



**Invitation to participate and deliver a presentation of a scientific paper at the
14th International Scientific Conference
"Science and Higher Education in Function of
Sustainable Development"
(SED 2025)**

Assistant Professor, Dr Slobodan M. Penezić, Research Associate
Institute of Social Sciences, Kraljice Natalije Street, Belgrade

Dear Dr Penezić,

It is our great honour and pleasure to invite you to submit a paper FLOWS OF BUSINESS COMMUNICATION - BETWEEN SOCIALLY RESPONSIBLE ACTION AND CRISIS PR: THE CASE OF THE PUBLIC COMPANY OFFICIAL GAZETTE OF THE REPUBLIC OF SERBIA for the upcoming 14th International Scientific Conference "Science and Higher Education in Function of Sustainable Development" (SED 2025), and present it at the conference as an invited speaker.

The conference will be organised by **Western Serbia Academy of Applied Studies – Užice Department** at the "Buket" hotel in Zlatibor, Serbia, from **3rd to 6th June 2025**, as a hybrid event, which will provide researchers from all over the world an opportunity to participate.

If you are interested in submitting an invited paper for the SED 2025 Conference, please send your photo and a short narrative CV of no more than 250 words by email to: [dikoviclj@gmail.com](mailto:dikoviclji@gmail.com). Your paper will be published in the Conference Proceedings, in the Invited Papers section. The authors of invited papers do not pay the registration fee. You can use Zoom or a similar platform to present the paper if you are unable to attend in person.

Conference themes are oriented towards the following research areas:

- Information Technology
- Civil Engineering and Architecture
- Mechanical Engineering and Occupational Safety and Health
- Business Economics, Management and Tourism
- Medicine and Health Care.

Details are available on the conference website: <https://sed.akademijazs.edu.rs/>

Submitted papers shall be subject to peer review. All the accepted papers will be published in the Conference Proceedings (M33 category).

We believe that the 14th International Scientific Conference "Science and Higher Education in Function of Sustainable Development – SED 2025" will manage to gather relevant scientists and experts, as well as representatives of business organisations in different industrial sectors, and provide them with an opportunity to exchange experiences and knowledge about the latest achievements, trends and innovations in the abovementioned research areas.

During the SED 2025 conference, you will be able to share your research results, discuss the challenges encountered and solutions provided, and establish new productive academic research networks.

We are looking forward to your contribution.

Kind regards,
SED 2025 Organising Committee

Organising Committee Chair



Ljubica Diković, PhD,
President of Western Serbia Academy of Applied Studies