MODERN BUSINESS SCHOOL

THE 10TH
INTERNATIONAL SCIENTIFIC STUDENT CONFERENCE

SKEI 2025

STUDENT CONFERENCE

Please Join Us

08 May 2025

Modern Business School (MBS)
Terazije 27, Belgrade, Serbia

skei2025@mbs.edu.rs

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MANAGING DIGITAL BUSINESS AND TRANSFORMATION: KEY CHALLENGES AND TRENDS

CALL FOR PAPERS

The International Scientific Student Conference aims to facilitate the exchange of knowledge and enable students to present their research findings in an international environment. The conference will explore the current state of management and business sciences, focusing on areas such as economy, marketing, business process management, human resources, quality management, healthcare management, environmental management, and the intersection of informatics, digitalization with business sciences.

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CONFERENCE HOST

Modern Business School (MBS), Belgrade, Serbia

CONFERENCE PARTNERS

Sveučilište/Univerzitet »VITEZ« Travnik, Bosnia and Herzegovina

University of Novo mesto Faculty of Economics and Informatics, Novo mesto, Slovenia

University of Applied Sciences "Lavoslav Ružička" in Vukovar, Croatia

BLC Banja Luka College, Banja Luka, Bosnia and Herzegovina

University of FINRA Tuzla, Tuzla, Bosnia and Herzegovina

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THEMES OF THE CONFERENCE

1. Key Digital Technologies
2. Marketing
3. Entrepreneurship
4. Finance and Accounting
5. Digital Transformation
6. Law and Business Ethics
7. Human Resource Management
8. Management in Education
9. Management in Health Care
10. Management in Sport and Tourism
11. Information Technologies and Artificial Intelligence
12. Green Transition and Digital Future
13. Industry Digitalization
14. Leadership in the Digital Age

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PUBLICATION OPPORTUNITIES

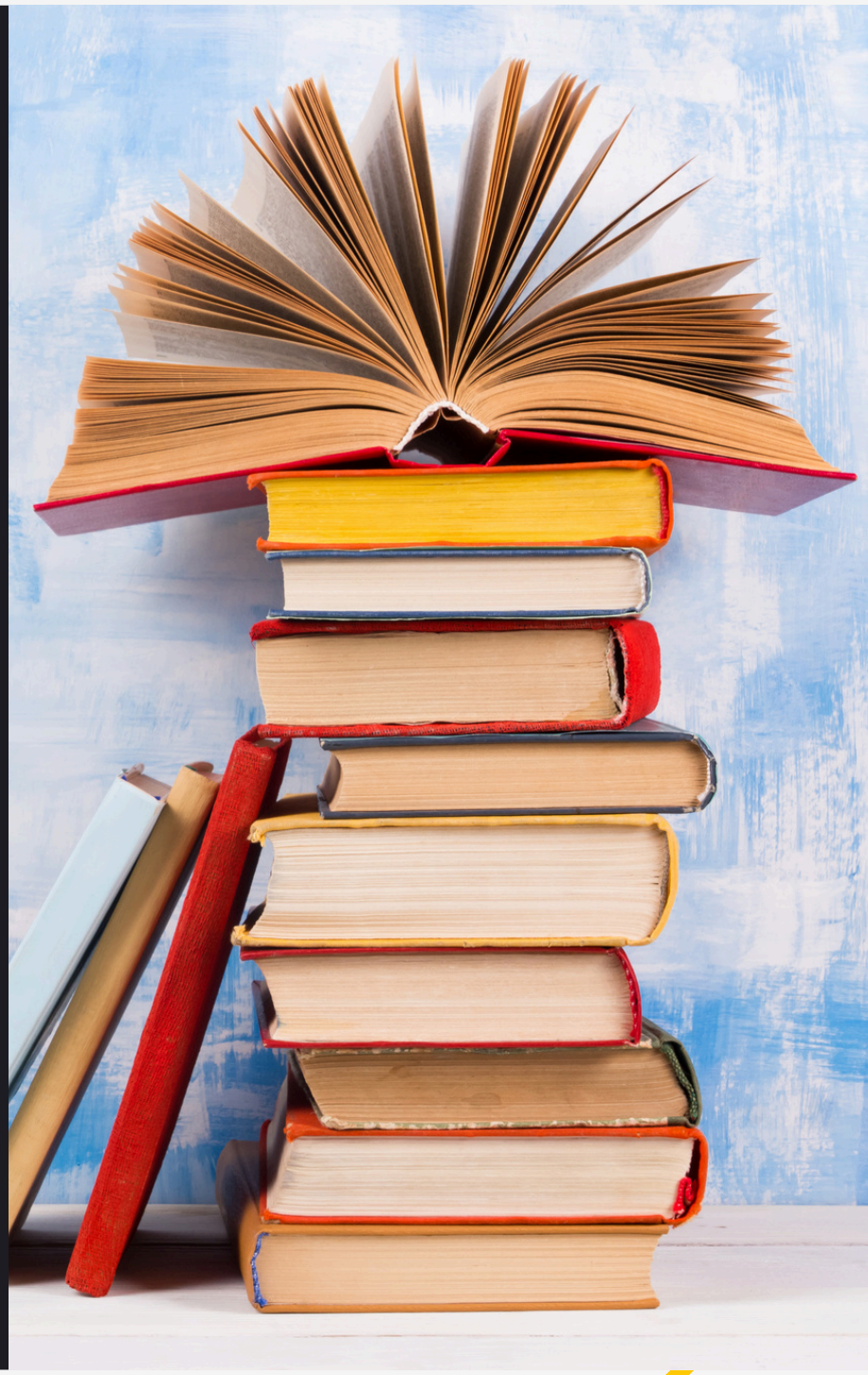
Accepted papers will be published in the **Book of Proceedings** of the International Scientific Student Conference.

Selected papers, based on reviewers' evaluations, will be published in the **SKEI – International Interdisciplinary Journal** (https://hrcak.srce.hr/SKEI)

NOTE

A maximum of **two (2) authors** is allowed per paper (student and mentor).

Each student may submit only **one (1) paper**



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IMPORTANT DATES

31 March 2025: Submission of full papers

14 April 2025: Notification of review process

30 April 2025: Submission of final full papers

05 May 2025: Publication of the detailed conference program on the faculty's website and via email to participants

08 May 2025: Conference day

CONFERENCE LANGUAGES

All languages of the former Yugoslav Republic and English

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INFORMATION

For additional details, visit Modern Business School (MBS), Belgrade, Serbia,
www.mbs.edu.rs
or contact us via email:
skei2025@mbs.edu.rs

REGISTRATION FEE

Participation in the conference is **free of charge**.

Participants are responsible for their travel and accommodation expenses.