



# CALL FOR PAPERS

## 13<sup>th</sup> HIGHER EDUCATION INSTITUTIONS CONFERENCE

Artificial Intelligence:  
The future of education in times of global  
change

4 - 5 September 2025,  
Dubrovnik, Croatia

# ABOUT THE CONFERENCE

The Higher Education Institutions Conference (HEIC) is organized by the Zagreb School of Economics and Management (ZSEM), and the Luxembourg School of Business (LSB) with the support of AACSB International since 2013.

Join us at our conference, where international connections pave the way for future collaborations across diverse academic fields. Share and explore best practices in entrepreneurship, innovation, strategy, technology, management, and , education. We invite everyone in the field of higher education to submit papers in line with the conference themes.

Peer-reviewed papers will be published in the proceedings with an appropriate ISSN number distributed electronically. A certain number of papers will be selected as the 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

**Strategic Challenge  
of Higher Education  
System**

2

**The Impact and Challenges  
of Artificial Intelligence in  
Education**

3

**Innovating with AI: The  
Next Frontier in Science &  
Research**

# Topics

---

- Accreditation and Quality Assurance
  - Artificial Intelligence in Education
  - Assessment of Learning
  - Best Practices in Higher Education
  - Business and Higher Education
  - Higher Education in and after COVID - 19
  - 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
  - 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
  - Higher Education in Information Age
  - Information Society
  - Information Systems
  - Innovation in Higher Education
  - Innovation in Labor Markets
  - International Cooperation
  - International Education Standardization
  - Leadership in Higher Education
  - Lifelong Learning
  - Mathematics in Higher Education
  - Mobile Learning
  - Modeling, Simulations and Optimization
  - Multimedia-based Education
  - New Teaching Methods
  - Professionals Skills
  - Quality in the global context
  - Quantum Computing
  - Resources and Funds
  - Role of Higher Education in a globalization world
  - Strategy in Higher Education
  - Sustainable Funding in Higher Education
  - 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 and **ENJOY** the beauties of the Croatian coast.

# 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 - 15th of July 2025

Notification of acceptance - 10th of August 2025

Final paper submission - 20th of August 2025

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

<https://easychair.org/my/conference?conf=heic2025>

# ZSEM Organizing Committee

---

dr. sc. Đuro Njavro

Conference chair, Presidente of the Board of Trustees, Zagreb School of Economics and Management

mr. sc. Karmela Aleksić-Maslač

Associate Dean, Zagreb School of Economics and Management

dr. sc. Zoran Barac

Managing Director, Zagreb School of Economics and Management

Prof. dr. Patrick Vanhoudt

Dean, Luxembourg School of Business

Prof. dr. sc. Maja Martinović

Associate Dean, Graduate MBA Program, 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

Ante Kaleb

HEIC event coordinator, ZSEM - Business Academy

# Program Committee

---

dr. sc. Abdelkrim Haqiq  
Hassan 1st University, Settat, Morocco

dr. sc. Alimshan Faizulayev  
KIMEP University, Almaty, Kazakhstan

dr. sc. Boris Podobnik  
Boston University and Zagreb School of Economics and Management

dr. sc. Danica Kragic  
Royal Institute of Technology (KTH), Stockholm

Prof. dr. Patrick Vanhoudt  
Dean, Luxembourg School of Business

dr. sc. Đuro Njavro  
Zagreb School of Economics and Management

dr. sc. Emmanuel Glakpe  
Howard University, Washington DC, USA

dr. sc. Ferdinand Daňo  
Rector of the University of Economics in Bratislava, Slovakia

dr. James Uhomoibhi  
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

Prof. 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. sc. Ralf Dillerup  
Heilbronn University, Germany

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

**Please contact us for further information:**

ZSEM - Business Academy  
Vukasovićeve 1, 10000 Zagreb, Croatia

Email: [ante.kaleb@zsem.hr](mailto:ante.kaleb@zsem.hr)

For more information please visit  
[www.heic.hr](http://www.heic.hr)