



Wednesday, August 1st, 2007

8:45–18:00

Hall C

2nd Special Focus Symposium on CISKS: Communication and Information Sciences in the Knowledge Society

Joint Chairs: Prof. Dr. Vladimir Šimović^{ab}, Ph.D. Ljubica Bakić-Tomić^a, Assistant Professor and Ph.D. Mgr. Zuzana Hubinková^c, Faculty of Teacher Education^a of the University of Zagreb & ECNSI^b, Zagreb, Croatia, Europe; Univ. of Economics, Faculty of Business Administration (FBA)^c, Praha 3. Czech Republic, Europe

Session IV “Education and eLearning“ chaired by Ivan Pogarčić

- 9:00 - 9:30 eLearning: Can Educational Content Be Owned?**
Ivan Pogarčić, Lidija Oštarić Pogarčić and Ivana Žiljak
- 9:30-10:00 eLearning: Where Does it Place Learners?**
Snježana Babić, Ivan Pogarčić and Lidija Kralj
- 10:00-10:30 ICT in Education: The Changing Role of Teachers**
Vesna Markovac, Ljubica Bakić-Tomić and Vladimir Mateljan
- 10:30-11:00 Is eLearning Conditioned by Educational Context?**
Ivan Pogarčić, Jana Žiljak Vujić and Antun Koren
- 11:00-11:30 Coffee Break**

Session V “Various Aspects of Communication“ chaired by Anton Vukelić

- 11:30-12:00 An Intervention Program for Developing the Interpersonal and Communication Skills of University Students**
Eva Jarošová, Ljubica Bakić-Tomić and Sanja Šikić
- 12:00-12:30 Gender Aspects of Managerial Communication**
Daniela Pauknerová, Ljubica Bakić-Tomić and Anton Vukelić
- 12:30-13:00 The Digital Pencil – Breathing Life into Learning for Children**
Ljubica Bakić-Tomić, Daniela Bertić and Vesna Markovac
- 13:00-13:30 Memetics in Team-Building Education**
Ljubica Bakić-Tomić, Vesna Markovac and Sanja Šikić
- 13:30-15:30 Lunch**

Session VI “Various Aspects of Technology “ chaired by Vladimir Šimović

- 15:30-15:55 Usage of Information and Knowledge Management Models For Competitiveness Improvement**
Katarina Šiber Makar and Vladimir Šimović
- 15:55-16:20 New Educational Technologies and Standards**
Vladimir Šimović, Ivana Ogrizek and Katarina Šiber Makar
- 16:20-16:45 Research of Planning Methods in Graphic Production**
Klaudio Pap, Vladimir Šimović and Mario Barišić
- 16:45-17:10 Human Centered Design and Interactive Media**
Zlatko Kapetanović
- 17:10-17:35 A Conceptual Framework for Development of Branding Strategy of Academic Institutions**
Duje Bonacci
- 17:35-18:00 Building and Maintaining Academic Institutions’ Web Site – Good Practice Toolkit**
Duje Bonacci