensive relationship between ECR and SCM.



Reaching the understanding of the comprehensive relationship between ECR and SCM

Source: Theodor Purcărea and Valeriu Ioan-Franc, 2000. MARKETING. Evolutions, experiences, conceptual developments, Expert Publishing House, Bucharest, pp. 144-152.

The emergence of the ECR concept: A logical consequence of the trend of integration in SCM, marking the transition from organizational management to trans organizational management

- **USA, 1993** – through the collaboration between Walmart (the largest retailer in the world) and Procter & Gamble (one of the most important manufacturers of non-food consumer goods in the world)
- **Europe, 1996, First ECR Europe; ECR Mission:** “Working together to fulfil consumer wishes better, faster and at less cost” (ECR Europe)
- **In Romania, beginning with 1996, four National ECR Symposia** (organized by the Romanian Distribution Committee in partnership with Valahia University of Târgoviște, and then with CIDE, INCE, at the Romanian Academy House) took place.



E.C.R. National Symposia, 1996 and 1997, in Târgoviște; then, in 1998, in Bucharest, the 24th Congress of the International Association for the Distributive Trade

The first two E.C.R. National Symposia (Efficient Consumer Response) – then followed by the SCM 4 ECR, Business & Academic Partnership (<https://www.rdc-ada.ro/2024/10/successful-15th-supply-chain-management-for-efficient-consumer-response-conference-17-18-sept-2024-targoviste/>) – were organized by the Romanian Distribution Committee organized in partnership with Valahia University of Târgoviște, in 1996 and 1997, in Târgoviște, both events enjoying the remarkable involvement and participation of the distinguished Founder and Rector of Valahia University of Târgoviște, Prof. Dr. Doc. Eng. Florea Opres.



The 16th Supply Chain Management for Efficient Consumer Response Conference, 11–12 Dec 2025, Târgoviște

Business & Academic Partnership. 16th Supply Chain Management for Efficient Consumer Response Conference, 11–12 December 2025

Conference Organizers

Conference Co-Organizers

**The Faculty of Economic Sciences
Valahia University of Târgoviște**

SCM 4 ECR

How Generative AI Supports the Optimization of Sustainable & Innovative Value Network Processes

**Developing New Technologies in Aligning Supply Chains with the Consumer Experience.
SC Security Management by Increasing the Resilience of Inter-Organizational Collaboration Agreements**

SC security management by increasing the resilience of inter-organizational collaboration agreements

The 16th Supply Chain Management for Efficient Consumer Response Conference

The 16th Supply Chain Management for Efficient Consumer Response Conference, SCM 4 ECR, Business & Academic Partnership 2025, took place on 11–12 December 2025, in the historic city of Târgoviște – with the theme “*Developing New Technologies in Aligning Supply Chains with the Consumer Experience. SC Security Management by increasing the Resilience of Inter-Organizational Collaboration Agreements*” (<https://www.scm4ecr.com/>). The Conference was chaired by Prof. Virgil POPA Ph.D., Valahia University of Târgoviște, Romania, and co-hosted by Ruediger HAGEDORN, End-to-End (E2E) Value Chain Director, The Consumer Goods Forum (CGF), Paris (the Global Network Serving Shopper & Consumer Needs). The event organizers were the Faculty of Economic Sciences, Valahia University of Târgoviște, and special partner The Consumer Goods Forum – E2E Value Chain.

Conference Co-Chairs were: Dr. Gerd WOLFRAM, CEO and Owner IoT Innovation & Consult, Partner Digital Connection (Cologne Area, Germany), The Founder RFID Implementation METRO Group, Head of the METRO Group Future Store Initiative, Author; Prof. Costel NEGRICEA, Ph.D., Habil, Rector of the Romanian-American University, Member of the Board and Honorary Member of the Romanian Distribution Committee (Board of Directors – Comitetul Roman al Distribuției); Prof. Valentin RADU, Ph. D., Habil, Vice-Dean of Faculty of Economic Sciences, Valahia University of Târgoviște; Prof. Michael BOURLAKIS, Ph.D., Director of Research for Cranfield School of Management, Group Head (Logistics, Procurement and Supply Chain Management) and Director of Centre for Logistics & Supply Chain Management, Cranfield University; Prof. Theodor PURCAREA, Ph.D., President of the Romanian Distribution Committee, Professor at the Romanian American University, and Member of the Advisory Board of the Romanian Competition Council; Prof. Marta STAROSTKA-PATYK, Ph.D., Habil, Warsaw University of Technology, Poland; Prof. Tomasz JAŁOWIEC, Ph. D., Habil, Warsaw University of Life Sciences, Management Institute, Poland; Assoc. Prof. Gökhhan KIRBAÇ, Ph.D., Istanbul Kültür University, Turkey; Professor Borna ABRAMOVIC, Ph.D., Head of Chair of Railway Transport Management, University of Zagreb, Faculty of Transport and Traffic Sciences; Associate Prof. Ed LINDOO, Ph. D., Regis University, Denver, Colorado, USA.

Welcome addresses were delivered at the beginning of the conference by the Conference Hosts & Organizers Virgil POPA and Ruediger HAGEDORN, as well as by the Vice Rector of Valahia University of Târgoviște, Prof. Daniel Emil Constantin DUNEA, PhD. Ing. Hab. According to tradition, conference audience's real interest, attention, and participation during the presentations was kept engaged from the very beginning thanks to the Conference Founder Virgil POPA and world-renowned Keynote Speaker Ruediger Hagedorn, who shared their valuable insights and expertise, as well as to the other distinguished speakers.

It was an insightful conference, a rewarding experience, that led to new insights and positive developments regarding more adaptable, resilient and agile supply chains, so as to drive competitive advantage by valorizing AI, automation and innovative approaches, ensuring strategic change and continuously improved customer-centricity. Also, the conference was a fresh validation of the passion, competence and perseverance of the builder of this reputed brand – SCM 4 ECR Conference – Professor Virgil POPA (who is also a Member of the Board and Honorary Member of the Romanian Distribution Committee), Founder & Editor-in-Chief of the Supply Chain Management Journal, Valahia University of Târgoviște. As usual, the SCM 4 ECR Conference benefited of the conference presenter Lect. Alina TÂBÎRCĂ, Ph.D., who ensured a deeply connection with the audience by delivering clear, engaging, and persuasive messages.

At this particular impactful event – SCM 4 ECR Conference – it was highlighted the need of ensuring essential skills' development to meet changing business needs and shifting customer expectations, within the context in which a real Interoperable Talent is already required by an industry becoming fully committed to ensure an interoperable system building for the seamless goods and data flow based on Interoperable Professional able to blend Supply Chain, Technology and Commerce.

