

THE 4TH INTERNATIONAL CORPORATE CONFERENCE KNOWLEDGE IN FOCUS

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The 4th International Corporate Conference Knowledge in focus will face the challenges and opportunities of new ways of learning and innovation in digital age.

The main topic of this year's conference is: **Culture driven innovation and learning.**

Three narrow topics of the conference will be discussed in three sessions and successful examples and case studies from practice will be presented and followed by workshops:

- transfer of knowledge and innovation between cultures and economies
- learning, innovation and corporate culture in digital age
- increasing competitiveness of organizations through innovation – promoting female leadership in innovative organizations

Other conference sessions will discuss the following topics: open innovation, international knowledge transfer and innovation, education, entrepreneurship and engagement at work, leadership skills for innovation, organizational culture in digital transformation, robotics and artificial intelligence in education, digitalization and innovation.

Along with the top quality keynote presentations and thematic panel discussions, what gives the special value to the conference are the case studies, example from practice referring to learning culture and innovation building in organizations.

Global examples show that organizations which invest in the development of knowledge of their employees and work on their networking and sharing knowledge culture, more quickly come up with new ideas and innovations, today so essential for the development of competitive advantages of organizations.

What makes us really happy and honored is that this year's conference Knowledge in focus will be held under sponsorship of the President of the Republic of Croatia, Mrs Kolinda Grabar Kitarović, who has given us her full support in achieving the conference goals, especially promoting excellence and innovation in using new technologies in the business environment. By organizing this conference Podravka continues with the triple-helix approach and, like in the previous three conferences, promotes the importance of association with the business, academic and broader community in order to jointly create a knowledge society.

The conference is intended for managers in the areas of innovation and idea management, digital transformation, human resources, e-learning project leaders in organizations, managers and experts from the areas of knowledge management, IT experts that work on knowledge and innovation management support, and all those interested in learning, innovation and knowledge sharing in digital age.

Call for submission

If you have developed an innovative project on one of the year's topics on learning and innovation in organization over the last two years, you can send us your proposal indicating your preference. The Conference Committee will evaluate all proposals and select those that will be presented at the conference.

The deadline is 30th September.

Case studies for each session are designed to focus on a culture driven innovation and learning. Submitters must nominate which of these three themes your submission will focus on.

The Commission will select best proposals to be orally presented at the conference, while other works will be displayed in the gallery of gathered works.

All participants who submit their work will get an insight into the gallery of other works. Please send us your presentation with max 15 slides that contain:

1. category (one of the three conference's topics)
2. title, organization and team
3. problem
4. steps to solution
5. solution

Everyone who has applied their work will get the feedback until October 15th, 2016.

Terms and conditions of submission

The conference managers will be pleased to assist if you have any questions or queries. Please read these guidelines before submitting your case study.

Submissions not adhering to the guidelines will not be accepted. The submitting author certifies that the authors/presenters named agree with the submitted case study/ies and have consented to be included. The submitting author has checked the accuracy of information and referencing. Selected contributors are responsible for their travel arrangements. The final decision on acceptance of case studies is at the discretion of the Conference Committee.

By continuing to submit a case study, you agree to the above conditions and statements.

We look forward to receiving your case study summary by **end of September 2016**.

If you have any questions, please do not hesitate to contact us via email.

Contacts:

WEB: <http://www.podravka.hr/>

Applicant registration

KIF.registration@podravka.hr

Work/case study applications, conference program

KIF.program@podravka.hr

Partnership

KIF.partners@podravka.hr