

Dear business leaders,

We are pleased to invite you to participate in the XIV Business and Science Conference, SPIN '23. The science and business conference SPIN has been organized since 2003 by the Center for Operations Management at the University of Belgrade - Faculty of Organizational Sciences, in collaboration with the Serbian Chamber of Commerce and the Belgrade Chamber of Commerce. This year, the conference will take place on November 6th and 7th, 2023, at the premises of the Faculty of Organizational Sciences, located at Jove Ilića 154, in Belgrade.

This year's XIV Business and Science Conference, SPIN '23, is dedicated to the digital and green transformation of the economy, following current global trends in this field.

The theme of the SPIN '23 conference is "Digital and green economic development," with the main objective of disseminating ideas, knowledge, international and national best practices, and participants' experiences, as well as presenting the possibilities and solutions offered by digital and green economic development. The conference represents a unique national forum with international participation for discussing current issues and exchanging the latest information and practical solutions that operations management can offer to international, regional, and national business practices.

We are honored to invite you, on behalf of the Program and Organizational Committee, to contribute to the success of the XIV Business and Science Conference, SPIN '23, through presenting the results of your scientific research, participating in panel discussions, roundtable sessions, and showcasing examples of your good business practices. In this way, the profession and academia will contribute to the responsible and necessary digital and green development of both the Serbian economy and the regional economy.

You can participate in the SPIN '23 conference with or without a paper. You can choose to formally present some of your personal experiences or ideas for improving business processes, operations, and enhancing the performance of the companies you work for, in the form of a written statement. Additionally, you can participate in various conference sections, as well as panel discussions organized in the form of roundtable sessions, by sharing your observations and engaging in oral discussions.

We hope that SPIN '23 will contribute to a better understanding and connection between Serbian science and the economy. We look forward to welcoming you on November 6th and 7th, 2023, at the premises of the University of Belgrade - Faculty of Organizational Sciences.

Chair of the Program Committee of SPIN '23

Nataša Petrović, PhD, FOS, Belgrade



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