

CALL

FOR PARTICIPATION IN THE 11th INTERNATIONAL CONFERENCE "PERSPECTIVES OF PARTNERSHIPS BETWEEN GOVERNMENT, BUSINESS AND HIGHER EDUCATION INSTITUTIONS IN FOSTERING ECONOMIC DEVELOPMENT"

Faculty of Economics of Brčko University in East Sarajevo, based on the support and cooperation with Faculty of Economics and Business in Belgrade (Serbia), Faculty of Economics in Subotica (Serbia), Faculty of Hotel Management and Tourism in Vrnjačka Banja (Serbia), FH Joanneum Graz, University of Applied Sciences (Austria), University St. Kliment Ohridski Bitola, Faculty of Economics Prilep (North Macedonia), Perm State Agro-Technological University (Russia), Voronezh State Agricultural University (Russia), Aleksandras Stulginskis University, Faculty of Economics and Management (Lithuania), and long-term cooperation with the government institutions of the Brčko District of Bosnia and Herzegovina, organizes the jubilee, **11th** international conference entitled "**Perspectives of partnership between government, business and higher education institutions in fostering economic development**". The theme of this year's conference is "**Innovation, integration and inclusion in the modern economy**", and the conference will be held in the premises of the Faculty of Economics, Brčko, on **November 11, 2025**.

This year, the emphasis of the conference is on topics related to:

1. new trends in economic theory and practice,
2. transformation of accounting through innovation, integration and inclusion,
3. inclusive marketing, management and entrepreneurship.

Dynamic changes in the global economic environment lead to the emergence of numerous trends that question traditional theoretical frameworks in economics. The growing importance of digitization of business, sustainable development and artificial intelligence is changing the way markets are analyzed and decisions are made. At the same time, dilemmas regarding inequality, the efficiency of globalization and the role of the state in market regulation are becoming more pronounced. Practice often precedes theory, which requires constant adaptation and critical review of existing models. The economy of the future is conditioned by new technologies, artificial intelligence, demographic changes, environmental challenges and uncertainty regarding inflationary changes, climate disasters, pandemic risks and geopolitical changes. These challenges require a critical reflection of existing theoretical frameworks and open up space for the development of alternative approaches that can respond more adequately to the complexity of contemporary economic phenomena.

Innovation, integration and inclusion focuses on three key pillars of the development of the accounting profession in the 21st century. Its comprehensiveness creates space to explore the impact of digital innovations on accounting practice, how accounting integrates with other business functions and sustainable finance, and the development of approaches that encourage the diversity and availability of accounting services to all social groups. Digitization and innovation must not put the issues of ethics and responsibility in business, and the regulatory framework in accounting, in the background. In this regard, the accounting profession must be able to tackle new ethical challenges through strengthening ethical standards and regulations for digital business. This approach opens up opportunities for accounting to remain relevant and adaptable to changes in a dynamic business environment.

Inclusive marketing, management and entrepreneurship focus on valuing diversity as a key factor for fostering creativity and innovation. By creating new ideas, technologies and approaches in the management and promotion of products or services, we strive to eliminate barriers that prevent certain social groups and business entities from actively and equally participating in market and social processes. The integration of various functions, processes and social actors ensures effective change management and harmonization of business policies with social and environmental principles of

sustainability. The synergetic effects of innovative processes, inclusion and strategies of integration enable the simultaneous achievement of a sustainable competitive advantage and contribution to economic and social cohesion.

The aim of the conference is to encourage dialogue and exchange of knowledge between representatives of the academic community, business and the public sector. Through the processing of current topics, we will strive to find solutions applicable in the wider context of economic and social development. The adopted conclusions will aim to strengthen cooperation and build a stimulating environment for the integration of scientific and professional potential with the needs of society and the market.

The official languages of the Conference are the official languages of Bosnia and Herzegovina and English.

Important dates:

- **submission of abstracts by October 20, 2025 (konferencija.efb@gmail.com),**
- **submission of presentations by October 31, 2025,**
- **submission of papers by December 31, 2025.**

Accepted and positively reviewed papers will be published in the Proceedings of the Conference or in the journal "Proceedings of the Faculty of Economics Brčko".

Additional information about the instructions for the creation and delivery of papers can be found at <http://konferencija.efb.ues.rs.ba/> or by sending an inquiry to konferencija.efb@gmail.com.