



The 4th International Conference on Advanced and Systematic Research ECNSI-2010

(The official Conference - Symposium language is English and Croatian)

to be held
November 11th to 13th, 2010
in Zagreb, Croatia

announces

**10th Special Focus Symposium on ICESKS: Information,
Communication and Economic Sciences in the Knowledge
Society**

November 11th to 12th, 2010

With Keynote Address

**Ph.D. Pere Tumbas, Full Professor, University of Novi Sad, Faculty
of Economics, Department of Informatics, Subotica, Vojvodina,
Serbia, Topic: “tba”**

Joint Symposium Chairs:



Ph.D. Vladimir Šimović, Full Professor, Dr.H.C.

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
Phn: +385 99 2100400 (+385 98 262271) Fax: +385 1 6177860
e-mail: vladimir.simovic@zg.t-com.hr or vladimir.simovic@ufzg.hr



Ph.D. Ljubica Bakić-Tomić, Assistant Professor

Faculty of Teacher Education of the University of Zagreb, Savska 77, 10000 Zagreb, Croatia, & University of Dubrovnik, Ć. Carića 4, 20000 Dubrovnik, Croatia, Europe.
Phn: +385 1 6327344; fax: +385 1 6177860; gsm: +385 91 7628365
e-mail: lbakicto@yahoo.com or lj.bakic-tomic@ufzg.hr



Ph.D. Mgr. Zuzana Hubinková, Assistant Professor

University of Economics, Faculty of Business Administration, Department of Managerial Psychology and Sociology, Prague, Czech Republic, Europe
Phn/fax: +420 224 098 301 or +420 224 098 333
e-mail: hubzuz@vse.cz or hubinkova@quick.cz

Conference Chair:



Ph.D. Vladimir Šimović, Dr.H.C., Full 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
Phn: +385 99 2100400 (+385 98 262271) Fax: +385 1 6177860
e-mail: vladimir.simovic@zg.t-com.hr or vladimir.simovic@ufzg.hr

The Symposium's Material Focus

Information on the venue

Conference dates: 11th - 13th November 2010. Conference location: Hotel "International" in Zagreb - Croatia (Hrvatska), Miramarska 24, 10000 Zagreb (<http://www.hotel-international.hr/>). The weather in Zagreb at this time is usually "very good". Social program will offer on the 12th November 2010 (at 20^h) one dinner, and on the 13th November 2010 (at 10^h) one day trip by bus to two beautiful Croatian Cities called "Trakošćan" and "Krapina" with "lunch" in one Restaurant (with original national foods and domestic drinks).

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 September 6th, 2010 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

Phn: +385 99 2100400 (+385 98 262271) Fax: +385 1 6177860

Email: vladimir.simovic@zg.t-com.hr or vladimir.simovic@ufzg.hr

with a copy to:



Ph.D. Ljubica Bakić-Tomić, Joint Symposium Chair

Faculty of Teacher Education of the University of Zagreb, Savska 77, 10000 Zagreb, Croatia, & University of Dubrovnik, Ć. Carića 4, 20000 Dubrovnik, Croatia, Europe.

Phn: +385 1 6327344; fax: +385 1 6177860; gsm: +385 91 7628365

e-mail: lbakicto@yahoo.com or lj.bakic-tomic@ufzg.hr

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

Abstract	5 th of September 2010
Notification on abstract acceptance	12 th of September 2010
Final work (ready for publication)	19 th of September 2010
Notification on article acceptance	26 th of September 2010
Symposia (at ECNSI-2010 Conference) dates:	11th - 12th November 2010
Registration fee (covers all conference: events, materials and refreshment)	
- Full participation fee - with (discount) Early Registration is	EUR 246 30th September 2010
- Full participation fee - without (discount) is	EUR 307.50 after 30th September 2010
- Reduced fee (students & passive participants) is	EUR 123 (discount) Early Registration;
	or EUR 184.50 without (discount) after 30th September 2010
- Participation for trip to Trakošćan & Krapina is	EUR 61.50 to date 30th September 2010



Hotel INTERNATIONAL information

Conference location: Hotel "International" in Zagreb - Croatia (Hrvatska), Miramarska 24, 10000 Zagreb (<http://www.hotel-international.hr/>).

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
OIB: 72226488129
www.ufzg.hr

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BROJ ŽIRO RAČUNA: 2360000-1101394272

ISKRENO Hvala, i lijep pozdrav!

Prof.dr.sc. Vladimir Šimović

Prof. Dr. Vladimir Simovic,
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 and Systematic Research, Savska cesta 77, 10000 Zagreb, Croatia, Europe
Phn: +385 99 2100400 (+385 98 262271) Fax: +385 1 6177860
e-mail: vladimir.simovic@zg.t-com.hr or vladimir.simovic@ufzg.hr

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THE 4th INTERNATIONAL CONFERENCE ON ADVANCED AND SYSTEMATIC RESEARCH INSTRUCTIONS TO AUTHORS

The following standard format has been developed to facilitate the publication of conference papers. Since it is intended to print the Conference Proceedings directly from the photo-ready manuscripts submitted by the authors, we request close compliance with the specifications below:

LENGTH: Papers should not exceed 15 pages printed with single spacing (including illustrations). A surcharge of Euros 50 will be charged to authors for each additional page exceeding the above limit.

PAPER: White A4 size paper.

MARGINS: Single column text within left and right margins of 25 mm (1 in.) and top and bottom margins of 30 mm (1.25 in.).

PAGE NUMBERING: Pages should be numbered consecutively at the bottom center leaving a margin of 20 mm (0.75 in.).

HEADINGS: One level of section headings is preferred. Headings should be set in bold upper and lower case letters, two points larger than the text (not underlined).

TEXT: Text should be set in Times New Roman font with a size of 12 points.

ILLUSTRATIONS: Illustrations should be either black-on-white line drawings, or glossy black-and-white photographs with good contrast. Their horizontal dimension must not exceed the width of the text. All illustrations should be numbered, provided with a legend and referred to in the text.

UNITS OF MEASUREMENT: Standard International (SI) units should be used. The traditional foot-pound units may be added in parenthesis. Monetary data may be in any currency unit. However, authors are encouraged to add the equivalent amount in (Euro) € in parentheses to facilitate comparison.

REFERENCES: References in the text should be cited as follows:

- (i) (Howard, 1988); for one author
- (ii) (Peters and Niles, 1989); for two authors
- (iii) (Miller et al, 1983); for three or more authors

References should be listed at the end of the paper, arranged in alphabetical order by the first author's surname. If more than one publication by the same author in a particular year is cited they should be designated at 1986a, 1986b, and so on. The format of the reference list should be as follows:

- Howard, J.B. (1988); Artificial Intelligence Principles and Practice; Longman (pp. 53)
- Peters, P. B. and L. S. Niles (1989); Evaluation of Rate Algorithm; Artificial Intelligence Applications, Vol. 6, No. 2 (pp. 23-26)
- Miller, A., Penrose, D.F. and R.J. Ross (1983); The DIAZ Expert System: Design and Implementation; Proc. 3rd International Symposium on Cybernetics (ed. W. Fisher), Butterworth (pp. 359-368)

FIRST PAGE: The first page should include the full title of the paper, the name of the author(s) and their affiliation, an Abstract of approximately 200 words, and no more than six keywords to facilitate indexing.



**THE 4th INTERNATIONAL CONFERENCE ON ADVANCED
AND SYSTEMATIC RESEARCH**

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If and when the above Paper is accepted for publication I/we as the author(s), hereby agree to surrender and transfer under existing copyright laws all the exclusive and comprehensive copyrights of my/our aforementioned Paper to the Faculty of Teacher Education of the University of Zagreb and to the European Center for Advanced and Systematic Research.

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THE 4th INTERNATIONAL CONFERENCE ON ADVANCED AND SYSTEMATIC RESEARCH

November 11 -13, 2010, Zagreb, Croatia

REGISTRATION FORM FOR SYMPOSIUM PARTICIPANTS

I am an (please tick):

Author Session Organizer
Presenter Participant

To be completed by authors of accepted papers:

Paper Reference Number(s): _____
Total Number of Pages: _____

Title (Dr., Mr., Ms., etc.): _____

Name: _____

Position: _____

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Conference Fees:

The conference registration fee includes free access to all Conference Sessions, symposia and workshops; all Conference materials; free access to the official dinner on 13th of November 2010 and one volume of the conference proceeding to be distributed during the conference. Additional proceedings will be available for purchase any time after the conference at the list price from ECNSI. The authors, who have been notified of the acceptance of their paper(s), may submit paper(s) of up to 15 pages and the conference registration fee for inclusion in a volume of the conference proceeding. For more than five pages in total in one registration, the authors must include an ADDITIONAL AMOUNT of Euros €50 per page. All registration materials and fees including the camera-ready paper(s), strictly conforming to the guideline for submission, must be received by September 19th, 2010 in order for paper(s) to be published in the proceedings.

INSURANCE: The conference organizers cannot accept any liability for personal injuries or loss or damage to property belonging to Conference participants, either during or as a result of the conference. The participants should check the validity of their personal insurance.

Method of Payment: Payment may be made by International Money Order or Cheque payable to ECNSI-2010.

Please tick: cheque money order
Registration is confirmed upon receipt of payment. Payments are non-refundable. Substitutes are allowed.

Signature: _____

In order for a paper to be published in the proceeding, all Registration materials and Fees together with two camera-ready copies (strictly conforming to submission guidelines) of the paper with signed Copyright Transfer form must arrive before September 19, 2010 at the following address:

ECNSI 2010 Conference

C/O Faculty of Teacher Education in Zagreb and
European Center for Advanced and Systematic Research
Savska cesta 77, Zagreb HR-10000, Croatia, Europe

ATTN: Prof. Vladimir Simovic

Calculation of Total Payment

Conference Fee:

Before September 30, 2010 (Euros €246.00) _____

After September 30, 2010 (Euros €307.50) _____

Additional Fees:

Extra page fee

after 15 pages (Euros €50.00/page) _____

Extra Proceedings (Euros €50.00 each) _____

(discounted cost of proceeding applies only during registration)

TOTAL _____

**The Faculty of Teacher Education of the University of Zagreb
(UFZG) and to the European Center for Advanced and
Systematic Research (ECNSI)**

are announcing

ECNSI 2010

to be held:
from November 11 -13, 2010
in Zagreb, Croatia

**THE 4th INTERNATIONAL CONFERENCE ON ADVANCED
AND SYSTEMATIC RESEARCH**

We are pleased to inform you that the 4th International Conference on Advanced and Systematic Research will be held from November 11th to 13th, 2010 in Zagreb, Croatia.

The Conference will provide a forum for the presentation and discussion of short reports on current systems research in social sciences, humanities, natural sciences, arts (music and picture), other sciences and engineering. A number of specialized symposia are being organized to focus on research in education, information (computer science), communication and economic sciences, in natural sciences and kinesiology, in pedagogy and psychology, in arts (music and picture) and philosophy, ecology, health care, management, logic and other related areas of today's science and knowledge society.

Participants who wish to present a paper at the 10th Special Focus Symposium on ICESKS: Information, Communication and Economic Sciences in the Knowledge Society (at the ECNSI-2010) are requested to submit two copies of an Abstract (up to 200 words) as soon as possible, but not later than September 5th, 2010. All submitted papers will be refereed. Those selected will be scheduled for presentation and published in Symposia/Conference Proceedings. Notification of acceptance will be sent to authors by September 12th, 2010. The full papers, not to exceed 15 single-spaced typed pages, should be submitted with photo-ready copies of artwork by September 19th, 2010.

The Abstracts, as well as the camera ready copies and the relevant diskettes (or CD and e-mail) of the paper should be submitted to:

Conference Chair:



Ph.D. Vladimir Šimović, Full Professor, Dr.H.C.

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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e-mail: vladimir.simovic@zg.t-com.hr or vladimir.simovic@ufzg.hr