



4. međunarodna konferencija

IZAZOVI DANAŠNJICE

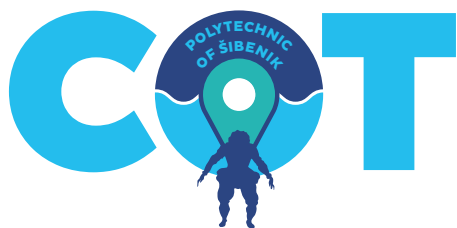
4th International Conference

THE CHALLENGES OF TODAY

ŠIBENIK

10. – 12. listopada 2019.

10th – 12th October 2019



| **2019** |

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THE CHALLENGES OF TODAY

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PARTNERI KONFERENCIJE:

Ekonomski institut, Zagreb

(The Institute of Economics, Zagreb)

Sveučilište u Splitu - Sveučilišni odjel za stručne studije

(University of Split - University Department of Professional Studies)



POKROVITELJI KONFERENCIJE:

Predsjednica Republike Hrvatske

(President of the Republic of Croatia)

Ministarstvo gospodarstva, poduzetništva i obrta

(Ministry of Economy, Entrepreneurship and Crafts)

Ministarstvo turizma

(Ministry of Tourism)



REPUBLIKA HRVATSKA
MINISTARSTVO GOSPODARSTVA,
PODUZETNIŠTVA I OBRTA



Ministarstvo turizma
REPUBLIKE HRVATSKE

Poštovane kolegice i kolege,

veliko nam je zadovoljstvo najaviti 4. međunarodnu konferenciju „Izazovi današnjice“ koja će se u organizaciji Veleučilišta u Šibeniku održati od 10.-12. listopada 2019. u Šibeniku, Hrvatska.

Veleučilište u Šibeniku osnovano je 2006. godine s temeljnim ciljem da kroz kvalitetne studijske programe i znanstveno stručni rad na najvišoj razini kvalitete i izvrsnosti obrazuje samostalne, pouzdane i društveno odgovorne nositelje budućeg razvoja lokalne, nacionalne i međunarodne zajednice. Naš rad želimo dodatno unaprijediti organiziranjem konferencije „Izazovi današnjice“ kojom smo ove godine nastojali okupiti stručnjake koji se na različite načine i kroz različita područja profesionalnog i javnog djelovanja bave pitanjima digitalne transformacije.

Ovogodišnjom konferencijom poseban naglasak stavili smo na digitalnu transformaciju, prvenstveno zbog njezinog utjecaja na razvoj gospodarstva čime ona postaje izazov ali i prilika za jačanje konkurentnosti gospodarskih subjekata. Digitalna transformacija obuhvaća ne samo uvođenje nove tehnologije u poslovanje, već i čovjeka koji tu tehnologiju koristi te je u neprestanoj interakciji sa svim dionicima u poslovnom procesu. Stoga će naglasak ovogodišnje konferencije biti usmjeren na pravni okvir tehnološki naprednog poslovanja, implementaciju digitalnih vještina, investicije te izazove tehnologija koje podupiru digitalnu transformaciju.

Želja nam je ovom konferencijom povezati znanstvenike/istraživače i gospodarske zajednice kako bi zajedničkim snagama inaugurirali nove modele i spoznaje, te promovirali digitalnu transformaciju kao motor promjena i razvoja gospodarstva kroz interdisciplinarni pristup.

Podsjećamo Vas da za dolazak u Šibenik, osim zbog aktualne konferencijske teme, ima još mnogo dobrih razloga! Jedan od njih je svakako atraktivnost Šibenika. Privlačnim ga čine jedinstven položaj u slikovitom i prostranom zaljevu na ušću rijeke Krke, šarm starogradske kamenite jezgre i bogatstvo kulturne baštine.

S veseljem očekujemo Vaš znanstveni i stručni doprinos.

Dobro nam došli!

Predsjednik Organizacijskog odbora
Ivan Malenica, mag.iur., viši predavač

Dear colleagues,

We are pleased to announce the Fourth International Conference „The Challenges of Today“, organised by the Polytechnic of Šibenik, that will be held from 10th to 12th October 2019, in the city of Šibenik, Croatia.

The Polytechnic of Šibenik was founded in 2006. From its very beginning, its primal goal and mission has been the education of reliable and socially responsible stakeholders of the future development on local, national and international level. We want to further enhance our work by organizing the conference "The Challenges of Today" and this year we have tried to bring together experts who have been involved in digital transformation issues in different ways and through various fields of professional and public life.

This year's Conference is focused on digital transformation primarily because of its impact on the development of the economy, which makes it a challenge but also an opportunity to strengthen the competitiveness of economic entities. Digital transformation involves not only introducing new technology into business, but also a person who uses this technology and is in constant interaction with all stakeholders in the business process. Therefore, the emphasis of this year's conference will be focused on the legal framework of technologically advanced business, the implementation of digital skills, investment and technology challenges that support digital transformation.

It is our wish to bring together scientists/researchers and the economic community in order to inaugurate jointly new models and insights in promoting digital transformation as a motor of change and economic development through an interdisciplinary approach.

We would like to remind you that apart from this extremely current conference theme there are many other reasons why you should visit Šibenik! One of them is definitely Šibenik's attractiveness. What makes the town so appealing is its unique location in the picturesque and wide bay at the mouth of the river Krka, the old town's stone nucleus, its charm and richness of cultural heritage.

We sincerely look forward to your participation and scientific or professional contribution.

Welcome!

President of the Organizing Committee
Ivan Malenica, mag.iur., senior lecturer

TEMATSKA PODRUČJA

Ovogodišnjom konferencijom naglasak želimo staviti na izazove DIGITALNE TRANSFORMACIJE, u sljedećim područjima:

Marketing i menadžment,
Tehnologija i inovacije,
Gastronomija i turizam,
Promet i okoliš,
Ljudski resursi,
Računovodstvo i financije,
Međunarodno poslovanje,
Ekonomija blagostanja,
Javna uprava,
Pravni poredak,
Strani jezici i mediji

te u svim drugim relevantnim područjima.

THEMATIC FIELDS

With this Conference we want to emphasize challenges of the DIGITAL TRANSFORMATION today in the following areas:

Marketing and Management,
Technology and Innovations,
Gastronomy and Tourism,
Traffic and Environment,
Human Resources,
Accounting and Finance,
International Business,
Welfare Economy,
Public Administration,
Legal Order,
Foreign Languages and Media

and other relevant areas.

PROGRAMSKI ODBOR PROGRAM COMMITTEE

Alarcón del Almo, María del Carmen - University of Murcia - SPAIN
Bedeković, Vesna - Croatian Parliament - CROATIA
Filiposki, Oliver - Goce Delchev University in Shtip - NORTH MACEDONIA
Finka, Maroš - Slovak University of Technology in Bratislava - SLOVAKIA
Gomez Borja, Miguel Angel - University of Castilla - La Mancha - SPAIN
Grgurević, Ivan - Faculty of Transport and Traffic Sciences - CROATIA
Hatzilygeroudis, Ioannis - University of Patras - GREECE
Kampf, Rudolf - The Institute of Technology and Business in České Budějovice - CZECH REPUBLIC
Lubomir, Jamecny - Slovak University of Technology in Bratislava - SLOVAKIA
Malenica, Ivan - Polytechnic of Šibenik - CROATIA
Marguš, Drago - NP Krka - CROATIA
Metodijeski, Dejan - Goce Delchev University in Shtip - NORTH MACEDONIA
Mileta, Danijel - City of Šibenik - CROATIA
Palkova, Zuzana - Slovak University of agriculture in Nitra - SLOVAKIA
Razović, Mili - University of Zadar, Department of Tourism and Communication Studies - CROATIA
Rimac, Tomislav - University Pompeu Fabra, Barcelona - SPAIN
Rokosz, Krzysztof - Koszalin University of Technology - POLAND
Runjić, Ljubo - Polytechnic of Šibenik - CROATIA
Sładkowski, Aleksander - Silesian University of Technology, Gliwice - POLAND
Taskov, Nako - Goce Delchev University in Shtip - NORTH MACEDONIA
Urem, Frane - Polytechnic of Šibenik - CROATIA
Vukičević, Ana - Polytechnic of Šibenik - CROATIA
Zlatović, Dragan - Polytechnic of Šibenik - CROATIA

ORGANIZACIJSKI ODBOR ORGANIZING COMMITTEE

Ivan Malenica, predsjednik / chairman, **Sanja Veštić Mirčeta**, tajnica / secretary,
Tea Livaić, Ivan Livaja, Edi Luketa, Dijana Mečev, Jelena Šišara

VAŽNI DATUMI IMPORTANT DATES

Prijava teme i slanje sažetka	01.05.2019.
Topics and abstracts submission	01/5/2019
Obavijest o prihvaćanju teme	06.05.2019.
Abstract feedback	06/5/2019
Slanje radova	10.06.2019.
Paper submission	10/6/2019
Obavijest o prihvaćanju rada	01.07.2019.
Paper review results	01/7/2019
Uplata kotizacije i on-line registracija (rana prijava)	do 15.07.2019.
Registration fee payment and on-line registration (for early registration)	until 15/7/2019
Uplata kotizacije i on-line registracija (kasna prijava)	nakon 16.07.2019.
Registration fee payment and on-line registration (for later registration)	after 16/7/2019

PRIJAVA RADOVA

Sažetak rada, na hrvatskom i engleskom jeziku, autori prijavljuju najkasnije do **01.05.2019.** putem web stranice **www.konferencija-vus.hr**. Autori koji rad prijavljuju na engleskom jeziku, sažetak također prijavljuju na engleskom jeziku.

PAPER SUBMISSION

Participants who will take part at the Conference with the presentation of their paper, should apply their abstracts in Croatian and English by **May 01st 2019** on the website **www.konferencija-vus.hr**. Participants who are submitting their paper in English should submit their abstract in English as well.

ZBORNİK RADOVA

Radovi će biti objavljeni u Zborniku radova u elektronskom obliku sa ISSN brojem. Autori izabranih radova prezentiranih na konferenciji COT2019 biti će pozvani da proširenu verziju rada izravno dostave za objavu u međunarodnom časopisu Faust.

BOOK OF PROCEEDINGS

Papers will be published in Proceedings on CD-media with ISSN number. Authors of selected papers presented at the COT2019 conference will be invited to submit an extended full paper related to their participation in the Conference directly in the International Journal Faust.

KOTIZACIJA

Kotizacija po radu iznosi:

Za uplatu do 15.07.2019.	750 HRK (100 €)
Za uplatu nakon 16.07.2019.	1000 HRK (130 €)

troškovi inozemne banke idu na teret nalogodavca

Kotizacija se uplaćuje na račun Veleučilišta u Šibeniku:

Veleučilište u Šibeniku
Trg Andrije Hebranga 11
22 000 Šibenik

IBAN HR58 24070001100162339
MODEL I POZIV NA BROJ: HR 00 333
Opis plaćanja: KOTIZACIJA

Upute za plaćanje kotizacije za sudionike iz inozemstva:

Bank: OTP Bank Croatia d.d. Zadar, Domovinskog rata 3, Zadar
SWIFT CODE: OTPVHR2X

IBAN CODE: HR5824070001100162339

User: Polytechnic of Šibenik, Trg Andrije Hebranga 11

22000 Šibenik, Croatia

Description of payment: REGISTRATION FEE

Dokaz o uplati potrebno je dostaviti na mail:
nada@vus.hr ili fax +385 (0)22 216 716

Kotizacija uključuje pravo sudjelovanja na Konferenciji, elektronički zapis Zbornika radova, radne materijale, piće dobrodošlice, osvježenje u pauzama, svečanu večeru i voucher za ulaz u NP Krka.

REGISTRATION FEE

Registration per paper is:

For payments made before 15/07/2019	750 HRK (100 €)
For payments made after 16/07/2019	1000 HRK (130 €)

costs of foreign bank will be charged to the principal

Registration fee is paid on the account of the Polytechnic of Šibenik:

Veleučilište u Šibeniku
Trg Andrije Hebranga 11
22 000 Šibenik

IBAN HR58 24070001100162339
MODEL I POZIV NA BROJ: HR 00 333
Opis plaćanja: KOTIZACIJA

Instructions for payment of registration fee for international participants:

Bank: OTP Bank Croatia d.d. Zadar, Domovinskog rata 3, Zadar
SWIFT CODE: OTPVHR2X
IBAN CODE: HR5824070001100162339

User: Polytechnic of Šibenik, Trg Andrije Hebranga 11
22000 Šibenik, Croatia

Description of payment: REGISTRATION FEE

Evidence of payment must be submitted to e-mail address:
nada@vus.hr or fax +385(0)22 216 716

The fee includes the right to participate at the Conference, electronic Book of Proceedings with papers, working materials, welcome drink, refreshments during breaks, dinner and NP Krka entrance voucher.



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**KONTAKT
CONTACT**

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Trg Andrije Hebranga 11,
22000 Šibenik, Hrvatska
e-mail: info@konferencija-vus.hr
web: www.konferencija-vus.hr
mob: +385 97 7476968
fax: +385 (0) 22 216 716

