



2nd International Scientific Conference
 “Smart Ideas and a New Concept of Economic Regeneration in Europe” - SINCERE
 DUBROVNIK 25-27 October 2018



THE AIM: to address the digital transformation of European economies. The world we live in is increasingly becoming digitalized. New technologies are changing our societies, culture and everyday life. Above all, they revolutionize the way our economies work. Products and services of tomorrow will be digital and huge growth potential is embodied in them. The path to exploit this potential starts today and requires reinvention of economic policy we knew.

THE MISSION: to provide reflections on the process of the digital transformation of European economies. To this end, the Conference will address the following questions: What changes artificial intelligence, Internet of Things and other emerging technologies bring to the way we live and do our businesses? What skills digital economy requires and how can Europe tackle current skills mismatch to exploit the potential of the digital economy? What is the future of financial markets in a digital society and what regulatory challenges will it bring along? How can retailers respond to emerging digital trends in consumer behaviour? What marketing opportunities digitalization brings to European firms? How digital technologies transform our understanding, management and patterns of tourism and mobility? Can digital transformation bring more social inclusion and reverse migration trends in less advanced European economies? Are we witnessing birth of new digital culture and what impact will it have upon us? How digital transformation changes traditional notion of social contract?

KEYNOTE SPEAKERS:

- Prof. **Slavo Radošević**, School of Slavonic and East European Studies (SSEES), University College London (UCL). United Kingdom
- Dr. **Kate Orton-Johnson**, University of Edinburgh, United Kingdom
- Prof. **Alexander Coad**, CENTRUM Católica Graduate Business School, Lima, Peru
- Prof. **Uwe Cantner**, University of Jena, Germany



CONFERENCE TOPICS: (Detailed list of conference topics can be found [here](#)):

1. Digital economy, industrial policy, development and growth in Europe
2. Firm behaviour, innovation and competitiveness
3. New age marketing
4. Digitally shaped tourism
5. Digital consumers and e-Retail
6. Digital transformation of financial markets
7. Socio-cultural effects of digital transformation

IMPORTANT DATES:

Abstract submission:

June 10th, 2018

Abstract acceptance:

June 15th, 2018

Full paper submission:

July 1st, 2018

Final paper acceptance:

July 16th, 2018

PUBLICATION OF CONFERENCE PAPERS:

All accepted papers of the 2nd SINCERE conference will be published in conference proceedings. Best papers will be considered for publication in journals indexed in Current Contents Connect (CCC), Web of Science (WoS), SCOPUS and EconLit. More information on publication opportunities can be found [here](#).

CONFERENCE FEES	Early Registration Before 1 st August 2018	Regular Registration Before 1 st October 2018
Participants with paper*	250 €	300 €
Young participants** and PhD students	200 €	250 €
Participants without papers	150 €	200 €
Accompanying persons	150 €	200 €

* 1st author fee. Remaining authors present at the conference pay the fee reduced by 50 €.

**Participants born in 1986- or later.

