

## The 2<sup>nd</sup> International Conference on Advanced and Systematic Research

(The official Conference - Symposium language is English)

to be held  
**November 13<sup>th</sup> to 15<sup>th</sup>, 2008**  
in Zadar, Croatia

announces

## 2<sup>nd</sup> Special Focus Symposium on ICESKS: Information, Communication and Economic Sciences in the Knowledge Society

**November 13<sup>th</sup> to 14<sup>th</sup>, 2008**

### With Keynote Address

**Ph.D. Mgr. Zuzana Hubinková, Assistant Professor, University of  
Economics, Faculty of Business Administration, Department of  
Managerial Psychology and Sociology, Prague, Czech Republic, Europe,  
Topic: "tba"**

### Joint Symposium Chairs:



**Ph.D. Dr.H.C. Vladimir Šimović, Associate Professor**

Dean of the Faculty of Teacher Education of the University of Zagreb, Savska cesta 77, 10000 Zagreb, Croatia, Europe & Director of the "ECNSI" - European Center for Advanced and Systematic Research, Savska cesta 77, 10000 Zagreb, Croatia, Europe

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## The Symposium's Material Focus

### Information on the venue

Conference dates: 13<sup>th</sup> - 15<sup>th</sup> November 2008. Conference location: Hotel "Kolovare" in Zadar - Croatia (Hrvatska) ([http://www.hotel-kolovare-zadar.htnet.hr/kolovare\\_eng.htm](http://www.hotel-kolovare-zadar.htnet.hr/kolovare_eng.htm)). The weather in Zadar at this time is usually "very good". Social program will offer on the 14<sup>th</sup> November 2008 (at 19<sup>h</sup>) one dinner, and on the 15<sup>th</sup> November 2008 (at 10<sup>h</sup>) one day trip by bus to Old City of "Nin" with "domestic lunch" (Dalmatian national foods and fish).

### Symposium's purpose

The aim of the Symposium is to bring together experts in Information Communication and Economic Sciences with a different background to discuss the current developments in the Knowledge Society. The changing landscape involves quite complex issues not so easy to grasp by an individual expert. Furthermore, the aim is not to go into details of technical issues, but to discuss the complexity at level that is understandable to non-experts and enables the discussion of Knowledge Society complexities to the mutual benefit of all participants. Papers accepted by two independent reviewers will be published in the Conference Proceedings. The conference intends to attract professionals, students and academics alike.

### The Situation

Information, technology and communication processes with economics are the basics for modern knowledge society development. We are living in the era of digitalization which will surely cause changes to mankind on individual and social level. Though, we are still seeking to maintain development, social sensibility, eco consciousness, ethics and quality. The paradigms in modern economy and finance are on the brink to change (cf. Ross 2005): the major assumptions of neoclassical finance are obviously not consistent with the facts and figures characterising reality grasped by the data and methods available today. Two aspects need to be addressed: the one is the decision-making based on the rational man assumption and the other is the no arbitrage assumption. The first ignores the circumstances caused by the decision-making by individuals; the necessity to regard these behavioural aspects led to behavioural finance. The importance of behavioural/psychological aspects was already underlined by scholars like von Hayek a long time ago. Von Hayek's arguments, however, suffered from the absence of a formal treatment. The eschewal of formal tools also endangered the behavioural finance approach. Discrete choice models do offer a methodology to treat psychological aspects formally. The no arbitrage assumption ignores the existence of and the effects generated by markets: the major deficiencies might be characterised by the neoclassical procedure to search for arbitrage opportunities by methods that are grounded on the assumption that arbitrage opportunities do not exist. The importance of markets has been known long before the predominance of the neoclassical paradigm. The appropriate term has been catallactics – quite in use since the 1920s – and has been rediscovered by those dissatisfied with the shortcomings of the neoclassical theory. We apply the term catallactics, even if our call is meant to encourage particularly, but is not limited to, the submission of papers addressing both aspects with a combined methodology. The life on the Earth was and will be put under limits of mutual relationship, interaction, transaction and by creating networks. Co-orientation is helping us to bring more and more communication events in synchrony. If the synchrony increases in the narrower area within the shorter time pattern, it is likely to expect it will continue to expand into whole society. Information, communication, ICT (Information and Communication Technology) with economy and other technology and knowledge will be circularly connected, and globalization processes will accordingly influence their development. Possibly, it will not be like that?

- 1) Does globalisation mean disappearance of the individuality or not? Does the globalisation intensify individual consciousness?
- 2) How are globalization process related to knowledge society?
- 3) What are the relations among information technology, networking and stakeholders?
- 4) What is virtual knowledge?
- 5) Who created the virtual knowledge - the interdisciplinary teams or «knowledge workers»?
- 6) What are the positions of e-business, e-communication and e-knowledge in a networked world?
- 7) What kind of influences does the digitalization make on social processes in the society?
- 8) Is it possible that communication affairs synchrony creates the procedures and standards of symbolic global communication?

- 9) What is going on with the dynamics of education within distance learning, lifelong learning, management education and training, informal learning?
- 10) How shall we navigate economy, information and communication complexity in the modern knowledge society?
- 11) What is modern interactive agent-based modelling of dynamic market processes?
- 12) How to do human learning and decision-making on markets?
- 13) What is the emergent impact of market microstructure on market outcomes?
- 14) Which are non-equilibrium asset pricing with evaluation of discrete activities, etc.?

At least **four issues** could be differentiated. They are of course intertwined:

Firstly, a more technological issue: Wrapping the huge amount of ICT data into XML based mark-up languages thus achieving the data processing speed required. Standardization is a necessary precondition. However standards are as good as far as they are accepted by the knowledge society. What is the relation to relevant ISO standards that are proposed too? Will there be a convergence to unique standards in the modern knowledge society? Secondly, a more regulatory issue: The regulatory bodies in the modern knowledge society have to provide rules and regulations that ascertain fair working and living. Various regulatory bodies have to fix the data and information (or knowledge) that is appropriate to determine the best working and living environment in the modern knowledge society. The evaluation could be refined when relying on the complete or incomplete set of data and information (or knowledge). The switch from the investigation of the data and information (or knowledge) to the investigation of the modern knowledge society models will provide more reliable picture about the modern knowledge society performance. Computerized and other artificially established rules enable best knowledge society environment surveillance. Computerized and other artificially established analytical models have the big advantage that the surveillance of the best working and living environment in the modern knowledge society has been possible quite reliably. It is an open question until now, which data and information (or knowledge) describing the real modern knowledge society situation has to be included in the model that is necessary to evaluate best practice. Recent remarks of the various regulatory bodies and practice indicate that the more data are implemented the more reliable the result seems to be. Thirdly, which data and information (or knowledge) should be exploited by models to make working and living environment in the modern knowledge society as sustainable as possible? Event data and information (or knowledge) relies on the causal structure of individual model events. The prevailing procedures in modelling the modern knowledge society environment seem to rely on pure statistical figures, mainly correlations, but they have to be extended into more reliable cause and effect structures. Fourthly, which data and information (or knowledge) structure gives an exchange a competitive edge to attract the best modelling practice in modelling the modern knowledge society environment? Those models which have the most advanced techniques both with regard to speed of data and information (or knowledge) processing and modern knowledge society environment matching will succeed.

### **The issues to be discussed**

Regarding these explanations, papers dealing with a broad range of topics related to the general issues sketched above are welcome. The following list is a guideline, but not exhaustive.

Today, we are witnessing that companies' success is not measured only by profit. The following issues should be related as well:

- 1) Navigating organizational complexity with communication and ICT managers
- 2) Tangible outcomes from managing intangibles
- 3) Dynamics of organizational change, business ethics and communication culture
- 4) Navigating organizational and social changes with developing human character
- 5) The influence of co-orientation, integration, transaction and interaction process within the organization on communication modalities
- 6) Shall globalization process not create information and communication chaos in a networked world?
- 7) The changing role of economy, information (ICT) and communications technology

What is the role of social communication structures in disseminating knowledge across various sections of society in order to enable its development into knowledge society? How far has an equal and universal access to knowledge been ensured to all sections of the contemporary society (in different countries, including Croatia)? What communication competences still need to be developed by different social segments (academic community, economic entities, and governmental bodies, civil society) in order to ensure smooth establishment of knowledge society? Which steps still need to be taken in national legal

systems and governance in order to satisfy preconditions for the implementation of the European Communication Policy?

## Call for Papers

Papers that address any of the above listed issues are invited. An abstract of approximately 200 words should be submitted for evaluation. All proposals will be judged on the basis of their scholarly quality, originality and potential for further discourse. Abstracts may be submitted electronically (Microsoft Word and Adobe PDF forms) or by mail not later than Sept. 2<sup>nd</sup>, 2008 to:



### Prof. Dr. Vladimir Šimović, Conference & Joint Symposium Chair

Dean of The Faculty of Teacher Education of the University of Zagreb, Savska cesta 77, 10000 Zagreb, Croatia, Europe & ECNSI - European Center for Advanced and Systematic Research, Savska cesta 77, 10000 Zagreb, Croatia, Europe  
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### Ph.D. Ljubica Bakić-Tomić, Joint Symposium Chair

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## Review Process and Conference - Symposia Proceedings

All submitted on time abstracts will be peer-reviewed. Final (full) papers (a camera-ready electronic version, including appendices and literature) should not exceed 15 single-spaced typed pages (or approximately 30000 characters) and have to be prepared according to the Instruction to Authors given at the website <http://www.ecnsi.hr/en> and <http://www.ufzg.hr>. All submitted on time, selected (positively reviewed papers - by two independent referees) and presented papers for which the registration fee was paid, will be published in PreConference-Symposia Proceedings and distributed at the Symposium.

## Important Dates

Summary	20 <sup>th</sup> of Jun 2008
Notification on summary acceptance	10 <sup>th</sup> of July 2008
Final work (ready for publication)	15 <sup>th</sup> of September 2008
Notification on article acceptance	15 <sup>th</sup> of October 2008
<b>Symposia (at €CNSI-2007 Conference) dates:</b>	<b>November 13<sup>th</sup>-14<sup>th</sup>, 2008</b>

### Registration fee (covers all conference: events, materials and refreshment)

- Full participation fee - with (discount by) Early Registration is EUR 150
- Full participation fee - without (discount by) Early Registration is EUR 200
- Reduced fee (for students) is EUR 100 with (discount by) Early Registration; or EUR 150 without (discount by) Early Registration

### Special Awards

Three best presented papers will be awarded. Other special awards are possible.

**Further details on €CNSI-2008 are available at**  
<http://www.ecnsi.hr/en> and <http://www.ufzg.hr>  
**The Special Focus Symposium is sponsored by**  
**ECNSI - European Center for Advanced and Systematic Research**  
**<i. e.> Europski Centar za Napredna i Sustavna Istraživanja : Zagreb**

## The 2<sup>nd</sup> International Conference on Advances and Systems Research **€CNSI - 2008**

Dear Colleague:

**RE: CONFERENCE REGISTRATION PAYMENT**

I am pleased to inform you that the Conference Registration Fee can be paid in Euros Currency by Bank Checks, Travel Checks, or by the International Money Orders. All the checks submitted for payment must be computer-coded. **No Credit Card Payments are accepted!!!**

**You can also pay your Registration Fee in Euro Currency to our UFZG-Account at the Zagrebacka banka d.d. (ZABA) in Zagreb, Croatia at the following address**

- (1) Amount in Euros            **Euros 150.00 before 15<sup>th</sup> of September 2008,  
or Euros 200.00 after 15<sup>th</sup> of September 2008**  
**STUDENTS FEES:**  
**Euros 100.00 before 15<sup>th</sup> of September 2008,  
or Euros 150.00 after 15<sup>th</sup> of September 2008**
- (2) Beneficiary Bank:        **Zagrebacka banka d.d. (ZABA)**  
**Paromlinska 2, 10000 Zagreb,**  
**Hrvatska (Croatia)**
- (3) The UFZG Account:       **Number: 2360000-2100252040 in Euros**  
**IBAN: HR6323600001101394272 (2100252040)**  
**SWIFT: ZABHR2X 2500-1422545**
- (4) Beneficiary Customer:   **ECNSI - 2008 Conference**  
**c/o Prof. Dr. Vladimir Simovic - UFZG**

**IMPORTANT: The payment must be made Free of Charge for Beneficiary, and should indicate the name of the person who is being registered for the Conference.**

Thank you in advance for your kind cooperation.

Sincerely,

**Prof. Dr. Vladimir Simovic,**  
**Conference Chairman**

**c/o The Faculty of Teacher Education, University of Zagreb (UFZG  
& European Center for Advanced and Systematic Research (ECNSI)  
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## **Hotel KOLOVARE information**

For “€CNSI - 2008: The 2<sup>nd</sup> International Conference on Advanced and Systematic Research”,  
Hotel KOLOVARE have:

Prices - for half-pension one night/day and for one person in room (if two persons - the price is double):

1/2 room: EUR 55.00 + 0.80 tax

1/1 room: EUR 65.00 + 0.80 tax

Prices - for one night/day with breakfast and for one person in room (if two persons - the price is double):

1/2 room: EUR 45.00 + 0.80 tax

1/1 room: EUR 55.00 + 0.80 tax

Participants of the

*€CNSI - 2008: The 2<sup>nd</sup> International Conference on Advanced and Systematic Research*

*to be held: November 13th to 15th, 2008, in Zadar, Croatia*

and

*The 2<sup>nd</sup> Special Focus Symposium on ICESKS: Information, Communication and Economy Sciences in the  
Knowledge Society, November 13th to 14th, 2008*

have to take additional information about other Hotel services and prices (Kolovare - Zadar) at:

- call phone number ++385 23 211017, or

- fax ++385 23 213 079, or

- e-mail address: [irena.kolovare@hoteli-zadar.hr](mailto:irena.kolovare@hoteli-zadar.hr), [tomi.kolovare@hoteli-zadar.hr](mailto:tomi.kolovare@hoteli-zadar.hr),

with given information that they are participants of “€CNSI - 2008”,

and have last time for distance beneficiary reservation until November 12<sup>th</sup> 2008.

Contact person (besides Prof. Dr. Vladimir Simovic) is, also:

Irena Gašparović, dipl. oec.

Director of marketing

HOTELI ZADAR D.D.

Office: Hotel Kolovare

Boze Pericica 14

23000 ZADAR, CROATIA (Hrvatska)

Tel. ++385 23 211 017

Fax. ++385 23 213 079

GSM ++385 91 103 2013

(Mon.-Fri. 8:00-15:00 o'clock, daily and during the whole €CNSI-2008 Conference time)

Regarding the hotel Kolovare Conference-Symposia capabilities:

For “€CNSI – 2008: The 2<sup>nd</sup> International Conference on Advances and Systems Research”,

Hotel KOLOVARE have:

- two (2) big conference rooms (halls) with capacity more than 200 participants (and with possibility to have separation into three (3) smaller rooms (hall): central for 100 participants and other two (2) up to 40 participants (with cinema capabilities)

- one (1) small conference room (hall) with capacity up to 20 participants

- one (1) specific conference room (hall) with capacity up to 50 participants (called "Jazine" and situated at the ground hotel level, but jet without acclimatization capabilities)

- few apartments, with small capacities (up to 6-7 participants)

Hotel Conference equipment: flipchart with papers and markers, LCD projector with canvas, equipment for graphic scope, acoustics, and wireless microphone, etc.

These Hotel Conference prices include usage of all Hotel KOLOVARE conference rooms with equipment and minimally two coffees daily service.

**Podaci o računu Učiteljskog fakulteta u Zagrebu u kunama na koji se može izvršiti uplata navedene kotizacije u ukupnom kunkskom iznosu iz Republike Hrvatske:**

**"UČITELJKI FAKULTET SVEUČILIŠTA U ZAGREBU",**  
**(SKR. UFZG),**  
**SAVSKA 77,**  
**10000 ZAGREB**

[www.ufzg.hr](http://www.ufzg.hr)

**MATIČNI BROJ POSLOVNOG SUBJEKTA:**  
**1422545**

**ŽIRO RAČUN KOD (ZABA-e) "ZAGREBAČKE BANKE D.D." - ZAGREB,**  
**BROJ: 2360000-1101394272**

**ISKRENO Hvala, i lijep pozdrav!**

**Prof.dr.sc. Vladimir Šimović**

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Dean of the Faculty of Teacher Education of the University of Zagreb, Savska  
cesta 77, 10000 Zagreb, Croatia, Europe & Director of the "ECNSI" - The European Center for Advanced  
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