Dear colleagues,

Higher Education Institution “Banja Luka College” is dedicated to constant improvement and investment in the quality of education and scientific research. Therefore, we are honored to invite you to participate with your scientific work in the upcoming

**SECOND INTERNATIONAL SCIENTIFIC CONFERENCE**

**MEDIA AND ECONOMY – MES 2016**

The organizers of the conference are HEI “Banja Luka College“ and Faculty for Management in Sremski Karlovci, University “Union Nikola Tesla” Belgrade. Subject of the conference is “Ethics in Media and Business”.

The main objective of the conference is to explore the role of the media in economy and to analyze the relationship of the media and public interest through different aspects: technological, regulatory, economic, ethical, global, environmental, social, cultural, etc. by exchanging experiences, good practices, inspiring visions and perspectives arising from scientific research and fruitful discussion.

The conference will take place on 15th September 2016 at Banja Luka College in Banja Luka, Bosnia and Herzegovina. Please find the detailed information about the conference in the attached invitation. Feel free to forward this invitation to your colleagues and anyone who you think may be interested.

If you have any questions, please do not hesitate to contact us.

On behalf of the Organizing Committee of the Conference,

Svetlana Dusanic Gacic, Ph.D. Assistant Professor

Banja Luka College

Milos Obilic Street 30, Banja Luka

Bosnia and Herzegovina

Tel: + 387 51 433 018

E-mail: medijiiekonomija@blc.edu.ba