



SIXTH INTERNATIONAL SCIENCE CONFERENCE

THEMATIC FOCUS:  
DIGITALIZATION AND  
CYBER-SECURITY AS  
MANAGERIAL  
CHALLENGES

**30-31 October 2020**  
**Bitola, North Macedonia**

# FIRST CALL



**basim.edu.mk/konferencija**



## CONFERENCE MISSION

Conference participants

Thematic focus objectives

Proposed topics and sections

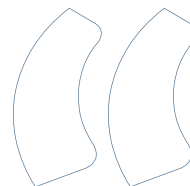
Program and organizational committee

Application process

Paper writing guidelines

Conference fees

Location and contact info



# MISSION

Exchange of new ideas and approaches to specific managerial challenges related to the organizational competitiveness, by presenting the results of modern scientific research in the field of organizational science and management, economy, information science and education.

Conference mission

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# CONFERENCE PARTICIPANTS

Teaching and research professionals from the organizational and management sciences, economic sciences, information sciences and education;  
Teaching and research professionals from related social sciences and humanities;  
Prominent practitioners in the field of digitalization and cyber security;  
Students on second and third degree of studies;  
Teachers from higher education institutions;  
Teachers in primary and secondary education;

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## THEMATIC FOCUS OBJECTIVES

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# THEMATIC FOCUS OBJECTIVES

Present contemporary research results on the relevance of thematic focus and organizational development;

Present good practices for digitalization and information integration of business processes;

Present good practices for the development of digitalization and cyber protection at the organization level;

To present research results from the first phase of the macro-project "Interest of young people and adults to study and work in the era of digitalization and cyber-protection".

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# PROPOSED TOPICS AND SECTIONS

## SECTION 1 | ORGANIZATIONAL PERFORMANCE DIGITALIZATION

Management of information systems;  
Web technology and applications;  
Social media;  
Digital media;

Gamification;  
Organizational Intelligence;  
Cybercrime;  
Risk Management;

## SECTION 2 | E-BUSINESS

E-business strategies and models;  
Challenges in e-business;  
Innovative management;

Operations management;  
Technologies and innovation;  
Entrepreneurship and new business models;  
E-entrepreneurship;

## SECTION 3 | ICT AS AN AGENT OF SOCIETAL CHANGES

Digitization in government, ministries, funds, public enterprises, municipalities;  
Digitization of agencies;  
Challenges and problems in the process of digitization in the public sector;  
ICT in strengthening societal and social change;  
Global Internet network: advantage or threat?  
IT Management;  
Digitization of agencies;

Human resources and implementation of ICT in its operations;  
Digitization in government, ministries, funds, public enterprises, municipalities;  
Challenges and problems in the process of digitization in the public sector;  
Future perspectives;  
IT Governance & IT Compliance;  
Good Practices

## SECTION 4 | OTHER MANAGERIAL CHANGES

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## PROGRAM AND ORGANIZATIONAL COMMITTEE

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# PROGRAM COMMITTEE

Prof. Cvetko Smilevski, Ph.D., Chairman, Bitola, N.Macedonia,

Acad. Marjan Blažič, Ph.D., Novo mesto, Slovenia;

Prof. Živan Živković, Ph.D., Bor, Serbia;

Prof. Bereket Yebio, Ph.D., Malme, Sweden;

Prof. Slobodan Čamilović, Ph.D., Travnik, Bosnia and Hercegovina;

Prof. Vidoje Vujić, Ph.D., Rijeka, Croatia;

Prof. Honfi Vid Sebestyen, Ph.D., Budapest, Hungary;

Prof. Zsolt Illési, Ph.D., Ireland;

Prof. Fotis Kilipiris, Ph.D, R. Greece;

Prof. Milan Radosavljević, Belgrade, Serbia;

Assoc. prof. Miroslava Petrevska, Belgrade, Serbia;

Assoc. prof. Şermin Şenturan, Ph.D., Zonguldak, Turkey;

Assoc. prof. Maria Ivanova Stoeva, Ph.D., Plovdiv, Bulgaria;

Assoc. Prof. Lidija Stefanovska, Ph.D., Bitola, N. Macedonia;

Assoc. Prof. Gordana Tasevska, Ph.D., Bitola, N. Macedonia;

Ass. Prof. Toni Soklevski, Ph.D., Bitola, N. Macedonia.

Prof. Dr.sc. Bosko Rodic, Belgrade, Serbia;

Dr. Wojcieh Budzianowski, Wroclaw, Poland;

Uwe Christian Plachetka Ph.D, Vienna, Austria;



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## **PROGRAM AND ORGANIZATIONAL COMMITTEE**

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# ORGANIZATIONAL COMMITTEE

Assoc. Prof. Lidija Stefanovska, Ph.D., Chairman;  
Ass. Prof. Vesna Stojanovska, Ph.D., – Vice president;  
Ass. Prof. Toni Soklevski, Ph.D.;  
Assoc. Prof. Gordana Tasevska, Ph.D.;  
Lecturer Ivan Gjorgjievski, M.Sc.;  
Prof. Péter Szatmári Ph.D.;  
Prof. Pál Bárkányi Ph.D.;  
Assoc. Prof. Marjan Tanusevski, Ph.D.;  
Senior Lecturer Josif Petrovski, M.Sc.;  
Lecturer Biljana Galovska, M.Sc.;  
Andrijana Apostolova, MBA.

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# APPLICATION PROCESS

Please send your applications and abstracts via the web form on [www.basim.edu.mk](http://www.basim.edu.mk) or by email to [konferencija@bas.edu.mk](mailto:konferencija@bas.edu.mk), no later then **July 10, 2020** (The papers must be submitted in one of the working languages The abstract must be provided in English);

All accepted submissions will be published in the conference proceedings (digitally) which will be made available to all participants at the time of conference;

Full paper submission deadline: **October 15, 2020;**

The submitted and accepted papers will be published digitally on [basim.edu.mk](http://basim.edu.mk);

For any additional information, please contact us via the official e-mail address: [konferencija@bas.edu.mk](mailto:konferencija@bas.edu.mk) or via phone **+38970339667**.



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## PAPER WRITING GUIDELINES

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# PAPER WRITING GUIDELINES

MS Word compatible;

Page setup: A4, 2.5 cm margins, single column;

Font: Calibri, 12 pt, except the title in 14 pt, single spaced;

The title and all subtitles should be capitalized and bold;

Abstracts should be no longer than 250 words and end with 3-5 key words;

Articles should begin with the name of the author, the institution and its address;

Articles should have the following sections: Introduction, Research Methodology, Results and Analysis,

Conclusions, and Bibliography;

Size: No more than eight pages;

Articles should be written in one of the working languages with abstract in English;

Authors can submit and publish more than one article, but present only one;

Harvard citation style

The deadline to submit articles is October 15, 2020;

**Working languages: Macedonian, English, Serbian, Croatian, Bosnian, Slovenian.**

**Articles should comply with the following structure:**

### **TITLE**

(blank row)

### **Name of the Author**

Institution

Email address

(blank row)

### **Abstract**

Introduction, Research Methodology, Results and Analysis, Conclusions, and Bibliography;

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## CONFERENCE FEES

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# CONFERENCE FEES

## FEE PER SUBMISSION

REGULAR CONFERENCE FEE	40€
VIRTUAL PARTICIPATION	50€
PARTNER ORGANIZATION FEE	30€
POST-GRADUATES AND DOCTORAL STUDENTS	20€
BAS & BAS IM ASSOCIATES	20€
PARTICIPATION WITHOUT PAPER SUBMISSION	15€
GROUP FEE PER PARTICIPANT (Group of 5 or more without paper)	10€

Fee payment deadline: **15.10.2020**;

The conference fee includes:

certificate;  
organizational costs;  
conference materials;  
abstract conference proceedings;  
digital publishing of conference proceedings.

Travel and boarding expenses are not provided.

## BANK ACCOUNTS

International payments

BAS Institut za menadzment Bitola

IBAN: MK07250001002786208

SWIFT: INSBMK 22

Banka: Sparkasse Banka Macedonia AD Skopje

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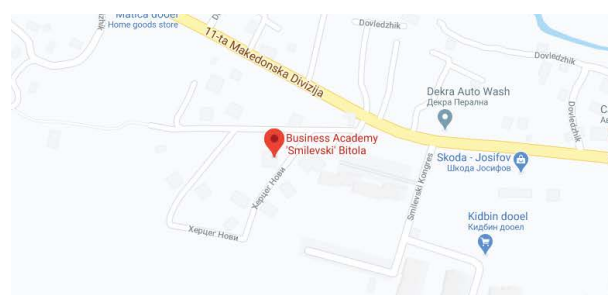
## LOCATION AND CONTACT INFO

# CONTACT AND LOCATION

## CONFERENCE LOCATION

The conference will be held in Bitola, N. Macedonia at BAS and BAS Institute of management. on 30 - 31 October 2020.

Address: Herceg Novi No. 6  
Bitola, N. Macedonia



## ORGANIZERS INFO

BAS Institute of management - Bitola, Herceg Novi No. 6  
Business Academy Smilevski - Skopje, Jane Sandanski 111/2 Skopje  
Phone: ++389(0)47 225 218  
Web address: [www.basim.edu.mk](http://www.basim.edu.mk), [www.bas.edu.mk](http://www.bas.edu.mk)  
Official e-mail: [konferencija@bas.edu.mk](mailto:konferencija@bas.edu.mk)

## CONTACT PERSONS

Assoc. Prof. Lidija Stefanovska  
Phone: ++389(0)70 339 667  
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Ass. Prof. Vesna Stojanovska  
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CONTEMPORARY  
MANAGEMENT CHALLENGES  
AND ORGANIZATIONAL SCIENCES

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SIXTH INTERNATIONAL SCIENCE CONFERENCE

**30-31 October 2020**  
**Bitola, N. Macedonia**

**SAVE THE  
DATE!**

Application deadline: 10.07.2020  
Abstract submission deadline: 10.07.2020  
Full paper submission deadline: 15.10.2020  
Conference fee deadline: 15.10.2020

[basim.edu.mk/konferencija](http://basim.edu.mk/konferencija)  
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[konferencija@bas.edu.mk](mailto:konferencija@bas.edu.mk)