



2020

8th HIGHER EDUCATION INSTITUTIONS CONFERENCE

26 – 27 November 2020

Reinventing Higher Education

THURSDAY, NOVEMBER 26

09:45 - 10:00	Opening speech
10:00 - 10:30	Keynote speaker - Güner Gürsoy
10:30 - 12:30	AACSB Workshop
12:30 - 13:00	Lunch break and Sponsorship session
13:00 - 13:30	Keynote speaker - Siniša Krajnović
13:30 - 14:30	Reshaping faculty capabilities

Moderator:
Borna Jalšenjak

Panelist:
Metka Tekavčić
Vesna Dodiković Jurković
Dino Ivan Dogan
Inga Koryagina

Panel
discussion



14:30 - 15:30 New Teaching and Assessment Methods

Session chair: Goran Oblaković

14:30

Dino Ivan Dogan, Borna Jalšenjak and Mirna Koričan Lajtman
(Luxembourg School of Bus-iness, Luxembourg)
Project-based learning to foster critical thinking-new -
model grounded in psychology and philosophy

14:45

Maja Martinović (Zagreb School of Economics and Management, Croatia)
Teamwork and peer feedback – lessons learned from Croatian and international students

15:00

Janaina Pimenta Lemos Becker (Universidade do Vale do Rio dos Sinos, Porto Alegre, Brasil)
The Assurance of Learning Process in a new AACSB accredited Jesuit Brazilian Business School

15:15

Karmela Aleksić-Maslač, Philip Vranešić, Borna Živković
(Zagreb School of Economics and Management, Croatia)
Perception of artificial intelligence in education – students vs professors

15:30 - 15:45 Coffee break and Sponsorship session

15:45 - 16:45 Striving in innovating environment

Moderator:
Mato Njavro

Panelist:
Pesuth Tamás

Panel
discussion



FRIDAY, NOVEMBER 27

10:00 - 10:30

Keynote speaker - Boris Debić

10:30 - 11:15

Sustainable financial models

Moderator:

Zoran Barac

Panelist:

Irena Martinović Klarić
Havelda Balázs

Panel
discussion



11:15 - 12:30

Changes and Challenges in Higher Education

Session chair: Philip Vranešić

11:15

Đorđe Nadrljanski (College of Inspection and Personnel Management of Maritime Studies, Croatia), Mila Nadrljanski (Faculty of Maritime Studies, University of Split, Croatia) and Mira Pavlinović (Faculty of Maritime Studies, University of Split, Croatia)
Maritime Communication and Stress

11:30

Valentina Pirić and Zoe Le Fur (Zagreb School of Economics and Management, Croatia)
The Emergence of sustainable consumption in an overconsumption society

11:45

Malin Näsholm; Ulrica Nylén (Umeå School of Business, Economics, and Statistics, Sweden)
How to teach the craft of qualitative research methods: Lessons from the digital transformation due to Covid-19

12:00

Mirna Koričan Lajtman (Zagreb School of Economics and Management, Luxembourg School of Business, Luxembourg), Goran Oblaković (Zagreb School of Economics and Management, Luxembourg School of Business, Luxembourg) and Matej Nakić (Zagreb School of Economics and Management, Croatia)
Impact of professors' personal factors and digital literacy on students' satisfaction in CO-VID-19 pandemic

12:30 - 13:30

Lunch break and Sponsorship session

13:30 - 14:30

Labor market ecosystem

Moderator:

Mirna Koričan Lajtman

Panelist:

Mike Rosenberg
Vladimir Dujć
Boris Debić
Paul A Fadil

Panel
discussion



14:30 - 15:45

Innovation in HE

Session chair: Shab Hundal

14:30

Jasmina Dlačić (University of Rijeka, Faculty of economics and business, Croatia)
Groundwork for higher educational institutions – Assessing perceived service quality

14:45

Andrey Zhukovsky Dmitrievich (Institute of Law and Management Tula, Russian Federation)
Major trends in the transformation of higher education in the conditions of growth of high-tech companies in the economic market

15:00 Mila Nadriljanski, Mira Pavlinović and Kristina Vidović
(University of Split, Faculty of Maritime Studies, Croatia)
General Systems Theory and Nautical Tourism

15:15 Gülin Ülker (Sakarya university, Turkey)
Is Business Analytics A Chance or A Challenge for Higher Education Institutions in
The Academic Capitalism Era?

15:30 Irina Zhukovskaya Evgenievna (Tashkent state university, Uzbekistan)
Conceptual foundations of higher education transformation in the Republic of Uzbekistan
in the conditions of the formation of the digital economy

15:45 - 16:00 **Coffee break and Sponsorship session**

16:00 - 16:45 **Higher Education in and after COVID – 19**

Moderator:

Karmela Aleksić - Maslač

Panelist:

Shab Hundal
Hamadou Saiah
Abdelkri Haqiq

Panel
discussion



16:45 - 16:50 **Closing of the Conference**

HEIC 2020 Welcome Note

Dear Guests,

On behalf of Zagreb School of Economics and Management, Croatia's first AACSB accredited business school, let me wish you all a warm welcome to our eight consecutive Higher Education Institutions Conference – HEIC 2020 – “Reinventing Higher Education” – and a first one held entirely online.

At the time of the last year's Conference, few people could have imagined how profoundly different life would become in 2020. The ongoing COVID-19 pandemic has altered many practices we have taken for granted. It has also opened new venues and allowed us to tap into technological resources that some of us may have been reluctant to resort to during the normal times. ZSEM has, for its part, long been developing its online learning tools, which enabled it to carry on with teaching and working with its international body of students.

The ongoing COVID-19 proves to be not only an immense health crisis that has left in its wake too many tragic outcomes, strained healthcare budgets and economic upheavals, but it also proves to be a significant social and psychological hardship. Such a situation hardly bodes well for the higher education sector. However, we strongly believe that our continued efforts to improve the experience of higher education, not least of which are these annual HEIC-Conferences, can only make us more resistant, enabling us to avail from best practices we have acquainted ourselves to, even when we are confronted by most serious of circumstances.

It is for this reason that this year's HEIC Conference is a historic one. We therefore intend to make it as effective and thorough as any of the previous ones. As was the case with all the Conference outings so far, this online edition of HEIC shall facilitate exchange of most tangible insights from the higher education sector. We hope that the next year's Conference shall take place in a more traditional setting, preferably somewhere on the Adriatic Coast, and that by that time we will have overcome the current impediments, nevertheless recounting our experiences and analyzing data about these most unusual of times.

Best regards,

Đuro Njavro, PhD

Dean, Zagreb School of Economics and Management

ABOUT THE CONFERENCE

The Higher Education Institutions Conference is organized by the Zagreb School of Economics and Management (ZSEM), in cooperation with the Agency for Science and Higher Education (ASHE) which for the first time will be held online. 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. 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

Striving in innovating environment

2

Reshaping faculty capabilities

3

Sustainable financial models

4

Labor market ecosystem

5

Higher Education in and after COVID - 19

ZSEM



www.zsem.hr

WHERE AMBITION LIVES



UNDERGRADUATE PROGRAMS

240 ECTS

- Economics and Management
- Business Law and Economics
- Business Mathematics and Economics



GRADUATE PROGRAMS

60 ECTS

- MBA program
- Executive MBA program



DOCTORAL PROGRAM

- Doctor of Business Administration
Sheffield Hallam University

ORGANIZERS

ZAGREB SCHOOL OF ECONOMICS AND MANAGEMENT

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.



zagrebačka
škola ekonomije
i managementa
zagreb school
of economics
and management

www.zsem.hr

ZSEM BUSINESS ACADEMY



info@zsemakademija.hr

ZSEM Business Academy as a part of the Zagreb School of Economics and Management organizes various vocational programs, seminars, webinars, courses, conferences and even three MINI MBA programmes in management, marketing, finance, accounting, human resource management, logistics, business process optimization and many more.

In the time of rapid changes and challenges caused by globalization, lifelong learning has become an imperative. Our open seminars were attended by more than 3700 managers from various industries. To help managers and businessmen keep up with the changes in the industry, experts from ZSEM Business Academy came together and decided to offer MINI MBA programmes besides educational seminars. 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.

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

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.

Uniting the Best Minds in Business Education

AACSB Connects educators,
students, and business to
achieve a common goal: to
create the next generation of
great leaders.



Join the Business Education Alliance:
aacsb.edu



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:

- » Some of the key aspects involved in creating societal impact within business education
- » The current AACSB initiatives which support members schools in driving societal impact within their institutions
- » The increased focus of societal impact within the 2020 AACSB accreditation standards
- » How to get involved with AACSB and make the most of your membership
- » Some of the member services offered by AACSB and how they can benefit your institution

MIPRO Croatian Society

Basic goals and tasks of MIPRO are:

- » interdisciplinary consideration and solution of economic, informational, cultural, educational, technical, scientific and other problems inherent to microprocessors, electronics and their application in informational and production process systems,
- » protection and forwarding of ecological, national, social and professional interests and goals,
- » cooperation with local selfgovernment and local administration for the accomplishment of economic and other goals,
- » additional and special education of members and others,
- » publication and propaganda of informational technologies,
- » cooperation with other relative societies,
- » organisation of International Convention MIPRO and of other conventions.

LSB

Luxembourg
School of
Business



Weekend MBA Master in Management Executive Education

AACSB

Business
Education
Alliance

Member

luxsb.lu

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.



DIGITAL.

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

SPEAKERS

SINIŠA KRAJNOVIĆ

Sinisa Krajnovic is Executive Vice President and Head of Digital Services in Market Area North East Asia at Ericsson. He is responsible for Ericsson Digital Services business in Mainland China, Hong Kong, Macau, Taiwan, Japan, and South Korea. Business Area Digital Services offers products, services, and end-to-end solutions to communication service providers and enterprises in areas such as 5G Core Networks, OSS/BSS, Cloud Infrastructure, IoT, and Digital Transformation. Since 2018 he lives and works in Beijing, China. Krajnovic is an experienced Board Member, including both Chairman of the Board role and Board Director role, on various Ericsson local companies and joint ventures boards, as well as on chamber of commerce and business school boards. Previously, Krajnovic served as Vice President and Head of Development Unit Networks in Ericsson, living and working in Stockholm, Sweden. He led more than 15,000 engineers in the global R&D organization that focuses on technology leadership of Ericsson's hardware and software Radio Access Network products.



Sinisa Krajnovic has a long and varied international management background in telecoms, as well as an extensive multicultural experience gained from living and working in Croatia, UK, Ireland, Japan, Hungary, Sweden, and China.

Krajnovic is active in the academic world. He is Professor at the Zagreb School of Economics and Management in Croatia, and Program Director of the school's General MBA Program. He is Professor at the Luxembourg School of Business in Luxembourg, and a member of its Advisory Council. Krajnovic is also Visiting Professor at the Tsinghua University School of Economics and Management in China. He was co-founder and first president of the Croatian branch of the Project Management Institute, the leading global project management association.

Sinisa Krajnovic earned MSc and PhD degrees from the Faculty of Electrical Engineering and Computing at the University of Zagreb, Croatia. He completed several executive development programs, at Columbia University in the US, Cranfield University in the UK, University of Zagreb in Croatia, IMD Business School in Switzerland, and Indian School of Business in India.

Boris Debić



Boris Debić, Google's Chief History Officer emeritus, is a technologist who spent 15 years with the company from its earliest days and in the period of the most accelerated growth (\$3B to \$161B revenue/yr, 3500 to 210k workforce). He holds an M.Sc. in Physics from the University of Zagreb, Croatia. At Google he has worked in several roles: Release engineering, G+Privacy, Global Infrastructure, Data center site location, AI driven decision making, Ads serving and machine learning infrastructure, Developer Relations. He has worked with Google.org on analysis and exchange of global climate modeling data sets and agricultural data to

provide food security forecasts, also in providing access to education to Syrian refugees in Jordan and across the Arab world. With support from NASA Ames directs Mars Society's NorCal Rover project. He is a board member of several high tech startup companies in both the US and Croatia including <http://production.pro> which was featured as a top three at Launch Fest in San Francisco. He teaches AI at the Zagreb School of Economics and Management. Prior to Google he held positions in: Silicon Valley startups, most notably E.piphany; the United Nations; the Croatian Ministry of Foreign Affairs and the University of Zagreb. Boris Debić has been a lecturer, invited keynote speaker, IEEE editor and organizer of Computer Science conferences.

Güner Gürsoy

Prof. Güner Gürsoy has received his Ph.D. from Bilkent University, Ankara, Turkey. He worked in several different universities and taught finance, business analytics, supply chain courses in undergraduate and graduate programs. For his administrative responsibilities, he was assigned as a Department Head, director of Research Centers, director of Social Sciences Institute, director of Distance Education Center, Business and Administrative Sciences Faculty Dean and Vice Rector. In universities he was mainly involved with curriculum developments, quality assurance systems, education system transformation projects, educational technologies and distance education management, strategic planning and management in higher education and foresight workshops on higher education systems. He also worked professionally on system analysis & design, international project management, design with simulation, strategic logistics system development and management. In his research and consulting; he was involved with the blockchain projects for Ticketing Transaction Settlement System of airline companies as well as carbon system design. He is currently managing an Erasmus project on gamification system development for financial literacy. He is also involved in competency-based assessment and learning systems development as well as career management system development with the support of online badge education. He is also working on micro learning systems for white and blue collars in different industries.



ORGANIZING COMMITTEE

dr. sc. Đuro Njavro

Conference chair, Dean, Zagreb School of Economics and Management

mr. sc. Karmela Aleksić-Maslać

Associate Dean, Zagreb School of Economics and Management

dr. sc. Zoran Barac

Managing Director, Zagreb School of Economics and Management

dr. sc. Dino Dogan

Dean, Luxembourg School of Business

dr. sc. Maja Martinović

Associate Dean, Zagreb School of Economics and Management

dr. sc. Mirna Koričan Lajtman

Academic Director, ZSEM Business Academy

dr. sc. Goran Oblaković

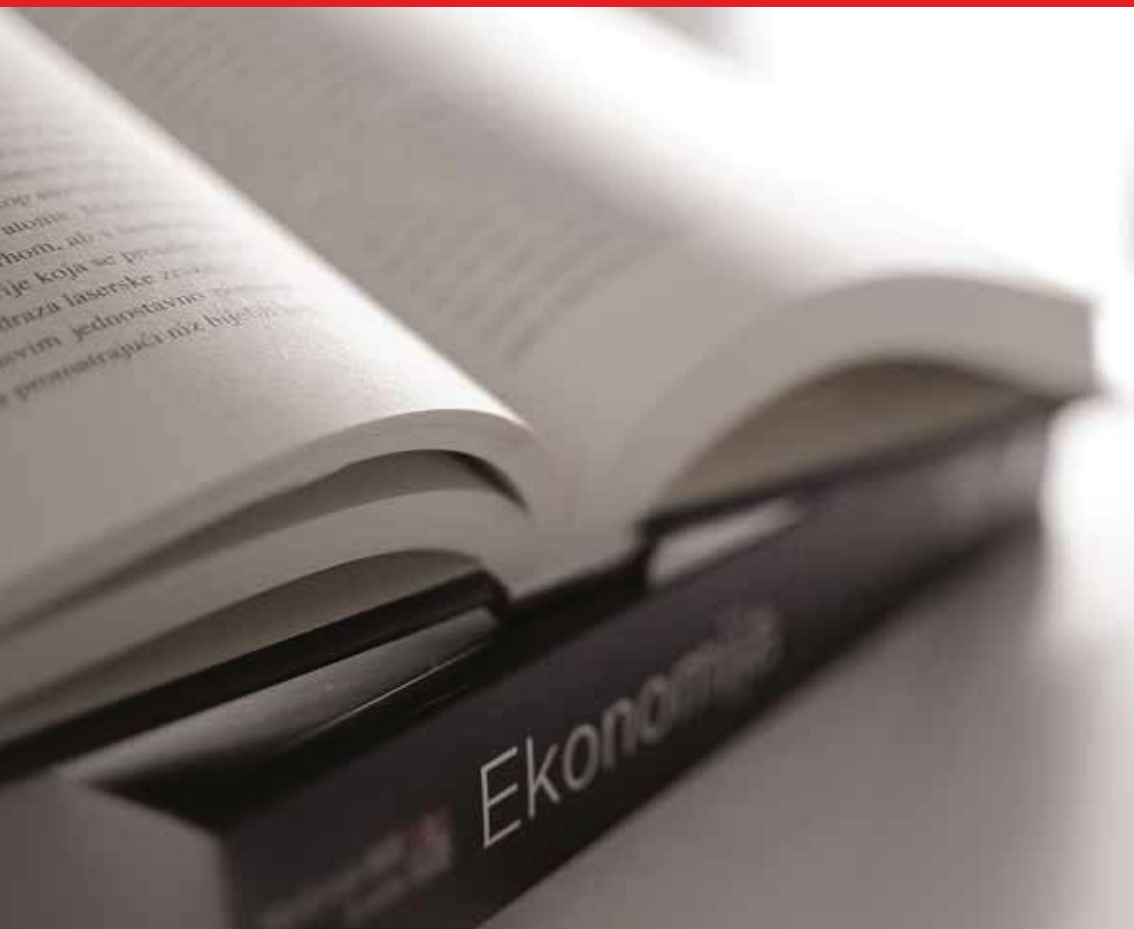
Associate Dean, Zagreb School of Economics and Management

Sara Oreški, bacc. oec.

Conferences and Event Project Manager, ZSEM Business Academy

Najbolja
svjetska
ekonomska
literatura

World's
Best
Economic
Literature



PROGRAM COMMITTEE

dr. sc. Abdelkrim Haqiq

Hassan 1st University, Settat, Morocco

dr. sc. Boris Podobnik

Boston University and Zagreb School of
Economics and Management

dr. sc. Danica Kragić

Royal Institute of Technology (KTH), Stock
holm, Sweden

dr. sc. Dino Dogan

Luxembourg School of Business

dr. sc. Đuro Njavro

Zagreb School of Economics and
Management

dr. sc. Emmanuel Glakpe

Howard University, Washington DC, USA

dr. James Uhomobhi

Ulster University, Northern Ireland, United
Kingdom

dr. sc. Julie Felker

University of Michigan-Dearborn, USA

mr. sc. Karmela Aleksić Maslač

Zagreb School of Economics and
Management

dr. sc. Kjell Knudsen

Labovitz School of Business and Economics,
USA

dr. sc. Maja Martinović

Zagreb School of Economics and
Management

dr. sc. Mato Njavro

St.Gallen Institute of Management in Asia,
Singapore

dr. sc. Metka Tekavčić

University of Ljubljana, Slovenia

dr. Michael Hanke

University of Liechtenstein, Liechtenstein

dr. sc. Richard Tresidder

Sheffield Hallam University, UK

dr. sc. Shab Hundal

Jyväskylä University of Applied Sciences,
Finland

dr. sc. Siniša Krajnović

Digital Services in Market Area North East
Asia at Ericsson, Beijing, China

dr. sc. Victoria I. Pyatanova

Plekhanov University, Russia



We Are Connected for Better.

Driven to create positive societal impact through our network of educators, business leaders, and learners.



aacsb.edu