

A photograph of the Dubrovnik stone walls and buildings, featuring a stone wall in the foreground, a stone building with a red-tiled roof in the middle ground, and a palm tree on the roof. The background shows a clear blue sky and a glimpse of the sea on the left.

2018

6th HIGHER EDUCATION INSTITUTIONS CONFERENCE

27 – 28 September 2018, Dubrovnik, Croatia

Quality & Governance in Higher Education:
Opening new frontiers

THURSDAY, SEPTEMBER 27

09:00 – 10:00 Registration

10:00 – 10:15 Opening speech

10:15 – 11:15 Innovative financial models

SPEAKERS:

Balázs Havelda
Michael Hanke

Peter Chornitzer
Zoran Barac

Panel
discussion



11:15 – 11:30 Coffee break

11:30 – 12:45 AACSB Workshop

12:45 – 14:00 Lunch

14:00 – 15:30 AACSB Workshop

15:30 – 17:10 Innovation, Quality Assurance and Governance in Higher Education

15:30 David Laughton (*Sheffield Business School, United Kingdom*)
From skills to behaviours - how can Higher Education Institutions respond to the need to develop students with the behaviours required by 21st century organisations?

15:50 Shab Hundal, Anne Eskola, Asta Wahlgren
(*JAMK University of Applied Sciences, Finland*)
Changing University Governance Dynamics through Interplays and Convergences with Corporate Governance

16:10 Nada Soudi (*Groupe ISCAE, Morocco*)
Innovation by Immersion projects for valorization of the role of Higher Education institutions in the economic development

16:30 Anne Eskola, Shab Hundal, Jukka Turpeinen
(*JAMK University of Applied Sciences, Finland*)
New Developments in the Funding Model of Finnish Universities of Applied Sciences – A Critique

16:50 Dina Vasić, Đuro Njavro, Zoran Barac
(*Zagreb School of Economics and Management, Croatia*)
Fundraising perspective of private higher education institutions in Croatia: an empirical study

20:00 Gala dinner, Restaurant Klarisa

FRIDAY, SEPTEMBER 28

10:00 – 11:00 Empowering learning through technology

SPEAKERS:

Branka Vuk
Lana Balić Matijašević
Phillip Vranešić
Afif Rustom

Panel
discussion



11:00 – 11:20 Coffee break

11:20 – 13:00 New Teaching Methods

11:20 Agnes Raffay, Tibor Csizmadia (*University of Pannonia, Hungary*)
From The Flintstones to Transformers - The Journey from Averageistan to Extremistan

11:40 Sini Seppelin, Anne Törn-Laapio (*JAMK University of Applied Sciences, Finland*)
Towards Learning Environmental and Social Sustainability – Changing Paradigms of Teaching

12:00 Borna Jalšenjak, Kristijan Krkač (*Zagreb School of Economics and Management, Croatia*)
Reintroducing Disputations as a possible way to practice critical thinking

12:20 Gabriella Maraz, Stefan Baldi (*Munich Business School, Germany*)
Future Skills for Future Jobs: The Social Service Project as a Complex Training Tool for Business Students

12:40 Maja Martinović, Valentina Pirić (*Zagreb School of Economics and Management, Croatia*)
Expectations of Millennials in regards with applied teaching methods and learning through technology during Marketing classes

13:00 – 14:00 Lunch break

14:00 – 15:15 **Best Practices in HE**

14:00 **Ágota Andrásik Kocsisné , Katalin Vajda**
(*Szécheny István University Győr, Hungary*)
New generation of small business

14:20 **Andreas Zehetner** (*University of Applied Sciences Upper Austria, Austria*)
Why can't we benefit more from international talents? –
Challenges and suggestions from an Austrian perspective

14:40 **Philip Vranešić, Mario Rašić, Karmela Aleksić-Maslač** (*Zagreb School of Economics and Management, Croatia*)
Correlation of gamification usage during class in the same student generation with different course field and year of study

15:00 **Mirna Koričan Lajtman, Ivona Škrebilin Kirbiš, Ivija Bernatović** (*Zagreb School of Economics and Management, Croatia*)
Effect of Gamification User Type and Class Activity on Student's Class Engagement

15:15 – 15:30 **Coffee break**

15:30 – 16:30 **Redefining the role of
Higher Education Institutions
in a transforming world**

SPEAKERS:

Tomislav Sokol
Sung Joo Park

Rt Good
Kjell R. Knudsen

**Panel
discussion**



16:30 – 17:00 **Sponsor session**

18:30 **Dubrovnik City tour**

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 Dubrovnik, and to our sixth consecutive Higher Education Institutions Conference – **HEIC 2018** – “Quality & Governance in Higher Education: Opening new frontiers”. 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 three 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 AACSB standards and the accreditation process.

Thank you for choosing to attend the HEIC 2018. I sincerely hope you will keep good memories of our conference and Dubrovnik. 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

ABOUT THE CONFERENCE

The Higher Education Institution Conference is organized by the Zagreb School of Economics and Management (ZSEM), in cooperation with the Agency for Science and Higher Education (ASHE).

The conference aims to be the ideal platform for making international connections for future collaborations in various academic fields. Also, it will allow the exchange of the best practices that concern emerging areas related to entrepreneurship, innovation, strategy, technology, management and education. We invite everyone in the fields of higher education to submit papers in line with the conference themes.

Peer reviewed papers will be published in the proceedings with an appropriate ISBN number distributed electronically. A certain number of papers will be selected as best papers and in the extended version will be recommended for publishing in an international journal.

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 who will be speaking on the following topics this year:

1

**Redefining the
role of Higher
Education
Institutions in
a transforming
world**

2

**Empowering
learning
through
technology**

3

**Innovative
financial
models**

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REGISTRATION | INFORMATION

Thursday, September 27 09:00 – 10:00



COFFEE | TEA BREAKS

Thursday, September 27 11:15 – 11:30
Friday, September 28 11:00 – 11:20
15:15 – 15:30

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.



LUNCH

Thursday, September 27 12:45 – 14:00
Friday, September 28 13:00 – 14:00

The lunch will take place in front of the auditorium at Dubrovnik University. 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.

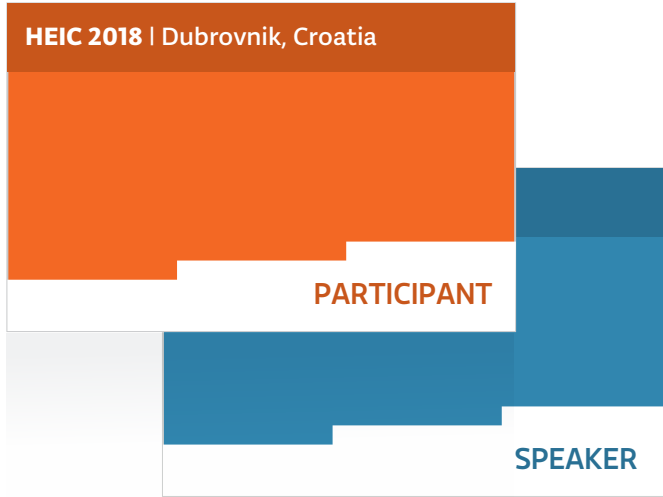


GALA DINNER

Thursday, September 27 20:00

Gala dinner is the perfect opportunity to enjoy Croatian cuisine in the relaxed environment of the Restaurant Klarisa. 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.

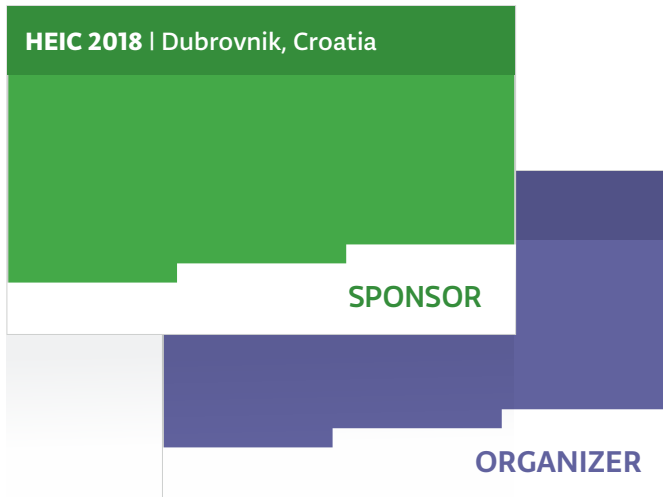
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The Zagreb School of Economics and Management is Croatia's best business school according to Eduniversal's global ranking for ten consecutive years. At the Eduniversal World Convention 2017, ZSEM was ranked the third best business school in Eastern Europe. In 2013, ZSEM became the AACSB accredited business school in Croatia, thus joining the elite group of 5% of the world's business schools that hold this prestigious accreditation. For many years, ZSEM has been educating Croatia's future economic and business experts through undergraduate, graduate and doctoral programs. ZSEM has become a center for thought and discussion on contemporary economic and business issues in Croatia.

With more than 1,000 undergraduate students, over 150 graduate students, and more than 2,800 alumni, ZSEM's community is continuously growing. Every major corporation and institution in Croatia has employed ZSEM graduates, while our alumni have also made their mark on society by becoming entrepreneurs and researchers. ZSEM's faculty includes 150 renowned professors, researchers, and experts from around the world. Often, our professors are featured in Croatia's national media and many lecturers hold senior posts in Croatia's top corporations and public institutions (Croatian National Bank, Croatian Telecom, Ericsson Nikola Tesla, etc.).

With more than 140 partner universities all over the world, many ZSEM students, including our graduate students, spend a semester abroad without paying additional tuition fees. Also, ZSEM welcomes more and more international exchange students every year and hosts an annual International Summer School.

ZSEM offers all its students and alumni the services of its Career Center, which serves to help you find an internship and job. Through individual and group counseling, workshops, and through Croatia's leading career fair, Student Future Day, our Career Center helps students find employment relatively easily, even in these trying economic times. In fact, more than 94% of ZSEM students find employment within one year of graduating.

ZSEM Business Academy as a part of the Zagreb School of Economics and Management organizes various vocational programs, seminars, courses and conferences in management, marketing, finance, accounting, human resource management, logistics, business process optimization, etc. In a time of rapid changes and challenges resulting from globalization, lifelong learning has become imperative. Our open seminars were attended by more than 3700 managers from various industries. These programs are intended for the business community in Croatia and the region. The programs are organized according to the model of the world's best business schools and provide modern knowledge and skills that can be acquired at top American and European business schools. Lecturers are from Zagreb School of Economics and Management, the only business school in Croatia that has been accredited by the prestigious AACSB international organization. The greatest advantage of our education is the selection of experienced teachers with international experience. ZSEM collaborate with more than a hundred universities and business schools in the world (e.g. The University of Michigan Ross Business School, SDA Bocconi, etc.) with years of experience. Programs are held in Croatian or English language through an interactive work of professors and students, and a number of case studies and discussion.

ZSEM BUSINESS ACADEMY

zsemakademija.eu



Basic characteristics of education at ZSEM Business Academy:

- » quality lecturers with years of experience in academic work and work with the business sector
- » small groups of participants (10-30, depending on the program) in order to achieve the maximum performance of the seminar
- » modern equipped classrooms with contemporary teaching aids
- » e-learning
- » 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 focus on customer satisfaction
- » tracking the development of participants after education
- » professional organization of programme and focusing on clients' satisfaction

**AGENCY FOR
SCIENCE AND HIGHER
EDUCATION**www.azvo.hr

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 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.

**AACSB
International**



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.

TOPICS

- ▲ Accreditation and Quality Assurance
 - ▲ Assessment of Learning
 - ▲ Best Practices in Higher Education and Research
 - ▲ Business and Higher Education
 - ▲ Changes and Challenges in Higher Education
 - ▲ Competitiveness in Higher Education
 - ▲ Curriculum Design
 - ▲ Demographics and Labor Markets
 - ▲ Disruptive innovations in education
 - ▲ Distance Learning and Distance Teaching
 - ▲ Economic Aspects of Higher Education
 - ▲ Educating students for the future job market
 - ▲ E-learning
 - ▲ Higher Education in the Information Age
 - ▲ Entrepreneurship and Innovation
 - ▲ Financing in the Higher Education
 - ▲ Game-based Learning
 - ▲ Globalization of Higher Education
 - ▲ Governance in Higher Education
 - ▲ Higher Education Institutions in the 4th Industrial Revolution
 - ▲ Innovation in Higher Education
 - ▲ Innovation in Labor Markets
 - ▲ Information Systems
 - ▲ Information Society
 - ▲ International Cooperation
 - ▲ International Education Standardization
 - ▲ Lifelong Learning
 - ▲ Leadership in Higher Education
 - ▲ Mathematics in Higher Education
 - ▲ Mobile Learning
 - ▲ Multimedia-based Education
 - ▲ Modeling, Simulations and Optimization
 - ▲ New Teaching Methods
 - ▲ Professionals Skills
 - ▲ Resources and Funds
 - ▲ Role of Higher Education in a globalized world
 - ▲ Strategy in Higher Education
 - ▲ Sustainable Funding in Higher Education
 - ▲ Technology in Higher Education
 - ▲ Quality in the global context
 - ▲ Other
-

Participants will **LEARN** from higher institutions that already have the **AACSB** accreditation, **IMPROVE SOCIAL NETWORKING** with scholars and professionals from the field of higher education, **EXCHANGE** ideas on the improvement of quality and governance in higher education institutions, **BENCHMARK** yourself against the leading business schools in the world and **ENJOY** the beauty of the Croatian coastline.



DIGITAL.

ECONOMICS. FINANCE.
MARKETING. MANAGEMENT.
HUMAN RESOURCES. ETHICS.
PUBLIC RELATIONS. LAW.
INTERNATIONAL RELATIONS.

SPEAKERS

ZORAN BARAC

Dr. Zoran Barac is the Managing Director of the Zagreb School of Economics and Management (ZSEM) where he is also the Head of the Finance and Accounting Department.

Dr. Barac received his Ph.D. in Management at the University of St. Gallen in Switzerland and his M.Sc. in International Economics at the University of Zagreb, Faculty of Economics and Business. Currently he teaches the course: Corporate Governance.



Before joining the Zagreb School of Economics and Management, Dr. Barac held several senior executive and board positions in the corporate sector such as a finance director of the regional media company and CFO of a pharmaceutical distribution company. Before entering the corporate sector, Zoran Barac was the President of the management board of the Croatian Pension Investment Company. Dr. Barac also served as a Governing Board member of the Croatian Pension Supervisory Authority in the period from 2000 to 2005.

Dr. Barac currently serves as the President of the Supervisory board of Platinum Invest, an Investment Funds Management Company. He also serves as a Supervisory board member of the ZSEM Business Academy and a member of the Supervisory board of Croatia Airlines. As an experienced coach and sports official he serves as the President of the Croatian Wushu Federation, a national sports organization that governs Croatian Wushu, which is the collective term for the martial art practices and sports which originated and developed in China. Also as a National Wushu team coach, he coached medal winning athletes in national and international competitions. Dr. Barac also served as a member of the Governing Council of the Croatian Agency for the Supervision of Pension Funds in the period between 2000 and 2005.

PETER CHORNITZER



Peter Chornitzer is currently Head of Business Division focusing on general business management, product development, business operation at Student Loan Centre Ltd., Hungary ("Diákhitel Központ Zrt.").

Prior to that, he gained his experience as Head of Product Management at Hungarian Development Bank, Senior Manager at PwC Hungary Ltd., Managing Partner at Scale Consulting Ltd. and Head of Retail Product Management at Erste Bank Hungary. He obtained his Msc degree in Economics at Budapest University of Economics. He was a Chairman of the Supervisory Board at NEG Zrt, Member of the Management Board at Garantiga Zrt and a Chairman of the Supervisory board at Postabank Leasing.

RT GOOD



Dr. RT Good joined Lynn University as the dean for the College of Business and Management in July 2016. Before that, Dr. Good worked for 24 years with Shenandoah University in a number of roles from starting in student affairs to serving in several dean appointments. Prior to his work in higher education he provided leadership for business organizations in the hospitality, construction and land development industries, particularly in the field of human resources. He has an active consultancy practice and has worked with the U.S. Departments of Defense, Education and Health & Human Services on grant projects. Dr. Good holds a Bachelors of General Studies from Virginia Commonwealth University, a Master of Business Administration from the University of Mary Washington, a Doctor of Education from Nova Southeastern University and a post-doctorate from the University of Florida in international business and entrepreneurship. Dr. Good also holds professional human resource certifications including the SPHR, GPHR and SHRM-SCP designations. Additionally, he is an ordained Buddhist priest in the Mugendo Zen Kai tradition in the Order of the Boundless Way. Finally, Dr. Good enjoys life in Boca Raton, Florida where he recently celebrated his silver anniversary with his husband, Dr. Mark Sipe.

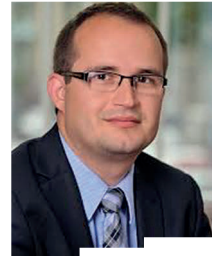
MICHAEL HANKE

Michael Hanke is Professor of Finance and Vice-Rector for Teaching and Learning at the University of Liechtenstein. He started his academic career at the Department of Operations Research at WU (Vienna), receiving his PhD in 1998. During this time, he also held a visiting position at the School of Mathematics, UNSW, Sydney. In 2004, he became a Professor of Finance (Risk Management) at Innsbruck University, before moving to Liechtenstein in 2010. His research interests are in various fields of quantitative finance (derivatives, financial optimization and scenario generation, exchange rates, financial economics), with publications in finance, economics, and OR journals.



BALÁZS HAVELDA

Balazs Havelda obtained his education at Budapest University of Economic Sciences and Public Administration, and later at Corvinus University of Budapest, Faculty of Business Administration, Financial investment analysis and risk management. From 2014 he is Chief Financial Officer and a Deputy CEO of Diákhitel KözpontZrt (Student Loan Centre Ltd.). Prior to that he was obtaining different functions at Diákhitel KözpontZrt from financing assistant to the Director of Directorate of Planning, Controlling and Treasury Director.



KJELL R. KNUDSEN

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.



LANA BALIĆ MATIJAŠEVIĆ



Lana Balić Matijašević graduated from Zagreb School of Economics and Management and currently attends MBA in human resources. From 2006, she was a head of Career Centre where she developed process with 92% of student employment success. She gained experience in HEC Paris and John Carroll University (JCU), Cleveland, USA. With the age of 26 she got opportunity to work for next several years for the the significant VW retailer in Croatia where she produced software for human resource working with 800+ employees. She specialized in finding ROI (return on investment) of people performance from financial and human resource data analytics. From 2012 she has successfully introduced technological transformation and operational processes in several Croatian and cooperated with several international companies. Has a local experience and international experience with global companies like InfosecGlobal, work with leading cyber security specialists. Lana currently performs a duty of CEO of Careesma.co, IBM business partner. She specialized in solving bottleneck in business administration process trough analytics and augmented intelligence that enhance and scale human expertise using virtual assistant chatbots. Lana continued to carry out her five-year transformation plan that calls for the market average of consumers movement increased toward chatbots by 25% yearly.

TIMOTHY S. MESCON



Timothy S. Mescon is executive vice president and chief officer for Europe, the Middle East, and Africa for AACSB International. He is president emeritus of Columbus State University (Georgia), where he served from 2008 to 2014. Previously, he served as dean and Dinios Eminent Scholar Chair for 18 years at the Michael J. Coles College of Business at Kennesaw State University in Georgia. Mescon gained extensive experience as an AACSB peer review team member, chair, and committee member for 25 years before joining AACSB. He is the author of more than 200 articles and case studies, and he has coauthored four books, his latest *Entrepreneurship: Venture Initiation, Management and Development*, 2nd edition (Routledge/M.E. Sharpe). Mescon received his PhD from the Terry College at The University of Georgia, his MBA from the Cox School at Southern Methodist University, and his BA from Tulane University.

SUNG JOO PARK

Sung Joo Park is a professor at the KAIST Business School in Seoul, Korea. He was the former Dean and Vice President of KAIST, and served as the founding President of AAPBS (Association of Asia-Pacific Business Schools). He also served as a member of global business education boards including AACSB and GFME (Global Foundation for Management Education), and is an Asian Advisory Board member of EFMD. For more than 10 years, he was the mentor or reviewer of business school accreditation for AACSB and EFMD for schools such as Tsinghua SEM in China (Mentor), Chinese U. Business School of Hong Kong, Keio Business School in Japan, Chengchi Business School and Soochow Business School in Taiwan, Sogang Business School in Korea, and University of Malaya in Malaysia. Also, he is an advisor for Sasin Graduate Institute of Business Administration of Chulalongkorn University in Thailand, FPT University in Vietnam, and a board member of the Higher School of Business Kazan Federal University in Russia. He is a founding scientific committee member of Eduniversal as well. He received a Ph.D. at the Michigan State University in 1978 and worked for the KAIST since 1980. He was a visiting professor at UCLA Anderson Graduate School of Management in U.S., Tsinghua SEM in China, and Keio Business School in Japan. He is currently a professor emeritus at KAIST.



He was an advisory consulting professor for Samsung Group for 10 years including the companies like Samsung Corning, Samsung SDS, Samsung Advanced Institute of Technology among others. He sits on the editorial boards of international academic journals such as Decision Support Systems, J. of Operational Research, International J. of Modeling, Simulation and Scientific Computing. He was a member of Korean Presidential Advisory Council on Science & Technology and currently is a lifetime member of the Korean Academy of Science & Technology.

He is currently teaching 'Innovation Management: The Asian Way' and doing research on the Asian management and innovation.

AFIF RUSTOM



Afif Rustom is an International Business Development Professional whose career has been focused on transforming content providers and institutions to digital through various tools and methodologies enhancing the overall outcomes and learning experience. He is closely working with key stake holders in ministries' of education, consortiums, institutions and content providers to enable learners, Instructors and management to make a systematic transformation to digital and scale the solutions. In such capacity he held various roles within International with recently being European Senior Regional Manager at McGraw-Hill Education based in Frankfurt and prior to that being Regional manager for the Gulf region at McGraw-Hill Education based in Dubai . His experience has been extensive across more than 40 countries in building & leading teams to tackle educational solutions and implement digital transformation with successful results based on usage, collaborative interaction, and achieving learning outcomes . He is currently leading the Business Development team for Europe, Middle East & Africa at VitalSource Technologies based in Frankfurt and working closely with various Higher Education & K12 Institutions, regional partners, publishers, consortiums, & ministries of education. Key Interests: Technology, Digital Education, Business Intelligence, Innovation, Learning Science, transformational management & Professional Development.

TOMISLAV SOKOL



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 has completed his PhD at Katholieke Universiteit Leuven in 2014. He has been an Assistant at the Law Department of the Zagreb School of Economics and Management since 2007, and Head of the Law Department since 2014. In 2017 he was appointed as Assistant Minister for Science and Technology at the Ministry of Science and Education.

PHILIP VRANEŠIĆ

Philip Vranešić, MBA, was born on 18th of May 1991. in North Vancouver, Canada. He finished undergraduate study program in economics and management on Zagreb School of Economics and Management (ZSEM) in Zagreb, 2014. In mid-2018 he graduated from a graduate study program – MBA Management Information Systems, also at ZSEM, with one semester on exchange in Singapore at Nanyang Technological University (NTU). He has been working for ZSEM as an Assistant on the Department of Information and Communication Technology since 2014. Since that time, he was involved in many seminars on several ICT courses, specialized in IT management and online marketing as he published several scientific and professional papers in that field and participated in various international conferences.



BRANKA VUK

Branka Vuk has been working in the field of application of digital technologies in education and teaching practice for 15 years and holds the position of Deputy CEO for Education Support in Croatian Academic and Research Network – CARNET since 2012. Her main areas of interest include generic competences, digital skills, OER and digital educational materials in general, as well as public policies in education. She has been a member of expert workgroups dealing in education public policies and application of ICT in education, including Expert workgroup on Curricular reform in Croatia, Indicator Expert Group on ICT in Education in DG EAC, Digital Skills Expert Sub-Group to the Digital Single Market Strategic Group in DG CNECT. She has also been a member of the Committee for the introduction of mandatory Computer Science education in Croatian primary schools with the Croatian Ministry of Education and Science. Branka regularly writes papers, gives presentations, keynotes and workshops on the implementation of ICT in education and participates in knowledge exchange between experts in the field of digital education in Croatia and internationally.



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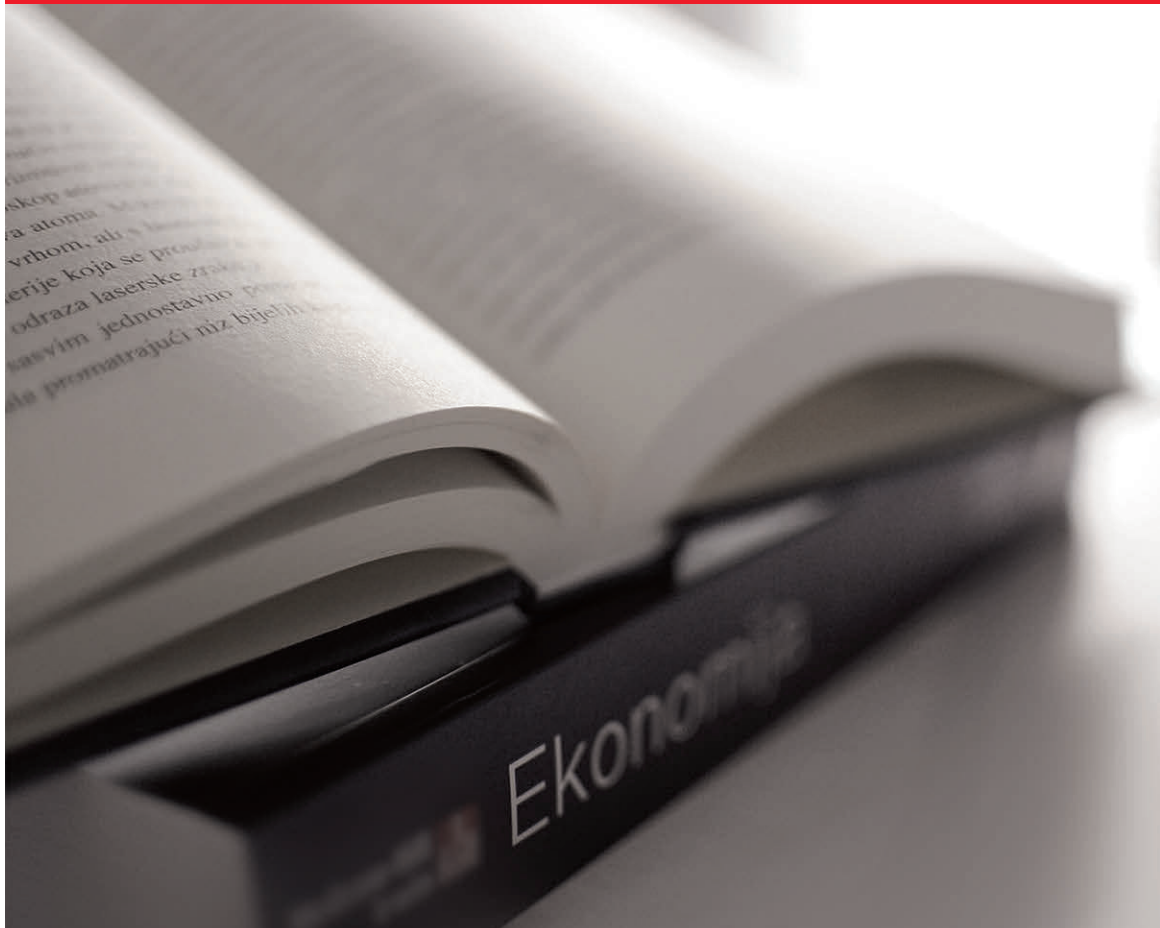
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ABOUT DUBROVNIK

The over a thousand-year-old history of Dubrovnik is visible in every part of this city. The city is a living museum and a live stage, and has an ideal connection between its historical past and the modern day. It is surrounded by medieval walls that are 1,940 meters long and are preserved in their original form. They are open to visitors and are the city's greatest attraction. Since 1979 the town has been under UNESCO protection.

Dubrovnik is mainly a cultural destination, which aside from monuments of interest, offers a series of cultural events and festivals. Dubrovnik is a destination where you can enjoy a rest, while it is extremely well connected in terms of to all larger European centers. Dubrovnik is a city that charms, a city that you fall in love with and always return to like new, to discover more unique experiences.

Today, Dubrovnik has become the main filming location for movies and TV shows like Game of Thrones, Star Wars, Robin Hood amongst others.

Thursday, September 27

- 09:00 – 10:00** Registration | Information
- 10:15 – 11:15** Panel discussion I
Redefining the role of Higher Education Institutions
in a transforming world
- 20:00** Gala-Dinner, Restaurant Klarisa

Friday, September 28

- 10:00 – 11:00** Panel discussion II
Empowering learning through technology
- 13:00 – 14:00** Lunch Break
- 15:30 – 16:30** Panel discussion III
Innovative financial models
- 16:30 – 17:00** Sponsor session
- 18:30** Dubrovnik City tour

For further information about the
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