



**TMS ALGARVE 2022**

**Sustainability Challenges in Tourism, Hospitality and Management**

Thematic session: **Strategy, Competitiveness and Entrepreneurship**

This track aims to cover aspects related to Strategy, Competitiveness and Entrepreneurship including but not limited to the following:

- Strategy
- internationalization
- Sustainability
- Entrepreneurship
- Innovation
- Competitiveness
- Performance
- Corporate governance
- International entrepreneurship
- Entrepreneurship and entrepreneurial ecosystem
- Entrepreneurship and ethnic minorities
- Corporate and Strategic Entrepreneurship
- International business and strategies
- Strategy, sustainability and performance
- Strategy, innovation and competitiveness
- Competition, Ecosystems, Networks and strategic Alliances
- Strategic leadership and role of leaders in shaping businesses
- Strategic engagement on Social Media
- Strategies in the post-pandemic world
- Studies of business entry and survival

**Track Director:**

**Georgette Andraz** is a lecturer at the University of the Algarve (School of Management, Hospitality and Tourism- ESGHT) where she teaches Strategic Management and Entrepreneurship. Purposes (Tourism, Hospitality, Business), Georgette Andraz holds a Master's in r in Economic and Business Administration Sciences from the Faculty of Economics, Universidade do Algarve and a PhD in Management Sciences from the Universidade de Évora. Her main research interests are Strategy and Performance and Entrepreneurship. She has participated in several national and international conferences and has co-authored several national and international scientific publications in these areas. She is a member of the Centre for Advanced Studies in Management and Economics (CEFAGE). <https://orcid.org/0000-0001-5553-7620>