



zagrebačka škola ekonomije i managementa zagreb school of economics and management BEST BUSINESS SCHOOL IN CROATIA



#### Dedicated to quality.

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## International Conference on Engineering Education $20^{th} - 24^{th}$ July 2015, Zagreb, Croatia

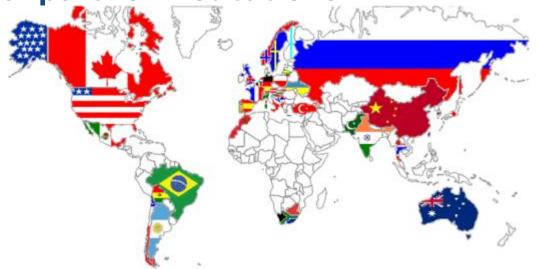


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- The Zagreb School of Economics and Management is Croatia's leading business school
- First Croatian member of **AACSB** (The Association to Advance Collegiate Schools of Business)
- Over 100 international partner institutions











### www.zsem.hr





#### **Conference emphases/themes:**

### NEW TECHNOLOGIES AND INNOVATION IN EDUCATION FOR GLOBAL BUSINESS CHALLENGES

**Dates of Conference:** 

20-24 July 2015

**Location of Conference:** 

ZAGREB, ZADAR (Croatia)

#### Venue of the conference:

Campus ZSEM, hotel WESTIN









### Hosting organization:

ZAGREB SCHOOL OF ECONOMICS AND MANAGEMENT

### **Conference chair:**

Name: DJURO NJAVRO Title: DEAN, PhD e-mail address: duro.njavro@zsem.hr Telephone No.: 00385 12354010

### **Key Members of international steering committee:**

SINISA KRAJNOVIC, VICE PRESIDENT AND HEAD OF DEVELOPMENT UNIT CORE & IMS AT ERICSSON.

### **Key Members of Local (National) Organizing Committee:**

KARMELA ALEKSIC-MASLAC, HEAD OF THE ICT DEPARTMENT

20/7/2015 Arrival Support	21/7/2015 Opening ceremony Keynote pr	22/7/2015	23/7/2015	24/7/2015 Parallel sessions
				Parallel sessions
Arrival Support	Keynote pr			
	· ·	esentation	Excursions	Coffee breaks
Peristration	Plenary	sessions		Closing ceremony
Registration	Parallel	sessions		
Welcome cocktail	Works	shops		
Welcome cocktail	Poster pres	sentations		
Orientation	Coffee	breaks		
presentation	Lunch	break		

Social/cultural programs and technical visits:

SIGHTSEEING OLD TOWN ZADAR

BOATING AND TOUR ON ADRIATIC SEA, NATIONAL PARK KORNATI

VISITING NATIONAL PARK PLITVICE

**OLD TOWN ZAGREB** 











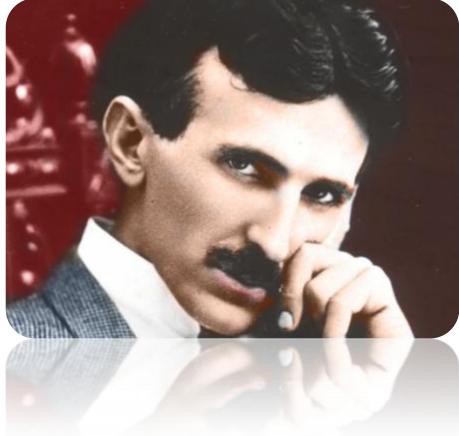
# Croatia's Technical Heritage

# Croatia has:

- A long tradition of producing engineering excellence
- A strong IT cluster
- Numerous engineering companies
- Institutions with a distinguished reputation of producing outstanding scientists



## Ruđer Josip Bošković (1711-1787)





- Has held and helped organize numerous international conferences, including:
  - European Union & Association Necessary Adaptations for a Successful EU Membership (2005.)
  - Business Ethics and Corporate Social Responsibility (2006.)
  - Philip Kotler Challenges of marketing in 21 century (2006.)
  - HRM for Competitive Strategy (2007.)
  - Prospects of development of economic cooperation between Croatian and Japan (2008.)
  - CSR Applied to Various Stakeholders Groups (2009.)
  - Philip Kotler How to win? Crisis as a challenges (2009.)
  - International Conference on Prevention of Money Laundering (2010.)
  - 9<sup>th</sup> Conference on socially responsible behavior (2010.)
  - Invest for the Future: "Women Driving Economic Growth in Southeastern Europe (2011.)
  - The Brown Forum (2012.)

- ZSEM faculty had organize numerous of student conference, hosted numerous conferences, distinguished guest lecturers, organized signature events...
  - Management of Information Systems student conference
  - Economics conference
  - Startup Weekend Zagreb
  - invited lectures of important world experts and influential people from Croatia such as the Croatian Prime Minister and President





















- Our dedicated staff has extensive event planning experience
  - (abble to facilitate accommodation, transportation, catering)
  - etc.

## • Experiance in PR activities

- Web
- Newsletter
- Media sponsors
- etc.



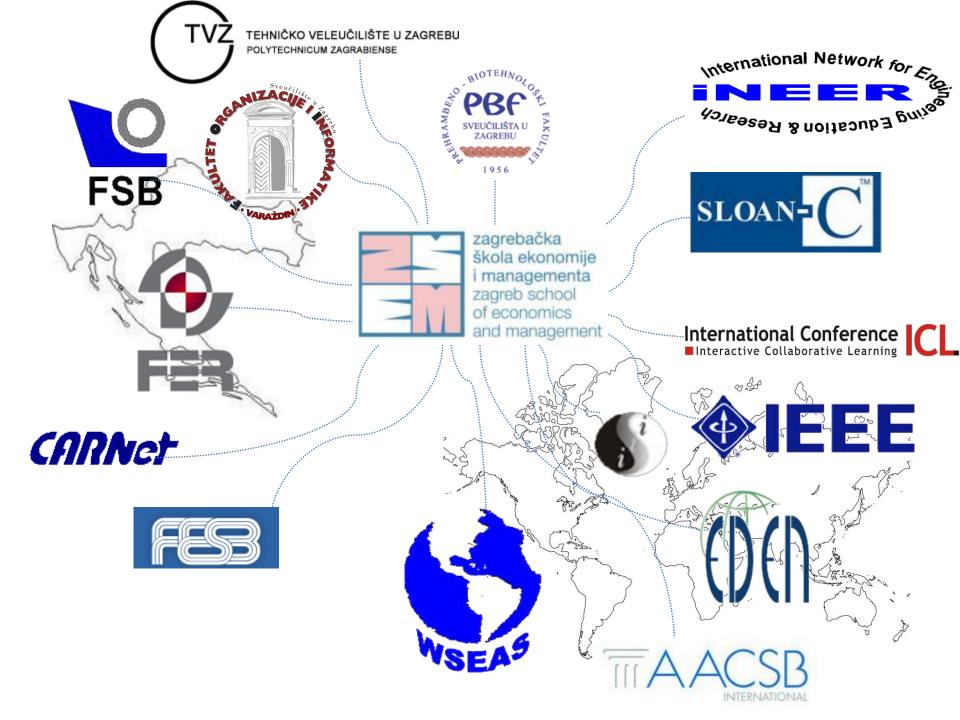






## • Quality IT infrastructure

- cooperation with CARNet (Croatian Academic and Research Network)
- the leading higher education institution in Croatia in the usage of e-learning in education
- secure WLAN network
- experiance in video streaming
- experienced team for video recording and photography
- part of the IT conference community network, etc.





## Deep connections with the local business community

- Adacemics Partners
  - Polytechnic of Zagreb
  - Faculty of Food Tehnology and Biotehnology
  - CARNet
  - etc.



## Business Partners

- T-Com (Croatia's largest telecommunications company)
- MATE Publishing House (Croatia's leading publisher of business and economic literature)
- Ericsson Nikola Tesla d.d.
- etc.



## Sponsors

## City of Zagreb

- MZOS (Ministry of Science, Education and Sports of the Republic of Croatia)
- etc.



## **Principal Contact:**

Name: KARMELA ALEKSIC-MASLAC, HEAD OF ICT DEPARTMENT Address: ZSEM, Jordanovac 110, 10000 Zagreb e-mail address: karmela.aleksic@zsem.hr Telephone No.: 00385 12354148



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ID	0	Task Name	Duration	Start	in '12 Jul '12 Aug '12 Sep '12 Oct '12 Nov '12
1	~	PROPOSAL	47 days	Fri 8.6.12	4 11 18 25 2 9 16 23 30 6 13 20 27 3 10 17 24 1 8 15 22 29 5 12
2	1	Meeting regarding the organization of the conference	24 days		
3	1	Slanje proposala Win Aungu	2000 14C (100 (80 00)	Wed 11.7.12	
4	1	Predaja prezentacije kandidature za organizaciju ICEE	and the second se		
5	1	Prezentacija na ICEE 12	11 days	Mon 30.7.12	
6	112	ORGANIZATING COMMITEE	1 day	Fri 31.8.12	
7	-	THE VISUAL IDENTITY OF THE CONFERENCE	130 days?	Wed 25.7.12	<b></b>
8		Dizajnirati logo konferencije	20 days?	Wed 25.7.12	
9		Izraditi web stranice konferencije	75 days	Wed 25.7.12	
10		Izraditi brošuru	130 days	Wed 25.7.12	
11		CALL FOR PAPERS - DEADLINES	39 days?	Wed 25.7.12	
12		Izraditi prospekt s najavom konferencije te važnim dat	39 days	Wed 25.7.12	
13		Izraditi e-mailing listu:	7 days?	Wed 25.7.12	
14	1	InternationI organizations	3 days	Wed 25.7.12	
20		Hrvatska:	1 day?	Fri 27.7.12	0
21		CARNet	4 days	Mon 30.7.12	<b>W</b>
26	1	Prvi poziv na e-mailing listu	1 day	Wed 25.7.12	
27		Prospektne materijale podjeliti na što više konferencij:	10 days	Wed 25.7.12	
28		Prijedloge radova primati do predviđenog deadline za	5 days	Wed 25.7.12	
29		Abstracte selektirati po topicima i slati na 2 recenzije.	10 days	Wed 25.7.12	
30		Svakom autoru poslati odgovor o recenziji (abstract p	5 days	Wed 25.7.12	
31		Na osnovu prihvaćenih abstracta već se može interno	10 days	Wed 25.7.12	
32		Čim koji rad stigne odmah ga prosljeđivati na recenziji	10 days	Wed 25.7.12	
33		Poslati recenzije autorima konačnih radova.		Wed 25.7.12	
34		Rana registracija.	1 day	Wed 25.7.12	I
35		Izrada CD-a s radovima.	15 days	Wed 25.7.12	
36		Proceedings s radovima.	30 days	Wed 25.7.12	
37		Registracija participanata.	5 days	Wed 25.7.12	
38	-	CONFERENCE	10 days	Wed 25.7.12	
39	-	Organizacija prijevoza učesnika s aerodroma u hotele.		Wed 25.7.12	
40		Poslovi oko organizacije i smještaja participantima.	1.2.2.4	Wed 25.7.12	
41		Mediji.	100210100	Wed 25.7.12	
42	-	ORGANIZING COMMITTEE	Co. 9. 1907	Wed 25.7.12	T T
43	1	Students	200.0005010	Wed 25.7.12	
44		Faculty	(1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	Wed 25.7.12	
45	-	RECENZENTI:		Wed 25.7.12	
46	-	chairs		Wed 25.7.12	
47	-	Steering Committee		Wed 25.7.12	
48		INEER, EDEN, IASTED		Wed 25.7.12	
49	-	Online Educa		Wed 25.7.12	
50	-	ZSEM, FER	100 000 000 000 P	Wed 25.7.12	
51		IMPORTANT DATES		Wed 25.7.12	
52 53	-	Submission of abstracts		Wed 25.7.12	· · · · · · · · · · · · · · · · · · ·
53	-	Notification of acceptance/rejection		Wed 25.7.12	5
55	-	Early registration		Wed 25 7 12	
56	-	Full paper submission Deadline for author registration		Wed 25.7.12 Wed 25.7.12	
- 30	15	Deadline for author registration	i uay	1460 20,7:12	

# THANK YOU

26EM & ICEE 2015

international conference of engineering education ZAGREB Croatia network International Network on Engineering Education & Research Zagreb School of Economics and Management INEER conference, academic partners IT infrastructuren the leading higher education institution in Croatia in the usage of e-learning in education Web newsletter

> media sponsors numerous international conferences Technical Heritage proposal ZSEM &ICEE 2015

international conference of engineering education ZAGREB Croatia network International Network on Engineering Education & Research ZSEM INEER steering committee

































zagrebačka škola ekonomije i managementa zagreb school of economics and management

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