



THE INTERNATIONAL CONFERENCE ON
**THEORY AND APPLICATIONS IN
THE KNOWLEDGE ECONOMY**

CALL FOR PAPERS TAKE 2017

July 12-14 2017

Faculty of Economics and Business, University of Zagreb, Croatia

www.take-conference.com

The Event

Theory and Application on the Knowledge Economy - TAKE 2017 is a Conference devoted to the multidisciplinary study of the Knowledge Economy in 2017.



The Organizers

The conference is organized in collaboration of University of Zagreb, Faculty of Economics and Business (Croatia); [GOVCOPP](#), Universidade de Aveiro (Portugal) and E4 Conferences Scientific Organization. The hosting institution is Faculty of Economics and Business, University of Zagreb, Croatia.



University of Zagreb is the oldest the oldest university in South East Europe. The university was officially founded 1669 by Emperor and King Leopold I Habsburg when the study of philosophy in Zagreb acquired a formal and legal status as Neoacademia Zagrabiensis and officially became a public institution of higher education.

The **Faculty of Economics and Business Zagreb** is a constituent part of the University of Zagreb. Its origins date back to 1920. The Faculty of Economics and Business Zagreb has a high reputation in educating experts in the areas of economics and business in Central and Southeastern Europe. It is committed to meet the expectations of students by developing modern educational programs and by encouraging scientific research. The true value and worth of the Faculty of Economics and Business are its graduates whose number has now exceeded



75.000. At the moment, more than 10.000 students are enrolled in various study programs. That makes Faculty of Economics and Business Zagreb one of the largest educational institutions in field of economics and business in Central and Southeastern Europe.

The Scientific Objectives

TAKE 2017 will have the following objectives:

- a) To analyze the relation between the theory and the applications the economy of the 21st century
- b) To understand how to improve the management of the knowledge based economy we live in
- c) To analyze the today's economy putting together contributions for various fields, namely Knowledge Management, Intellectual Capital, Human Resource Development, etc.
- d) To deal with specific problems we felt are decisive in the economy as Competitiveness, Innovation and Entrepreneurship
- e) To analyze specific sectors that are at the heart of the economic live like the Public Sector, and Logistics
- f) To analyze the case of specific countries, and not only in the developed OECD countries but also in the BRICs.

We consider the knowledge economy a broad spectrum which includes things such as diverse as: HRD, KM, IC, etc. as described by the 12 standing streams and therefore we welcome really contributions in all these fields.

The Location

TAKE 2017 will take place in Zagreb, the capital city of Croatia, the youngest member of the European Union. It is a modern city with a rich Central European culture and history. Zagreb is known as a hospitable and a pleasant city on the historic and political threshold between East and West and, therefore, it is branded as "Zagreb - city with a million hearts". For more tourist information about Zagreb, visit: www.infozagreb.hr .



The Team

For this conference we have gathered together a team of 17 scholars from 11 countries (Austria, Canada, Croatia, Finland, Germany, Liechtenstein, Portugal, Romania, South Africa, Spain, and USA), that will assure the development of 13 streams, in different areas of the topic Theory and Applications in the Knowledge Economy.

And it will be hosted by University of Zagreb, Faculty of Economics and Business (Croatia); [GOVCOPP](#), Universidade de Aveiro (Portugal) and E4 Conferences Scientific Organization.

TAKE 2017 will also co-managed by GOVCOPP the research centre on Public Policies classified with Excellent by the Portuguese Foundation for Science and Technology in 2015.

TAKE 2017 will be also managed by E4 Conferences Scientific Organization a company specialized in organizing international conferences.

Keynote Speakers

Manfred Bornemann earned his Ph.D. in 1998 on "Measuring Instruments in Knowledge Management" as an assistant professor at the Karl Franzens University of Graz, Austria. He specialized on issues relating to the management and valuation of intangible assets. Since then he published regularly in international conferences and built a reputation as speaker in topics of Intellectual Capital Management, Organizational Learning and Innovation. He was invited to teach at more than 15 international business schools and universities. Since 1996 Manfred developed his consulting company Intangible Assets Consulting in Austria and successfully contributed to issues of the assessment and management of Intangible Assets from the perspective of applied research. So far more than 200 projects have been completed. Project sizes range from startup companies to small and medium sized organizations to stock noted companies in almost all sectors of industry. The project scope covers for-profit as well as non-profit and public administration. Among the key achievements so far ranks an ongoing research project "Intellectual Capital Statement - Made in Germany" in the context of the Working Group on Intellectual Capital (Arbeitskreis Wissensbilanz) since 2004. Visible results are a well-established guideline and a software solution for the evaluation and management of intellectual capital. After early positive results, the project won EU-commission funding under the name of InCaS in a broad consortium. The experiences of these prototypes could be published and were well received by German readers. Current topics of work include the development of policy instruments for knowledge-intensive organizations, the development of approaches for Integrated Reporting and identification of patterns for the management of Intellectual Capital in the context of Organizational Learning. He spent the last years observing and sometimes shaping the topic of IC in various academic and commercial activities related to identifying and understanding IC and dedicated efforts to the question: "How to systematically create value from IC?".

Keynote Topic: The impact of IC on strategy implementation and change (in the knowledge economy)

Gary N. McLean (Ed.D., Ph.D. hon.) is the president of McLean Global Consulting, Inc., a family business. As an OD practitioner, he works extensively globally, especially in Asia. He recently worked in the Graduate School of Management in the International Islamic University of Malaysia as "Renowned Scholar." He teaches regularly in the PhD program in HRD at NIDA (National Institute for Development Administration) in Thailand. Previously, he was a Senior Professor at Texas A&M University. He is professor emeritus and co-founder of the HRD program at the University of Minnesota. He served as President of the Academy of Human Resource Development and the International Management Development Association. He has served in editorial roles on a number of peer-reviewed journals in HRD and management. He is extensively published with books, book chapters, and journal articles. He has also presented numerous keynote addresses and workshops. His research interests are broad, focusing primarily on organization development and national and international HRD.

**Keynote Topic: "How Do We Know Reality - and Who Cares?"
- The Role of Research**

Costantin Bratianu is professor of Strategic Management and Knowledge Management, UNESCO Department for Business Administration, and Founding Director of the Research Center for Intellectual Capital, Bucharest University of Economic Studies, Romania. He is co-founder of the international journal Management Dynamics in the Knowledge Economy, and associate editor of Electronic Journal of Knowledge Management. He is a member of the Scientific Committee of the European Conference on Knowledge Management and chairs sessions on Knowledge dynamics and Knowledge strategies. He is a member of the International Association of Knowledge Management. He was one of the Guest speakers at the first edition of TAKE in Aveiro. His academic interests are: knowledge dynamics, knowledge management, intellectual capital, and strategic management.

Keynote topic: Strategic Thinking

Velimir Srića is a professor of management at University of Zagreb and a visiting professor at UCLA, with a PhD in IT management and an MBA from Columbia University. He has been a visiting professor at Renmin University in China and various universities in Austria, Hungary, Slovenia, Montenegro, and Dubai. He is also a program director of DELFIN (Developing Effective Leadership for Innovation), a private consulting firm. He was CEO of Croatian Institute for Informatics, Minister of Science and a member of the Government of Croatia. He is a member of The Club of Rome, a World Bank expert on Change Management and a member of The European Academy of Science and Art. He is a Fulbright scholar and Eisenhower Fellow and was elected President of Zagreb's city assembly. As a consultant, he worked with many regional companies, including Coca Cola, Fina, Gorenje, dm, Uljanik, INA, PBZ and Krka. He is a coauthor of

the International Encyclopedia of Business and Management and has published more than 70 professional books and 500 articles. Further information: <http://www.velimirsrica.com/en/>

Keynote topic: Knowledge Economy in the Digital Transformation Era

Markus F. Peschl is Professor of Cognitive Science and Innovation at the University of Vienna. His research is driven by the question as to how novelty, novel knowledge, and innovations come into the world. He focuses on the interdisciplinary areas of future-oriented innovation ("Emergent Innovation"), knowledge (creation), (epistemology of future) potentials, cognition and the design of so-called "Enabling Spaces," i.e. spaces for the generation of new knowledge and innovations. He is co-founder of "theLivingCore Innovation- and knowledge architects", where he serves as chief scientific officer. Markus Peschl has published more than 150 articles and six books. For further information see: <http://www.univie.ac.at/knowledge/peschl> and <http://www.thelivingcore.com/en>

Keynote topic: How spaces can support knowledge and innovation work

Special Session: Round Table

José M. Viedma is a Doctor of Industrial Engineering, a graduate in Economics and Professor of Strategic Management of Intangibles at UPC Polytechnic University of Catalonia and UPC School of Professional & Executive Development in Barcelona, Spain. He has held top executive positions in computer services and management consultancy firms. He is president and founding partner of the "Intellectual Capital Management System" and founding partner of M&A Fusiones y Adquisiciones. He is also founding member of "The new club of Paris", CISC (Comunidad Iberoamericana de Sistemas de Conocimiento) and IAKM (International Association for Knowledge Management). Jose teaches and researches on the subject of knowledge management and intellectual capital management at the micro level and knowledge economy and knowledge based development at the macro level. He is an advisory board member for a number of journals. His current field of interest is focused on the strategic management of knowledge, intellectual capital and intangible assets practical research and he has consulted and developed a number of management frameworks and systems worldwide. His international research has crystallized in practical methodologies such as ICBS, SCBS, CICBS, RICBS and NICBS. Further information can be found in: <http://www.jmviedma.com/>

Keynote Topic: IC and KM the Macro Dimension

Other Keynotes and Special Sessions will be announced shortly. Please check the official website of the conference.

Publications

Conference Proceedings

Upon peer-review process, selected papers will be published in the Conference Proceedings (with ISBN reference). Proceedings will be sent to the Web of Science for ISI indexing immediately after the conference. If by any reason authors don't want their papers sent, we will send only the abstracts.

Supporting Academic Journals

Special issues

International Journal of Knowledge-Based Development
European Journal of Training and Development

Selected papers

Competitiveness Review
Journal of Intellectual Capital
Management Dynamics in the Knowledge Economy
Internal Trade Journal
Business Excellence Journal
Entrepreneurial Business and Economics Review (EBER)

For more journals and supporting publications check the official webpage.



Important Dates

First announcement online: November 28th
Call for papers (specific per stream): December 5th
Deadline Abstract Submission: February 22nd (**Extended: March 24th**)
Decision on Abstracts: March 15th (**Extended: April 7th**)
Deadline for papers: May 15th
Registration deadline for authors: June 1st
Proceedings ready: June 15th
Conference: July 12th-14th

More information

Further details on the submission of papers, registration and key information on the Conference can be found at

www.take-conference.com

Any questions and queries should be sent to info@take-conference.com