



Introduction

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This volume brings together selected papers presented during the 12th edition of *Globalization and Higher Education in Economics and Business Administration* (GEBA 2020), the international conference traditionally organized in Iași, Romania, almost every October by the Faculty of Economics and Business Administration, within the Alexandru Ioan Cuza University of Iasi, Romania. This high-quality conference, which I had the pleasure and privilege to attend several times, in the last fourteen years, brings together academics and researchers from all over Europe, as well as some participants from other continents.

Unfortunately, this year, due to the sanitary crisis, the conference switched to a virtual format. Selecting submitted papers from different sections and different fields for this special issue was not an easy task. This special issue brings together authors from six universities in four European countries, being another proof of the internationalization spirit that the GEBA conference usually offers.

The first paper, by [Sebastião *et al.* \(2020\)](#), investigates the use Machine Learning methods in several trading strategies. Using data from the Nordic electricity base-load week futures for over a decade, the authors demonstrate the possibility of generating an average profit of at least 26% per year, after considering trading costs and liquidity constraints.

The second paper in the issue, written by [Homocianu \(2020\)](#) concentrates on investments in retirement accounts. Using a unique dataset from SHARE-ERIC (Wave7), the papers analyses the determinant factors that influence the probability of investing in retirement accounts, showing that the globalization was not able to erase certain historical differences that are reflected today in the behaviour and current choices of individuals and individuals with the main residence and educated in ex-communist countries are still less predisposed to invest in retirement accounts than those from non-ex-communist ones.

The series of manuscripts included in this special issue continues with the paper proposed by [Pinto da Cunha Brandão *et al.* \(2020\)](#), where authors discuss a new paradigm in the contemporary fashion, the See Now, Buy Now (SNBN) model, adopted by high fashion brands to guarantee the possibility of instant gratification that consumers increasingly expect and demand, in a new context when competition is accentuated by globalization and digital consolidation.

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The paper by [Anastasiei and Georgescu \(2020\)](#) focuses on content analysis studies, showing that content analysis can be automated in order to obtain the interpretation of sentiment expressed in reviews, even if manual interpretation might be necessary to increase the accuracy.

Finally, [Bento and Duarte \(2020\)](#) address a very hot topic, which I am sure will attract both a lot of readers and citations: the Brexit issue, approached from the point of view of the effects of the Brexit announcement on the British economy. The authors conclude that the announcement of Brexit had a clear negative impact on the British economy, taking into account especially the exchange rate of the Pound Sterling against the US Dollar as well as a negative impact on UK's GDP growth.

I would like to thank everyone who has contributed to this special issue. I express my thanks to professor Ovidiu Stoica, the editor-in-chief of the *Scientific Annals of Economics and Business*, journal where I am member of the editorial board for over a decade, for giving me the opportunity to be the guest editor for this issue.

I also thank all the authors, for providing me the opportunity to read quality papers, the reviewers, for their insightful comments, improving the quality of the manuscripts, as well as the editorial staff for being able to finalize this special issue in such a short period of time.

This introduction would not be complete without acknowledging the dean of the Faculty of Economics and Business Administration, professor Teodora Roman, and former dean, professor Dinu Airinei, for being such good guests. In the last 15 years, during my repeated visits to Iasi, Romania, for teaching, research, or conferences, I was able to discover a city full of history, culture and traditions, as well as a modern university and enthusiastic students and faculty members.

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