

Preface

The 3rd Eastern European Conference of Management and Economics (EECME 2021) is a peer-reviewed international conference that is a leading scientific forum with international participation of experts in the fields of management and economics. EECME 2021 conference was held on May 28, 2021.

Sustainable development can be defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainability goals address the global challenges, including poverty, inequality, climate change, environmental degradation, peace, and justice.

The knowledge society is a human structured organization based on contemporary developed knowledge and representing new quality of life support systems. It implies the need to fully understand distribution of knowledge, access to information and capability to transfer information into knowledge. The understanding of knowledge is the central challenge when defining a knowledge society for sustainable development.

For this reason the sustainable development in a knowledge society is a potential frame for human society development leading to social cohesion, economic competitiveness and stability, use of resources and economic development, safeguarding biodiversity and the ecosystem.

In this context, the aim of EECME 2021 is to provide a platform for researchers, entrepreneurs, higher education teachers and authorities to present their research results and development activities in the following conference topics:

- Knowledge Economics and Social Marketing
- Business Regulation and Sustainable Development Management
- International Trade and Innovation Management
- Public Administration and Entrepreneurship Education

The conference was attended by about 80 leading researchers, economists and scientists from different countries: CIS, EU, USA.

All articles have been thoroughly reviewed and reviewed to meet the requirements of the International Publication Standard.

Conference Chair

Dr. Lidija Weis

Dean of Ljubljana School of Business, Slovenia