



CALL FOR PAPERS

9th HIGHER EDUCATION INSTITUTIONS CONFERENCE

26 - 27 November 2021, Online
Higher Education Institution as a Driver of
Change and a Catalyst for Innovation

ABOUT THE CONFERENCE

The Higher Education Institutions Conference is organized by the Zagreb School of Economics and Management (ZSEM), with the support of AACSB International which 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. 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

Innovating Financial Models

2

Empowering Learning
Through Technology

3

Achieving Competitiveness –
Focus on Quality and Higher
Academic Standards

4

Educating Students
for the Future Job Market

5

Innovation and Strategy in
Higher Education



TOPICS

- | | | |
|---|--|--|
| ▲ Accreditation and Quality Assurance | ▲ E-learning | ▲ Leadership in Higher Education |
| ▲ Artificial Intelligence in Education | ▲ Entrepreneurship and Innovation | ▲ Lifelong Learning |
| ▲ Assessment of Learning | ▲ Financing in the Higher Education | ▲ Mathematics in Higher Education |
| ▲ Best Practices in Higher Education and Research | ▲ Game-based Learning | ▲ Mobile Learning |
| ▲ Business and Higher Education | ▲ Globalization of Higher Education | ▲ Modeling, Simulations and Optimization |
| ▲ Higher Education in and after COVID – 19 | ▲ Governance in Higher Education | ▲ Multimedia-based Education |
| ▲ Changes and Challenges in Higher Education | ▲ Higher Education Institutions in the 4th Industrial Revolution | ▲ New Teaching Methods |
| ▲ Competitiveness in Higher Education | ▲ Higher Education in the Information Age | ▲ Professionals Skills |
| ▲ Curriculum Design | ▲ Information Society | ▲ Quality in the global context |
| ▲ Demographics and Labor Markets | ▲ Information Systems | ▲ Resources and Funds |
| ▲ Disruptive innovations in education | ▲ Innovation in Higher Education | ▲ Role of Higher Education in a globalized world |
| ▲ Distance Learning and Distance Teaching | ▲ Innovation in Labor Markets | ▲ Strategy in Higher Education |
| ▲ Economic Aspects of Higher Education | ▲ International Cooperation | ▲ Sustainable Funding in Higher Education |
| ▲ Educating students for the future job market | ▲ International Education Standardization | ▲ Technology in Higher Education |
| | | ▲ 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.

Who Should Attend?

The conference will gather rectors, deans, associate deans, directors, key players and decision makers in the field of higher education, professors, international offices, etc. This conference will be of interest to academics from all disciplines as well as corporate representatives from the labor market with the responsibilities in recruitment and development of young talents.

IMPORTANT DATES

Submission of papers – 20th of October 2021

Notification of acceptance – 27th of October 2021

Final paper submission – 01st of November 2021

Only abstract for presentation – 01st of November 2021



You can submit your paper or abstract at Easy Chair via this link:

<https://easychair.org/my/conference?conf=heic21#>

ZSEM ORGANIZING COMMITTEE

dr. sc. Đuro Njavro

Conference chair, President of the Board of Trustees, 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. Goran Oblaković

Associate Dean, Zagreb School of Economics and Management

dr.sc. Mirna Koričan Lajtman

Academic Director, ZSEM Business Academy

Sara Oreški, bacc. oec.

Conferences and Events Project Manager, ZSEM Business Academy

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 Maslać

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

Zagreb School of Economics and Management

dr. sc. Metka Tekavčić

University of Ljubljana, Slovenia

dr. Michael Hanke

University of Liechtenstein, Liechtenstein

dr. sc. Richard Tresidder

Sneffield 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

Please contact us for further
information:

ZSEM – Business Academy
Vukasovićeva 1, 10000 Zagreb, Croatia

Email: sara.oreski@zsemakademija.hr
Phone: +385 99 233 9985
Fax: +385 (1) 4830 782

For more information please visit:
www.heic.hr