



REPORT ON SCIENTIFIC AND PROFESSIONAL CONFERENCE WITH INTERNATIONAL PARTICIPATION ON MANAGEMENT

By Zlatko Barilović and Ana Skledar Matijević

Management, a scientific and professional conference with international participation, was held in Zagreb on 6 and 7 June 2014. The main topic of the conference was **Economics, Culture and Communications in Projects**.

The organizer of the conference was the Baltazar Adam Krčelić College of Business and Management (now University of Applied Sciences Baltazar Zaprrešić) from Zaprrešić, Croatia, and it can be considered a continuation of the conference entitled *Projects and Project management*, held in 2011.

Besides the Baltazar Adam Krčelić College, the co-organizers of the conference were the Croatian Association for Project Management and the Ruđer Bošković Institute, long-time partners of the College. The conference was also supported by the Croatian Managers and Entrepreneurs' Association, the Croatian Employers' Association and the Town of Zaprrešić.

This year the partners were the Institute for Project Management of the Faculty of Economics and Business from Maribor, Slovenia, the Postgraduate Specialist Study of Special Areas Marketing of the Faculty of Economics, J. J. Strossmayer University from Osijek and Slovenian Project Management Association.

The topics covered by the conference included various aspects of management in many areas, and were divided into the following five units:

1. Projects and Project management
2. Economics and financial management
3. Communications managements
4. Cultural management
5. Organisation and management

There were approximately 230 registered participants from six European countries and 70 organisations. Over a hundred scientific and professional papers were presented, whose abstracts had been published in a Book of Abstracts prior to the conference. The conference proceedings are currently being prepared and will be published in October 2014, and made available via the official web-site of the Baltazar Adam Krčelić College (now UAS Baltazar Zaprrešić).



Picture 1. Opening of the conference *Management* and the participants

On the first day of the conference, the audience was addressed by:

1. **Vinko Morović, Ph. D.** Dean of the Baltazar Adam Krčelić College
2. **Prof. Mladen Radujković, Ph. D.** President of the Croatian Association for Project Management and the International Project Management Association
3. **Assistant Prof. Marin Roje, Ph. D.** – Assistant Director for Finance and the Business Sector at the Ruđer Bošković Institute
4. **Jasminka Martinović**, Croatian Employers' Association
5. **Esad Čolaković, M. A.** General Manager of the Croatian Managers and Entrepreneurs' Association CROMA
6. **Assistant Prof. Alan Labus, Ph. D.** Deputy Mayor of the Town of Zaprešić

The conference was declared open by **Sandra Švaljek, Ph. D.**, Deputy Mayor of the City of Zagreb.

After the introductory speeches and the opening, the keynote speeches were delivered by:

1. **Milan Jurina, Ph. D.** Baltazar Adam Krčelić College of Business and Management, Zaprešić, Croatia: AN OVERVIEW OF THE BALTAZAR ADAM KRČELIĆ COLLEGE' STUDY PROGRAMMES
2. **Assistant Prof. Marin Roje, Ph. D.** Ruđer Bošković Institute: RUĐER BOŠKOVIĆ INSTITUTE - DRIVER OF INNOVATIVE ECONOMY
3. **Prof. Mladen Radujković, Ph. D.**, President of the Croatian Association for Project Management (CAPM) and the International Project Management Association (IPMA): DEVELOPMENT OF PROJECT MANAGEMENT IN THE FUTURE – A

REVIEW OF THE ROLE OF THE INTERNATIONAL PROJECT MANAGEMENT ASSOCIATION

4. **Mislav Balković, M. A.** Croatian Employers' Association: RECOMMENDATIONS OF THE CROATIAN EMPLOYERS' ASSOCIATION FOR BUILDING A COMPETITIVE EDUCATIONAL SYSTEM
5. **Esad Čolaković, M. A.** Croatian Managers and Entrepreneurs' Association (CROMA): THE CONCEPT OF MORAL CAPITALISM AND THE FUNCTION OF MANAGEMENT IN DESIGNING SUSTAINABLE BUSINESS OF CORPORATIONS
6. **Prof. Nino Grau, Ph. D.** THM - Technische Hochschule Mittelhessen, University of Applied Sciences, Germany: HOW TO IMPLEMENT THE NEW PROJECT MANAGEMENT STANDARD ISO 21500?
7. **Prof. Irena Zavrl, Ph. D.** University of Applied Sciences Burgenland, Eisenstadt, Austria: EXCELLENCE IN MANAGEMENT EDUCATION WITH GLOBAL PERSPECTIVE



Picture 2. Keynote speakers at the conference *Management*

On the second day, the conference split up into five streams, corresponding to the five thematic units. Upon the completion of all the sessions, the conclusions were presented by the session chairs.

Here are some of the key messages of the conference:

- This conference intended to indicate the possibilities which project management as an interdisciplinary area of science offers in overcoming the crisis and creating the preconditions for a truly quality, functional and partnership-based integration with European and global processes.

- Besides creating a business idea, without which there is no progress, and with the increasingly dominant importance and influence of human potential, financial resources are unavoidable in all projects designed and implemented by economic subjects – individuals, companies, state.
- The contemporary business world is systematically and dynamically improving methods of communication and management so as to encourage activity and competitiveness and to encourage creativity and innovations. Complex business and communication skills are necessary for facing the challenges imposed by the contemporary trends.
- Management in culture is almost on a daily basis faced with new challenges, wishes and needs and with numerous problems of the contemporary world, such as crises, wars and globalization. Croatian culture and therefore cultural managers are faced with adjusting to the European cultural space and standards, which requires acquiring new knowledge and skills.
- Organisation and management are two inseparable notions. Without management, an organisation cannot achieve its goals, just as the role of management has no sense without organisation. Although management is just one of the elements of the organisational structure, its importance in an organisation is reflected in the coordination of all other elements. By observing management as a process, it can be determined that it is the most important organisational process which enables reaching organisational goals effectively and efficiently.

Just before the conference began, a workshop organised by the Baltazar Adam Krčelić College, Croatian Association for Project Management (CAPM) and *Young Crew Croatia* (YCC) was held for thirty young project managers from Croatia. The workshop was held by **Mirna Gabor** on Analysis Processes in Preparing EU Projects.



Picture 3. Participants of the workshop for young project managers organised by the Baltazar Adam Krčelić College, Croatian Association for Project Management and YCC

At the end, the participants were addressed by **Zlatko Barilović, univ. spec. oec.** (project manager of the conference) and **Milan Jurina, Ph. D.** (President of the Organisational Board), who presented the main reasons for organising the conference and the results achieved.

The conference was closed by **Vinko Morović, Ph. D.**, the Dean of the the Baltazar Adam Krčelić College, and also the President of the Programme Board.



Picture 4. Closing the conference (from the left to the right):
Milan Jurina, Ph. D. (President of the Organisational Board),
Zlatko Barilović, univ. spec. oec. (conference PM),
Vinko Morović, Ph. D. (Dean of the Baltazar Adam Krčelić College
and President of the Programme Board)

About the Authors



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Zlatko Barilović was born in 1984 in Zagreb. He holds a graduate specialist degree (MA) in Marketing from the Faculty of Economics in Osijek, Croatia. Prior to that he graduated from the Specialist Graduate Professional Study of Project Management at the Baltazar Adam Krčelić College of Business and Management in Zaprešić, Croatia, which was a continuation of his undergraduate studies in Business and Management (major Cultural Management). Currently he is attending a doctoral study in Management at the Faculty of Economics in Osijek, Croatia. He is a member of International project management association (IPMA) and a member of the Presidential Board of the Croatian Association for Project Management (CAPM). At the UAS *Baltazar Zaprešić*, Croatia he teaches Basics of Management, Project Management 1 and 2, and Planning, preparing and starting the project – practicum. He has written over 20 scientific and professional papers, and has lead several projects for the Baltazar Adam Krčelić College of Business and Management. He was the editor of three project management books. Zlatko Barilović can be contacted at zlatko.barilovic@vspu.hr



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