



2017

HIGHER EDUCATION INSTITUTIONS CONFERENCE

May 10 – 11, 2017 | Zadar, Croatia
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STRATEGIES FOR THE FOURTH
INDUSTRIAL REVOLUTION



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*Campus of Zagreb School of Economics and Management,
Jordanovac 110, Zagreb, Croatia*



WELCOME NOTE

Dear Guests,

On behalf of Croatia's first AACSB accredited business school, the Zagreb School of Economics and Management, let me wish you a warm welcome to Zadar, European Best Destination 2016, and to our fifth consecutive Higher Education Institutions Conference – **HEIC 2017** – “Strategies for the Fourth Industrial Revolution”. We sincerely believe that this conference will prove to be a valuable forum in which you can share your experience with other higher education professionals, as well as gain valuable insights from our esteemed speakers.

The world is indeed getting smaller due to the rapid pace of globalization. External forces are causing the higher education sector to face both increased pressure and new challenging opportunities. Global interconnectivity puts diversity and adaptability in the focus of the higher education governance. Considering the complexity of these challenges that business schools face, this conference will provide four plenary sessions, each dealing with a vital issue regarding higher education, Innovation as a road for strategy competitiveness, Innovating financial models, Innovating learning methods and technology and Innovation in labor markets, while a bonus workshop on Thursday will provide attendees a valuable look into the new 2013 AACSB standards and the accreditation process.

Thank you for choosing to attend the HEIC 2017. I sincerely hope you will keep good memories of our conference and Zadar. I would also like to take this opportunity to thank our sponsors not only for supporting this conference, but also for recognizing the need to further dialogue on the future development of business education.

Best regards,
Đuro Njavro, PhD
Dean, Zagreb School of Economics and Management



HEIC 2017

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CONTENTS

GENERAL CONFERENCE INFORMATION | 1

REGISTRATION | INFORMATION | 2

BADGE IDENTIFICATION | 3

ORGANIZERS | 6

CONFERENCE SCHEDULE AND SESSION DESCRIPTIONS | 13

SPEAKERS' BIOS | 19

PROGRAM COMMITTEE | 29

CONFERENCE STAFF | 31



GENERAL CONFERENCE INFORMATION





REGISTRATION | INFORMATION

Levant A/B conference hall foyer

Wednesday, May 10 15:00 – 16:00

Thursday, May 11 9:00 –



COFFEE | TEA BREAKS

Levant A/B conference hall foyer

Thursday, May 11 10:20 – 10:50

14:00 – 14:30

Coffee/Tea breaks are the opportunity to exchange knowledge and discuss ideas with other conference delegates. This is the time to network and socialize with other attendees, speakers, and experts in the field of education from all over the world.



GALA DINNER

Wednesday, May 10 20:00 – 22:00

Gala dinner is the perfect opportunity to enjoy Croatian cuisine in the relaxed environment of the Restaurant Jadran. The menu is based on Mediterranean cuisine with a fine choice of fresh fish and meat, as well as vegetarian dishes. Together with the whole ambience and friendly service it is the perfect opportunity for our delegates to enjoy a relaxed and pleasant evening.

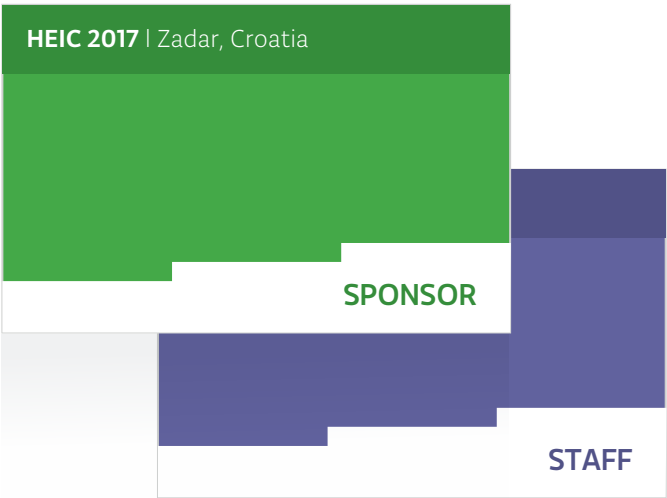
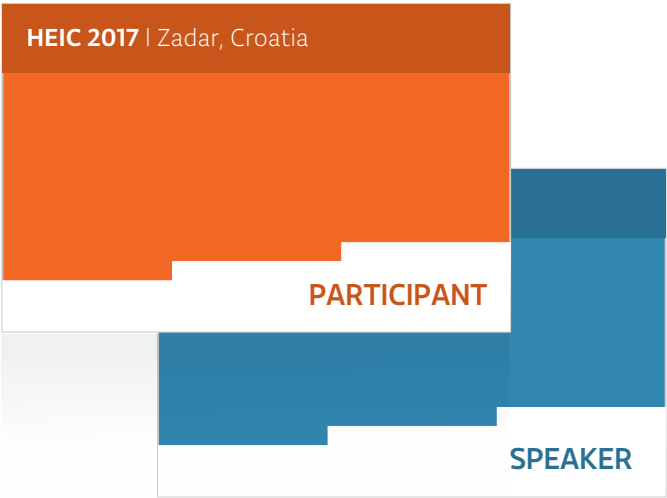


LUNCH

Thursday, May 11 12:00 – 13:00





The lunch will take place in the main Hotel Restaurant Jadran during the second day of the Conference. It is the perfect opportunity to network with our delegates and exchange experience and knowledge. This is also the perfect opportunity to try Croatian and Mediterranean specialties between the presentations.

BADGE IDENTIFICATION



HOTEL MAP

FALKENSTEINER HOTEL & SPA IADERA****, ZADAR

-  Entrance / *Ulaz*
-  Elevator / *Dizalo*
-  Projector / *Projektor*
-  Operable wall / *Pomični zid*





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Santiago Iñiguez, President, IE University and Dean, IE Business School, Spain

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ORGANIZERS

For more than a decade now, the Zagreb School of Economics and Management has been creating future business leaders, economic experts and innovative entrepreneurs. With more than two thousand graduates, around 150 lecturers, and over 1,200 students, ZSEM stands out as the largest private institution for higher education in Croatia. The AACSB accreditation awarded to ZSEM in 2013 placed ZSEM among the top-five percent of the highest-ranking business schools in the world. The accreditation alone reaffirms the leading status of ZSEM among business schools in Croatia.

The accreditation came as a result of a hard work, constant improvement of study programs and quality services provided to our students. The AACSB accreditation warrants recognition of ZSEM's diploma in the whole world as well as numerous opportunities to continue education or find work abroad. Eduniversal, the French portal known for its rigorous quality assessments, has for the ninth consecutive year selected ZSEM as the best business school. The employment record of our alumni testifies to the excellence of ZSEM: 94% of its graduates, despite the current lacklustre business climate, find a job within one year of graduation.

ZSEM is the only business school in Croatia with a permanent Career Center office established to help students find jobs post graduation, thus proving our constant efforts to prepare our students for the labour market. We are the only business school in the entire region that actively cooperates with over 130 business schools and economics departments around the globe. Each year, we send abroad as many as 17% of ZSEM's best students to participate in our exchange program, with no additional fees. Upon obtaining an undergraduate degree, some of our students continue education abroad, or take up our own graduate and MBA programs, which Eduniversal has placed among the best one hundred, and two hundred, respectively. Our faculty includes the recognized and renowned business and economics experts. Many of them were educated abroad. The favourable ratio of staff vis-à-vis the students, allows for a personalized approach to each individual student.

The lecturers are easily reached and accessible. Our students are creative, innovative, ambitious, and energetic; they are the future hopes of Croatian economy. Besides travelling abroad through the student exchange program, they have won various awards in numerous competitions. They attend internships in the most respected Croatian and global companies, in which they are regularly offered permanent positions upon graduation. The Zagreb School of Economics and Management is the only business school in Croatia that provides a superb educational experience, which will not only gear you up for the challenges of the business world, but also provide you with the opportunities and services that are going to enrich your student life.

ZSEM BUSINESS ACADEMY

[http://www.zsem.hr/
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akademija/](http://www.zsem.hr/hr/zsem-poslovna-akademija/)



ZSEM Business Academy as a part of the Zagreb School of Economics and Management organizes various professional programs, trainings, courses, and conferences in marketing, management skills, finance, accounting, etc. These programs are intended for the business community in Croatia and the region.

In a time of rapid changes and challenges brought about by globalization, continual training has become an imperative. Open courses were attended by more than 3,000 executives from Croatia and neighboring countries.

Our courses are organized on the model of the world's top business schools, and provide contemporary knowledge and skills that can be acquired at top American and European business schools. The lecturers are quality speakers from top business schools in the world (e.g. Ross Business School, University of Michigan, SDA Bocconi, etc.), with years of experience.

Courses are held in Croatian and English through interactive work of professors and participants, through several case studies and discussion.

Basic characteristics of education at ZSEM Business Academy:

- » Contemporary knowledge and skills
- » Quality trainers with years of experience in academic work and work with the business sector
- » Small groups of participants (10-30, depending on the program)
- » Rooms are equipped with modern teaching aids
- » E-learning by using Blackboard learning platform
- » Collaboration with top universities and business schools
- » Best economic professional literature
- » Certificate of successful completion of the seminar
- » International networking of participants
- » Professional organization of seminars and focusing on customer satisfaction

The Croatian Agency for Science and Higher Education (ASHE) is an independent public institution responsible for quality assurance in higher education and science in Croatia. ASHE was modelled after the best European practices in quality assurance in science and higher education. Becoming a full member of ENQA (European Association for Quality Assurance in Higher Education) and being listed in EQAR (European Quality Assurance Register for Higher Education) in 2011, the Agency proved its reliability as a quality assurance agency working in the European Higher Education Area. ASHE independently performs tasks within its competences and purview as established by the Act on Quality Assurance in Science and Higher Education, Act on Scientific Activity and Higher Education and Act on Recognition of Foreign Higher Education Qualifications.

Main focus of ASHE activities are procedures of external quality assurance in science and higher education in the Republic of Croatia. The Agency performs procedures of initial accreditation, procedures of reaccreditation, thematic evaluation and audit, collects and processes data on Croatian higher education, science and related systems, which serve as a basis for analyses necessary to establish standards and criteria of evaluations carried out by ASHE, as well as a basis for informed and evidence-based strategic decision-making of bodies in the system of higher education and science. ASHE also provides information and unifies data on the conditions of enrolment to higher education institutions in the Republic of Croatia. One of the ASHE tasks is to administer and support the activities of the National Council for Science, Higher Education and Technological Development, Council for Financing Scientific Activity and Higher Education, Ethics Committee in Science and Higher Education, Area Councils, Scientific Field Committees, Humanities and Arts Committees and expert panels.

ASHE is working on its inclusion in the international quality assurance system in science and higher education and is its recognized and active member. Apart from its status within ENQA and EQAR, ASHE is actively involved in the activities of European and global networks fostering mobility and recognition of foreign higher education qualifications (ENIC and NARIC network), INQAAHE (International Network for Quality Assurance Agencies in Higher Education), CEENQA (Network of Central and Eastern European Quality Assurance Agencies in Higher Education) and OECD IMHE (Organization

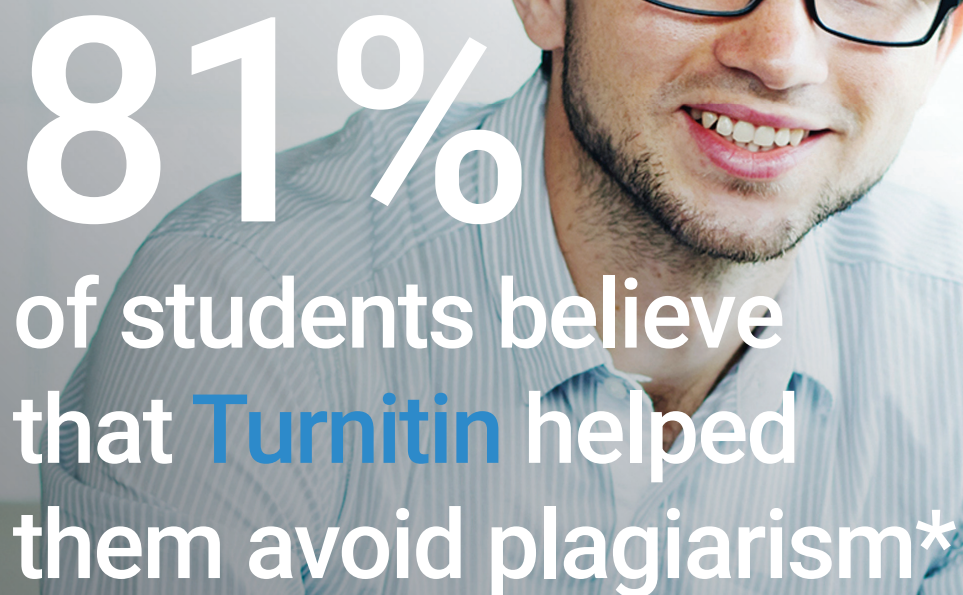
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for Economic Cooperation and Development – Programme for Institutional management in Higher Education). ASHE is also a member of the European Consortium for Accreditation – ECA, a project-oriented association of European agencies for external quality assurance in higher education, and has an observer status in the Asia-Pacific Quality Network (APQN). Since April 2015 ASHE has also been a full member of the IREG Observatory on Academic Ranking and Excellence, an international institutional non-profit association of ranking organizations, universities and other bodies interested in university rankings and academic excellence.

Through continued improvement of quality culture and participation in the development of science and higher education, ASHE contributes to achieving global competitiveness of Croatian higher education and science.



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*A survey amongst 1,437 students whose instructors use Turnitin (2015)



A photograph of three men seated at a long table covered with a dark brown cloth. The man on the left is wearing glasses and a dark suit, resting his chin on his hand. The man in the middle is also wearing glasses and a dark suit, with his hand near his face. The man on the right has grey hair and is wearing a dark suit. On the table in front of them are several clear plastic water bottles, wine glasses, and microphones. The background is a plain, light-colored wall.

CONFERENCE SCHEDULE AND SESSION DESCRIPTIONS

DAY 1

May 10, 2017 (Wednesday)

Registration | Information

15:00 – 16:00

BONUS SESSION: AACSB Accreditation Workshop

16:00 – 18:00

Description of the Bonus Session:

AACSB International – The Association to Advance Collegiate Schools of Business, founded in 1916, is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting. AACSB Accreditation is the hallmark of excellence in business education and has been earned by less than five percent of the world's business programs. When a school earns AACSB Accreditation, a clear message is sent to all its stakeholders (students, parents, guidance counselors, employers, faculty/staff, and other schools) that the entire organization has made a long-term commitment to providing the best in management education. Rooted in innovation, engagement, and impact, accreditation is a substantial competitive advantage that influences and impacts a school's position in the market. This bonus session will provide:

- » An opportunity to discover how to get involved with AACSB and make the most of your membership
- » An in-depth overview of the member services offered by AACSB
- » The philosophy, intent and expectation of the accreditation standards
- » A high-level overview of the eligibility criteria for entering into the AACSB Accreditation process and of the accreditation process itself

The event will be closed by a panel discussion and the possibility for questions and answers.

Session Presenters:

Marine Condette – Accreditation and Member Services EMEA, AACSB

QUESTIONS & ANSWERS



20:00 – 22:00 | GALA DINNER

DAY 2

May 11, 2017 (Thursday)

8:30 – 9:00

Registration | Information

9:00 – 9:10

Opening speech: Maja Martinović, PhD – Associate Dean of Zagreb School of Economics and Management

9:10 – 10:20

PLENARY I – Disruptive innovations in education

Brief Description:

Traditional education is facing a big challenge. New educational trends such as MOOCs (Massive Open Online Courses), Virtual universities and the internalization are shaking the traditional education industry. The number is increasing exponentially across the globe, making learning more accessible to people. In 2015, the number of MOOCs participants has doubled from 16-18 million students to 35 million students. Online learning has become immensely popular in the 21st century, resulting in the creation of universities that exist solely online. A virtual university is an online learning institution that uses the Internet to deliver classes and seminars. These new trends rise new questions. Can online education overlook the importance of direct and face-to-face interaction between the students and teachers as an influential part of a quality education? What is the role of accreditation and trust in the associated credential when it comes to MOOCs? Are internalization and accessible learning worldwide emphasizing the importance of high quality? – since students have the opportunity to choose among universities all over the globe.

Session Presenters:

Nenad Bakić – Entrepreneur, investor and philanthropist, founder of NGO IRIM, developing STEM education

Rose Luckin – Chair of Learning with Digital Technologies, UCL

Casilda Guell Ampuero – General Academic Director, OBS

Goa Borek – Regional Manager, Turn It In

Afif Rustom – Senior Business Development Executive for EMEA at VitalSource Technologies



10:20 – 10:50 | Coffee | Tea Break & Networking

DAY 2

May 11, 2017 (Thursday)

10:50 – 12:00

PLENARY II – Higher Education policymaker's role in 4th Industrial Revolution

Brief Description:

Aligning government with 21st century technological, economic and social realities will require innovations at least as disruptive and profound as those embraced by the private sector. Considering the great potential of the Fourth Industrial Revolution – e.g., Internet of Things, smart cities – higher education institutions require considerable support and actions from policy makers. Support from policy makers is also very important in job creation – one of the toughest challenges for nations worldwide, especially for HE institutions which are preparing students for the jobs, of which some are still non-existent. Higher educational attainments are necessary for many of the kinds of jobs that will be available over the next few decades, thus requiring a national commitment to education. Creating an environment that fosters a talented workforce, well-paying jobs and a decent standard of living is one of the primary responsibilities of government. Regulators should adapt to a new, fast-changing environment, reinventing themselves so they can truly understand what it is they are regulating. To do so, governments and regulatory agencies will need to collaborate closely with business and civil society.

Session Presenters:

Metka Tekavčič – Dean, University of Ljubljana

Jasmina Havranek – Director, Agency for Science and Higher Education

Kjell R. Knudsen – Dean Emeritus, Labovitz School of Business and Economics University of Minnesota Duluth, USA

Tomislav Sokol – Assistant Minister, Ministry of Science and Education, Republic of Croatia



12:00 – 13:00 | Lunch & Networking

DAY 2

May 11, 2017 (Thursday)

13:00 – 14:00

PLENARY III – Educating students for the future job market

Brief Description:

The Fourth Industrial Revolution will affect many factors such as socio-economic and demographic factors making many changes in the existing business model and creating new ones. New business models will make changes in all industries – and hence result in major disruptions to labor markets. New categories of jobs will emerge, partly or wholly displacing others. The skill sets required in both old and new job positions will change in most industries and transform how and where people work. According to The World Economic Forum's Future of Jobs Report, 65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist. In such a rapidly evolving employment landscape, the ability to anticipate and prepare for future skills requirements, job content and the aggregate effect on employment is increasingly critical for higher education institutions. What is the impact of key disruptions on employment levels, skill sets and recruitment patterns in different industries and countries? What skills will change the most? What is the strategy and how to best prepare students for yet non-existing jobs?

Session Presenters:

Martine Rahier – Former president of Swiss universities and Vice-President of European University Association

Bojan Poljičak – Country Manager, Adecco Croatia

Alen Host – Dean of Faculty of Economics, University of Rijeka

Malgorzata Jaroszewska Grabos – Sales Manager CEE, Pearson



14:00 – 14:30 | Coffee | Tea Break & Networking

DAY 2

May 11, 2017 (Thursday)

14:30 – 15:30

PLENARY IV – Higher Education Institution as an architect of the 4th Industrial Revolution

Brief Description:

One of the main questions rising regarding the role of Higher Education institutions in the Fourth industrial revolution is – Should global higher education community react to how the business world is shaping the Fourth Industrial Revolution or if it will be among the key players of shaping the Fourth Industrial revolution?

Session Presenters:

David Asch – Associate Director, EFMD Quality Services

Ivana Marinković – Associate Director, EFMD Central & Eastern Europe

Mislav Malenica – CEO, VINGD

Marine Condette – Accreditation and Member Services EMEA, AACSB

15:30 – 16:30

Sponsor Sessions

15:30 – 16:00



Afif Rustom – Senior Business Development Executive for EMEA at VitalSource Technologies

16:00 – 16:30



Malgorzata Jaroszewska Grabos – Sales Manager CEE, Pearson

Program concludes

SPEAKERS' BIOS

(in alphabetical order)





DAVID ASCH

Associate Director, EFMD Quality Services

David Asch was at De Montfort University in Leicester for nine years, initially as Dean of the Faculty of Business and Law and then as Deputy Vice Chancellor where he had responsibility for the University's planning and resources and all five Faculties. Prior to this he was Professor of Management and Dean at the Open University Business School, Europe's largest business school. Since March 2012, David has been a part-time Professor of Management in Coventry University's Faculty of Business Environment and Society. David has written over 50 articles and books on strategy, management and change. He has been a Special Advisor to the Office of the Prime Minister of the Federal Democratic Republic of Ethiopia on human resource development and civil service reform, and an advisor to the World Bank on developing distance learning in developing countries. David has been a consultant/advisor to directors and senior management teams at a number of leading international firms including Allianz-Cornhill Insurance, BAA, Ernst & Young, Fujitsu/ICL, KPMG, Oracle, 3M, Reckitt Benckiser, The SAS Institute, and Xerox. In September 2014, David joined EFMD Quality Services as an Associate Director.



NENAD BAKIĆ

Entrepreneur, investor and philanthropist, founder of NGO IRIM, developing STEM education

Nenad Bakić is an entrepreneur, investor and philanthropist. He has a background in Mathematics, Internet, Human Resources and Finance. Serial entrepreneur – founded several online and human resources services businesses. In 2007 he sold the jobsite MojPosao in the largest internet-related transaction in the region. Current businesses include HR services and temporary employment companies in the region. Activist value investor in public companies

listed on the ZSE and an angel investor. A standing member of the jury for EY Entrepreneur of the Year. Founded and finances an NGO IRIM, operating in Croatia through a movement Croatian Makers, devoted to developing STEM education, primarily robotics and automation, in Croatia and region by donating robotics and automation equipment, and organising education and activities through a family of platforms. Through Croatian Makers League, some 1,800 robots were donated to 360+ Croatian schools and a robotics league organised. Initial financial donations and the whole know-how and franchise donation helped develop similar projects in some other countries in the region. Currently, the largest project is STEM revolution, distributing more than 20,000 micro-computers BBC micro:bits to children in Croatia, mostly funded by crowdfunding with large public support. Supports various civil sector initiatives and is actively involved as opinion maker in public discussions on economic and general issues, promoting liberal democracy and free markets. Author of the blog Eclectica.hr, the most popular blog in Croatia. Married with 2 children.

GOA BORREK

Regional Manager, Turn It In

Goa Borrek works with institutions, educators, and senior leaders to help them integrate highly effective plagiarism prevention solutions to raise levels of academic integrity and support academic excellence. Over the last three years, first with Ephorus and now with Turnitin, he has interacted with hundreds of faculty members to share Turnitin's global experience and the best practices of other institutions in order to promote institutional, and ultimately student, success. Goa is passionate about promoting the importance of academic integrity onto the national agenda in countries across Central and Southern Europe. He has presented at several European academic conferences, including New Technologies in Education in Serbia, Higher Education Conference in Croatia and INTED conference in Spain. Goa studied Sociology at Tilburg University in the Netherlands. He is fluent in Dutch, French, Spanish and English.





MARINE CONDETTE

Accreditation and Member Services EMEA, AACSB

Marine Condette is Manager, Accreditation and Member Services at AACSB International's EMEA headquarters in The Netherlands. Marine holds a double diploma in Political Sciences from Sciences Po Lille, France and the University of Kent, UK and obtained a MA in European Public Administration at the University of Leiden, the Netherlands. She has gained a robust experience in international higher education, having worked at Educational Testing Service (ETS), Laureate International Education and the French Embassy in the Netherlands.



CASILDA GÜELL

General Academic Director, OBS

Dr. Casilda Güell (Barcelona, 1977) is the Academic Director of the General Management Area at OBS Business School (Grupo Planeta Formación y Universidades). She is a fellow of the European Institute, London School of Economics. She obtained a Bachelor of Arts in Government and a PhD in International History at the London School of Economics. She was a visiting researcher at the European University Institute. She has been a lecturer at London School of Economics, Universitat Pompeu Fabra, Universitat Autònoma de Barcelona, Universitat Internacional de Catalunya and OBS Business School. Author of several books and academic papers, she has also worked as a consultant for the Prince of Girona Foundation, Football Club Barcelona (advisory board), The European Council of the European Movement and the LSE alumni office.

MALGORZATA JAROSZEWSKA-GRABOS

Sales Manager CEE, Pearson

Malgorzata Jaroszevska-Grabos started working for Pearson in March 2000 as an ELT sales representative. In 2008 she took the position of Higher Education Key Account Manager. Currently she manages Higher and Professional sales in Central and Eastern Europe. Before joining Pearson she worked in Pepsi Cola General Bottlers. She was also a teacher. Malgorzata graduated in English Philology, Pedagogics as well as in HRM Psychology.



JASMINA HAVRANEK

*Head of the Croatian Agency for Science and Higher Education
(ASHE)*

Prof. Jasmina Havranek, PhD, was born in Zagreb where she finished primary and secondary school. She graduated and obtained her Ph.D. from the Faculty of Agriculture, University of Zagreb. She was appointed full professor with tenure in 2001. Prof. Havranek was the Dean of the Faculty of Agriculture, University of Zagreb, in 2001-2006. She was the President of the National Council for Higher Education of Croatia between 2003 and 2005. Since 2007, she has been serving as the director of the Agency for Science and Higher Education. During her term, the Agency for Science and Higher Education has received important international recognition. In 2010, the European Regional Economic Forum selected the Agency as an example of good practice in the implementation of the quality assurance system in science and higher education. The Agency for Science and Higher Education became full member of the European Association for Quality Assurance in Higher Education - ENQA, and, on 25 November 2011, it was entered in the European Quality Assurance Register for Higher Education - EQAR. In 2005, she was appointed civil expert at the NATO's Food and Agriculture Planning Committee (Brussels). She has taken part as an invited speaker in her field of expertise at the University of China, USA and India and at many conferences in the EU Member States.



She has spent her entire career fostering the value of quality standards and culture, and the sharing of information for the purpose of understanding and improving the public policy in the field of higher education and science.



ALEN HOST

Dean of Faculty of Economics, University of Rijeka

Dr. Alen Host, the Dean of Faculty of Economics, University of Rijeka since October, 2016. Prior to that he was Vice – Dean and a course holder and lecturer of International Economics, EU Business Environment, Macroeconomics of the E, International Environment and Business Decision Making, Introduction into European Law System, Economic Integrations, Economics of Regional Integrations, Business Aspects of the EU Foreign Affairs on both undergraduate and graduate level. He obtained his doctoral degree in Economics at the University of Rijeka. He has also participated in many conferences as a keynote speaker such as: How to Make Croatian Higher Education Competitive? organized by Ministry of Science and Technology of the Republic of Croatia, of the Agency for Science and Higher Education, 5th Annual Conference, Scientific Projects and Financing of the Scientific Projects and many others. Except participating at the conferences, Dr. Host has rich experience in coordinating projects and organizing Secretary of the 5th, 6th, 7th and 8th International Scientific Conference “Economic Integrations, Competitions and Cooperation” since 2001. President of the Organization Committee of 9th International Scientific Conference “Economic Integrations, Competitions and Cooperation” held be on year 2013 (April).

Dr. Host is also the president of the Organization Committee of 1st and 2nd International Scientific Conference “Economic System of the EU and Accession of the Bosnia and Herzegovina” held in 2011 and 2012 and reviewer of the scientific monograph entitled “Economic Integration, Growth Prospects and Enlargement” published by University of Rijeka, Faculty of Economics in collaboration with University of Ljubljana – Faculty of Economics – Chair Jean Monnet, CEDIMES Paris – Centre d’Etudes du Développement International ed des Mouvements Economiques et Sociaux and University of Antwerp – Jean Monnet Centre of Excellence.

KJELL R. KNUDSEN

*Dean Emeritus, Labovitz School of Business and Economics
University of Minnesota Duluth, USA*

Dr. Kjell R. Knudsen became dean of the School of Business and Economics at the University of Minnesota Duluth, on January 1, 1998. A native of Norway, he first came to the United States on a Fulbright Scholarship to Gonzaga University in Spokane, Washington in 1965. After graduation from Gonzaga in 1967, Dr. Knudsen attended the University of Minnesota, Minneapolis on a Torske Klubben Fellowship. He received his MBA in 1969 and PhD in Management in 1973. Since 2000, Dr. Knudsen has been heavily involved as a Peer Review Training member and chair as well as a mentor with AACSB International. From 2003–2009, Dr. Knudsen served on the Initial Accreditation Committee. In April 2009, Dr. Knudsen was appointed to serve a three-year term on the PreAccreditation Committee.



ROSE LUCKIN

Chair of Learning with Digital Technologies, UCL

Prof. Rose Luckin has been developing and writing about the Learning Sciences, Educational Technology and Artificial Intelligence in Education (AIED) for over 20 years. Her research explores how to increase participation by teachers and learners in the design and use of technologies. In addition to over 50 peer-reviewed articles and two edited volumes, Prof. Luckin is the author of *Re-Designing Learning Contexts* (Routledge, 2010), and lead author of the influential *Decoding Learning* report (Nesta, 2012). Rose is a member of the Welsh Assembly's Successful Digital Futures group and was previously a member of the board of BECTA (the British Educational Communications and Technology Agency) and founder and chair of their Research Advisory Group. Rose is a member of the EPSRC college of reviewers and has advised the research councils of various countries on the design and use of educational technologies. Her research applies participatory methods to the development and evaluation of technology for learning. This work is interdisciplinary and encompasses education, psychology, artificial intelligence and HCI.





MISLAV MALENICA

CEO, VINGD

Mislav Malenica is an entrepreneur/engineer trying to make the world more data driven. Focused on leveraging data to augment human intelligence in order to increase their efficiency on an individual level and within organizations. Founder and CEO of Vingd Inc., a data science startup that uses virtual currency and gamification to influence public perception, significantly increase monetization efficiency, predict future behavior and generate sales leads



IVANA MARINKOVIĆ

Associate Director, EFMD Central & Eastern Europe

Ivana Marinkovic completed her BA at the Faculty of Philology in Belgrade with a major in Scandinavian languages and literatures. She continued her permanent education and continuous improvement of her knowledge in Norway where she was granted a scholarship by the Royal Norwegian Government at the University of Oslo, Faculty of Humanities. Besides the obtained degrees in languages and linguistics, Ivana possesses an EMBA from HEC (France) and a master's degree from the Faculty of Economics in Belgrade (Serbia). Her work experience includes a senior management position in the leading multinational company for retail and finance services NCR where she managed 150 employees from different countries. In the past years Ivana has also worked for the international NGO Doctors without Borders in Norway. Besides the aforementioned qualifications, Ivana is fluent in English, French, Norwegian and Danish. She has joined EFMD in January 2015 as an Associate Director for Central and Eastern Europe.

BOJAN POLJIČAK

Country Manager, Adecco Croatia

Bojan Poljičak is a business manager with over 20 years of experience, currently working as Country manager of Adecco. His experience involves different management positions in international companies in Croatia and the Central and Eastern Europe region, in both goods and services businesses. He is interested in leading people and organizational change, new business models and sales and service delivery models. In his current role he has gained expertise on subjects of changing world of work and future of jobs. He has a Business and economics degree from the University of Zagreb, and has attended leadership programs on INSEAD and IMD business schools.



MARTINE RAHIER

Former President of Swiss Universities and Vice-President of European University Association

Originally from Belgium, and mother of one, Martine Rahier holds an Engineering degree in Agronomy from the Free University of Brussels (1977). She continued her studies in the USA at the Universities of Cornell and Berkeley, and obtained a PhD in Science from the University of Basel in 1983, and "Habilitation" in Ecology from the University of Zurich in 1993. Granted a professorship by the Swiss National Science Foundation in 1988, she became a Professor of Entomology and Animal Ecology at the University of Neuchâtel in 1994. In 2001, she founded the "Plant Survival" National Centre of Competence in Research (NCCR), a network comprising more than 200 people. In 2008, she was elected rector of the University of Neuchâtel ending in August 2016. Martine Rahier has been a member of several national and international university committees, from appointment commissions to committees designing study programmes in various universities; she has also been president and member of committees assessing research programmes and projects, as well as of scientific associations. Author of numerous publications, she has also supervised a large number of doctoral theses. Martine Rahier was a member of the Rectors' Conference



of Swiss Universities (2008-2016) and president (2013-2015) of the "swissuniversities". She has been a member of the German accreditation council since 2013, vice-president of European University Association since 2015, a member of the council of the Agency for Quality Assurance and Accreditation Austria since 2017, and a board member of WWF Switzerland since 2017.



AFIF RUSTOM

Senior Business Development Executive for EMEA at VitalSource Technologies

Afif Rustom is an Educational Technology Business Development Professional whose international career has been focused on transforming institutions in K12 and Higher education to digital education and flipped classrooms through various tools and methodologies enhancing the overall curriculum and learning experience. He has also been focused on working closely with different ministries of education and consortiums to implement scalable wide scale digital educational transformation. In such capacity he held various roles within EMEA with recently being European Senior Regional Manager Sales and Learning Solutions at McGraw-Hill Education. His projects were across 40 countries. He is currently a Senior Business Development Executive for Europe, Middle East and Africa at VitalSource Technologies working closely with various Hied and K12 Institutions, regional partners, publishers, consortiums, and ministries of education to implement digital solutions. Key Interests: Technology, Digital Education, Business Intelligence, Innovation, Learning Science, and Professional Development.

TOMISLAV SOKOL

*Assistant Minister, Ministry of Science and Education,
Republic of Croatia*

Tomislav Sokol graduated magna cum laude from the Faculty of Law of the University of Zagreb in 2006. He then earned his Master's degree at Katholieke Universiteit Leuven, Belgium's largest university, and one of the world's top 100 universities according to Times Higher Education. His principle subjects included European Economic Law, European Constitutional Law, European and International Social Law, and European Commercial Law. In 2010, he completed the Regional Summer School on Social Security Coordination (magna cum laude), held by the Council of Europe. Tomislav Sokol completed his PhD at Katholieke Universiteit Leuven. He has been an Assistant at the Law Department of the Zagreb School of Economics and Management since 2007. He currently holds on the position of the Associate Minister of the Ministry of Science and Education.



METKA TEKAVČIČ

Dean, University of Ljubljana

Prof. Metka Tekavčič was named Dean of the Faculty of Economics, University of Ljubljana (FELU) in 2013. From 2001 to 2007 professor Tekavčič was Vice-Dean at the FELU. From 1999 to 2001 she was also the Head of the Academic Unit of Management and Organization. Her research interest lies in the fields of cost and performance management, as well as non-profit and especially education management. Prof. Tekavčič is president of the FELU's Senate and the Head of the Institute for Management and Organization. In 2014 she was awarded the Artemida award for Women's Excellence in Management. From 1992 till 2013 she was a member of the City Council of Ljubljana, Slovenia. She has long been and remains a member of the supervisory boards of many important Slovenian companies and other institutions. In addition to her work, prof. Tekavčič has also served as a member of the advisory board at the University of Primorska and was elected as vice-dean of Challenge: Future. In 2016, Dean Tekavčič was appointed as a new member of the EQUIS Accreditation Board.



ZADAR

Situated in the heart of the Adriatic, Zadar is the urban center of northern Dalmatia as the administrative, economic, cultural and political center of the region.

The district of present day Zadar has been populated since prehistoric times. The earliest evidence of human life comes from the Late Stone Age. Zadar citizens started to work for the full independence of Zadar and from the 1030s the city was just formally a vassal of the Byzantine Empire. In the early 1990s Zadar became a part of the new Republic of Croatia.

The particularity of the city is irresistible for those who respect and admire historical monuments and cultural heritage, artists, tourists and its citizens. Zadar is a city monument, surrounded by historical ramparts, a treasury of the archaeological and monumental riches of ancient and medieval times, Renaissance and many contemporary architectural achievements such as the first sea organ in the world.

The city of Zadar is an easily reached destination by land, sea and air. It has a good traffic infrastructure through which it is directly connected to other bigger cities of the Republic of Croatia: Zagreb, Rijeka, Split and Dubrovnik. The ferry port as well as the new tourist port for cruisers are located in the old part of the city, and entering Zadar on a ferry or boat gives you a magnificent view of the whole city, making your arrival in Zadar a unique experience.

The Greeting to the Sun is located in the port of Zadar, next to the Sea Organ. This is the place overlooking the city harbor, islands and the famous Zadar sunset. The Greeting to the Sun uses solar power to create a light show that displays at night. After sunset the lighting elements installed in the circuit are activated, and following a particularly programmed scenario, they produce a very impressive show of light.

The coast is particularly indented, the islands and the untouched nature allures many boaters to this region. The archipelago consists of 24 bigger and about 300 smaller islets and rocks, 3 nature parks – Telašćica, Velebit and Vransko jezero and 5 national parks – Paklenica, Plitvice Lakes, Kornati Islands, Krka, and Sjeverni Velebit.



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*“Management is
doing things right;
leadership is doing
the right things.”*

Peter Drucker



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Wednesday, May 10, 2017

- 15:00 – 16:00** Registration | Information
- 16:00 – 18:00** BONUS SESSION: AACSB Accreditation Workshop
- 20:00 – 22:00** Gala-Dinner

Thursday, May 11, 2017

- 8:30 – 9:00** Registration | Information
- 9:00 – 9:10** Opening speech
- 9:10 – 10:20** PLENARY I: Disruptive innovations in education
- 10:20 – 10:50** Coffee | Tea Break & Networking
- 10:50 – 12:00** PLENARY II: Higher Education policymaker's role in 4th Industrial Revolution
- 12:00 – 13:00** Lunch & Networking
- 13:00 – 14:00** PLENARY III: Educating students for the future job market
- 14:00 – 14:30** Coffee | Tea Break & Networking
- 14:30 – 15:30** PLENARY IV: Higher Education Institution as an architect of the 4th Industrial Revolution
- 15:30 – 16:30** Sponsor Sessions