

VISOKA
STRU KOVNA
ŠKOLA
TRŽIŠNIH
KOMUNIKACIJA

PANEVROPSKI UNIVERZITET
APEIRON
ΑΠΕΙΡΟΝ
za multidisciplinarno i virtualno studije
Pan-European University for Multidiscipline & Virtual Studies
Banja Luka



MOĆ KOMUNIKACIJE 2017 POWER OF COMMUNICATION 2017

6th International Conference on the Development of Market
Communications

Topic:
„ POLITICAL
COMMUNICATION, PUBLIC
OPINION: NEW CHALLENGES “

CALL FOR PARTICIPATION
(Third announcement)

26-27 May 2017 – Belgrade

CONFERENCE OBJECTIVE

The aim of the conference is to bring together the academics, practitioners and other relevant participants in order to comprehensively review and present the results of research and work in the key aspects of the development of political communication.

Consequently, the scientific conference *Powercomm 2017* will attempt to determine and include the possible communication models particularly in the field of political communication and public opinion, with the aim of increasing the rate of **economic development** in our country and the entire region.

GENERAL FIELDS AND TOPICS

I POLITICS AND COMMUNICATION

- History of political communication
- Political communication as a modern science
- Models of political communication
- Psychological aspects of political communication
- Mass political communication and mass media

II POLITICAL COMMUNICATION IN PRACTICE

- Control of media and political communication
- Election campaigns and political communication
- Political messages / slogans in the election campaigns
- Strategy of political election campaigns
- Subliminal messages in political campaigns

III POLITICS, COMMUNICATION AND PUBLIC OPINION

- Segmentation of voters and political communication
- Survey of political public opinion
- Creating perception in political communication
- Political violence and political communication
- Contemporary cultural context and political communication

IV PUBLIC RELATIONS AND POLITICAL COMMUNICATION

- Management of political events
- Public speaking in political communication
- Persuasion and political communication
- Image in political marketing
- Institution of a spokesperson and political communication

V POLITICAL COMMUNICATION IN THE 21ST CENTURY – NEW CHALLENGES

- Commercialization of media and political communication
- Digitization, computerization of the media and political communication
- Political public relations
- Globalization and political communication
- Political elite and political communication

VI COMMUNICATION SKILLS IN PRACTICE

- Public relations and digital age
- Advertisement and advertising industry
- Non-verbal communication in the media sphere
- Persuasion techniques: presentation skills and public speaking
- Advertising, market and marketing communications on social networks

ORGANIZERS AND PARTNERS OF THE CONFERENCE

1. **COLLEGE FOR PROFESSIONAL STUDIES IN MARKETING COMMUNICATIONS, BELGRADE**, main organizer (Serbia)
2. **PAN-EUROPEAN UNIVERSITY „APEIRON“, BANJA LUKA**, Faculty of Business Economics, co-organizer (BiH)
3. **FACULTY OF ECONOMICS IN SUBOTICA**, University of Novi Sad, partner (Serbia)
4. **UNIVERSITY OF VIENNA**, partner (Austria)
5. **UNIVERSITA PRO-DEO ROMA**, partner (Italy)
6. **BUSINESS COLLEGE IN ZAGREB**, partner (Croatia)
7. **UNIVERSITY SJEVER, VARAŽDIN**, partner (Croatia)
8. **UNIVERSITY OF RIJEKA, FACULTY OF ECONOMICS, RIJEKA**, partner (Croatia)
9. **UNIVERSITY OF MARIBOR, FACULTY OF ECONOMICS AND BUSINESS, MARIBOR**, partner (Slovenia)
10. **FON UNIVERSITY SKOPJE, FACULTY OF ECONOMICS**, partner (Macedonia)
11. **UNIVERSITY ST. CLEMENT OF OHRID, BITOLA**, partner (Macedonia)
12. **BURGAS FREE UNIVERSITY-BURGAS**, partner (Bulgaria)
13. **TRAKYA UNIVERSITY EDIRNE**, partner (Turkey)

OFFICIAL CONFERENCE LANGUAGES

The official conference languages are English, Serbian and languages of the people and nationalities of Bosnia and Herzegovina.

PROGRAM COMMITTEE

Chair: Dr. **Zorka Grandov**, Professor, Business Academy of Novi Sad, Serbia

National members:

I Serbia

- Dr **Roca Bozidar**, Professor, Faculty of Economics in Subotica, University of Novi Sad
- Dr **Dusan Starcevic**, Professor, FON, University of Belgrade
- Dr **Aleksandar Zivkovic**, Professor, Faculty of Economics, University of Belgrade
- Dr **Marjana Vidas Bubanja**, Professor, Alfa University, Belgrade
- Dr **Grubor Aleksandar**, Professor, Faculty of Economics in Subotica, University of Novi Sad
- Dr **Zeljko Stankovic**, Assistant Professor, The Institute for the Advancement of Education
- Dr **Andjela Mikic**, Belgrade Business School

International members:

II Austria

- Dr Wolfgang Berger, Professor, University of Vienna

III Bulgaria

- Dr Milen Baltov, Professor, Vice-chancellor, Burgas Free University – Burgas

IV Bosnia and Herzegovina

- Dr **Esad Jakupovic**, Professor, Chancellor, Pan-European University Apeiron, Banja Luka
- Dr **Gordana Radic**, Professor, Pan-European University Apeiron, Banja Luka
- Dr **Miso Kulic**, Professor, University of East Sarajevo
- Mr **Branimir Grulovic**, B LC College, Banja Luka

V Montenegro

- Dr **Rade Ratković**, Professor, University Mediterranean, Crna Gora

VI Croatia

- Dr **Heri Bezic**, Professor, dean, Faculty of Economics, University of Rijeka
- Dr **Zoran Ivanovic**, Professor, University of Rijeka
- Dr **Anica Hunjet**, Assistant Professor, University Sjever, Varaždin
- Dr **Zeljka Zavisic**, Assistant Professor, Business College, Zagreb
- Dr **Vinko Moric**, Assistant Professor, College Baltazar Adam Krcelic, Zaprešić-Zagreb

VII Italy

- Dr **Roberto Cavallaro**, Professor, Università pro-deo Roma

VIII China

- Dr **Chen Feng**, Professor, vice-chairman, Beijing Jiaotong University Beijing
- Dr **Li Zhang**, Professor, Vice-dean, Faculty of Economics and Management, Beijing Jiaotong University Beijing

IX Macedonia

- Dr **Mirko Tripunoski**, Professor, dean, FON University Skoplje
- Dr **Temelko Risteski**, Professor, FON University Skoplje
- Dr **Jovanka Biljan**, Professor, University St. Clement of Ohrid, Bitola
- Dr **Aleksandar Trajkov**, Assistant Professor, University St. Clement of Ohrid, Bitola
- Dr **Evica Delova Jolevska**, Professor, American College, Skopje
- Dr **Dusan Nikolovski**, Professor, Private institution of higher education »G.R.DERZAVIN SVETI NIKOLE«

X Russia

- Dr **Jurjev V.M.**, Professor, Chancellor, Tambovsky State University
- Dr **Maxim A.Pakhomov**, Professor, Head of the Department for Mathematics and Computer Science, Tambovsky State University
- Dr **Darko Vukovic**, Professor, Perm National Research Polytechnical University, Russian Federation

XI Slovenia

- Dr **Dusan Radonic**, Professor, University of Maribor
- Dr **Ludvik Toplak**, Professor, University of Maribor
- Dr **Marjan Blazic**, Professor, academician, dean of College for Business and Management, Novo Mesto

XII Turkey

- Dr **Kiymet Tunca Caliyurt**, Professor, Trakya University Edirne

ORGANIZING COMMITTEE

Chairman: Dr **Marko Laketa**, Professor, dean of College for Professional Studies in Marketing Communications, Belgrade

Vice-chairman: Dr **Sanel Jakupovic**, Professor, dean of Faculty of Business Economics, Pan-European University Apeiron, Banja Luka

Members (College for Professional Studies in Marketing Communications, Belgrade, Serbia):

- Dr **Dragan Kolev**, Professor
- Dr **Maja Djokic**, Professor
- Dr **Darko Tadic**, Assistant Professor
- Dr **Luka Laketa**, Assistant Professor
- Dr **Katarina Držajić**, Assistant Professor
- MA **Nebojsa Jehlicka**
- MA **Ivana Teodorovic Stojanovic**
- MA **Vladan Pantovic**
- MA **Milos Pantelic**
- MA **Biljana Panic**
- MA **Meri Nešković**

Members (Pan-European University Apeiron, B&H):

- MA **Sinisa Aleksic**
- **Darko Uremovic**
- Dr **Milanka Aleksic**, Professor
- Dr **Aleksandra Vidovic**, Professor
- Dr **Jana Aleksic – Andjelic**, Assistant Professor
- Dr **Vanja Sredojevic** Assistant Professor
- Dr **Nina Uremovic**, Assistant Professor
- MSc **Zivana Kljajic**
- MSc **Sinisa Kljajic**
- MSc **Sinisa Tomic**
- **Ljubisa Tomic**
- **Sanja Saula**
- **Milos Pasic**
- **Momcilo Djukic**
- **Marijana Petkovic**
- **Radovan Vucenovic**
- **Maja Dujakovic**

Technical secretary: Dr **Vanja Sredojević**

Web design of the Conference: MSc **Sinisa Kljajić**

Technical editor of publications: **Sretko Bojić**

GENERAL INSTRUCTIONS

1. Paper publication

- Proceedings of the conference will include the following publications:

- Agenda,
- The book of all accepted and presented papers or a CD (with ISBN).

2. Registration/fee/sponsorship

- The registration fee by the stated deadline amounts to **50 euros (6000 dinars)** per paper, a maximum of 3 authors per paper and one author per two papers (the fee for students amounts to **25 euros or 3000 dinars**).
- After the deadline and on the conference day the fee shall be **100 euros (12000 dinars)** per paper (**40 euros or 4800 dinars** for students).
- The registration fee includes: conference organization, accreditation material, review expenses, lunch and soft drinks during the conference, CD with proceedings and a certificate.

- Registration fee in DINARS can be paid to the account number. **310 203979-55** (NLB Bank) College for Professional Studies in Marketing Communications stating "for the conference Powercomm 2017"), or in person on the day of the conference.

Companies, organizations and other interested parties may sponsor the Conference in one of the following ways:

- Conference Display Stand **24,000 dinars (200 euros)**
- Multimedia Presentation **30,000 dinars (250 euros)**

CONFERENCE SCHEDULE

Friday, May 26, 2017

9:30 - 10:00 Registration of participants in the hall of **College for Professional Studies in Marketing Communications**, 5 Palmira Toljatija Street, 2nd floor, (Old Mercator), New Belgrade

10:00-11:00 **Conference opening**
Working part of the Conference

11:00-13:30 **FIRST SESSION**
Participant presentations

13:30-14:30 Cocktail

14:30-17:30 **SECOND SESSION**
Participant presentations

Saturday, May 27, 2017

10:00-12:00 **Conference closing**

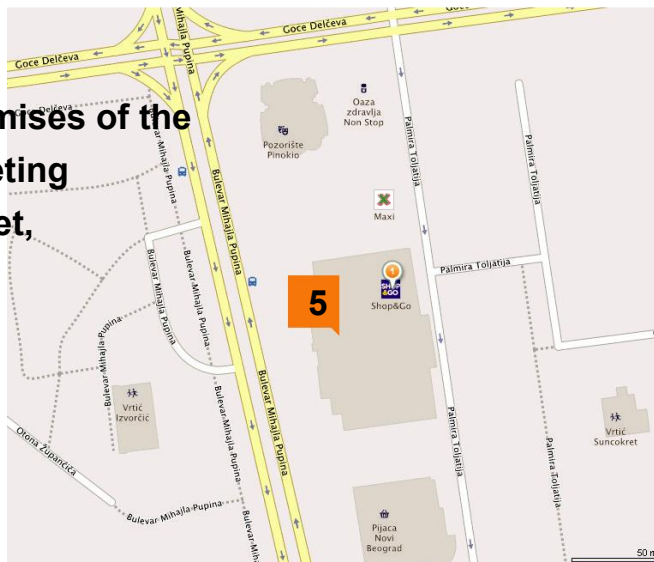
Detailed schedule with the list of participants shall be handed on the Conference day.

CONFERENCE VENUE

6th International Conference

"POWERCOMM 2017"

will be held on May 26-27 2017 at the premises of the
College for Professional Studies in Marketing
Communications, 5 Palmira Toljatija Street,
2nd floor, (Old Mercator), New Belgrade,



INFORMATION

Official conference website:

<http://www.powercomm-au.com>

Official contact e-mail: edasol@edasol-au.com

Contact person: **Dr Vanja Sredojevic**, tel.+387 (0)51 247971

e-mail:powercomm@apeiron-edu.eu

We look forward to your participation in the 6th
international scientific conference
"POLITICAL COMMUNICATION, PUBLIC
OPINION: NEW CHALLENGES"
POWERCOMM 2017

Chair of the Program Committee for the
6th International Conference Power of Communication 2017

Dr Zorka Grandov, Full Professor

Chair of the Organizing Committee for the 6th
International Conference Power of Communication 2017

Dr Marko Laketa, Associate Professor