



ADA

ADVANCED DATA
ANALYTICS IN BUSINESS



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Report on the Final Conference

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Abstract	This report represents Report of the Final Conference of the ADA project, held in Subotica on May 20 th , 2022. The Final Conference is a result of WP 4: Dissemination and Exploitation, particularly its activity 4.5. Final Conference.
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Report on the Final Conference

The Final Conference is one of the main outcomes of the Work Package 4: Dissemination and exploitation of project results. As for every public project, it is very important to reach wider audience and present them what is a project dealing with, and what are its main activities and results. Although ADA project activities and results were promoted since the very beginning of the project, within WP4, activity 4.4 Raising awareness for ADA, through several press conferences, posts on project website and social network accounts, in direct contacts with stakeholders, the main event at which main results of the ADA project would be communicated to all relevant stakeholders is the Final Conference, planned for the end of the project.

During Steering Committee meetings it was decided that the Final Conference should be organized at the Faculty of Economics in Subotica, University of Novi Sad, which was a coordinator of the ADA project. In addition, it was agreed that the Conference should be organized on May 20, 2022, as a special session of the 27th International Scientific Conference *Strategic Management and Decision Support Systems in Strategic Management SM 2022*. This is a conference with a long tradition, with many domestic and international participants, and it was good occasion to present our results.



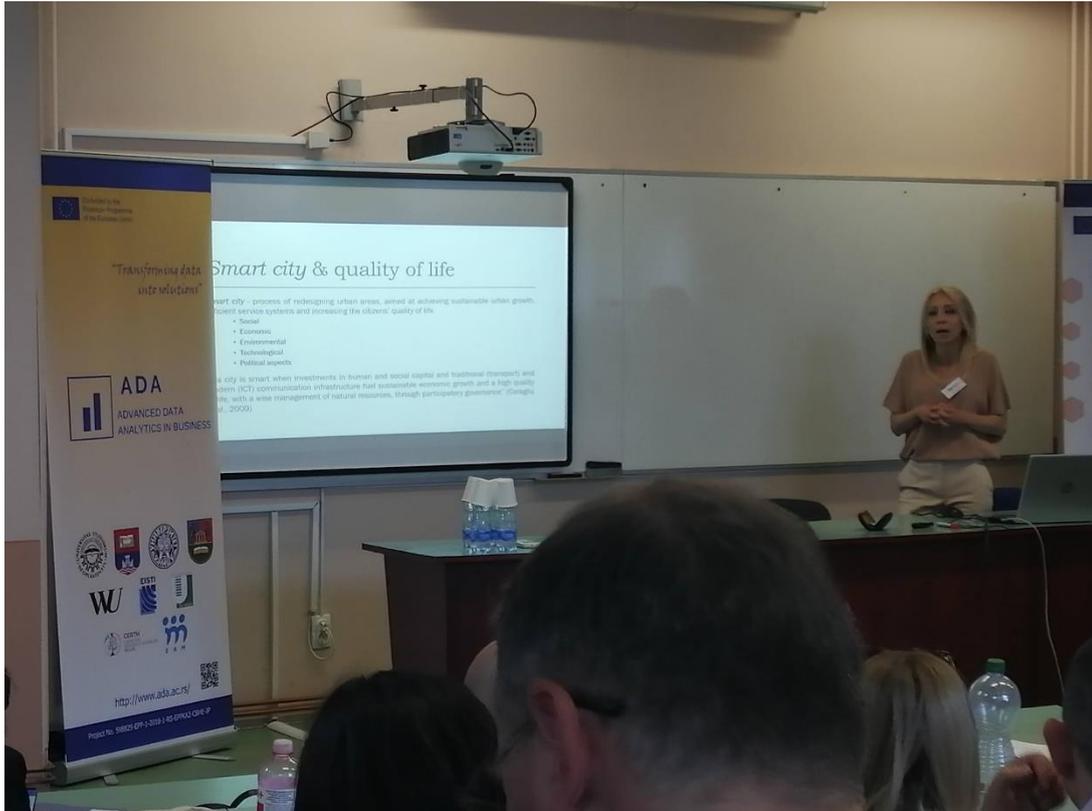


The Conference was attended by Nenad Ivanisevic, Provincial Secretary for Economy and Tourism of the Province of Vojvodina, Sasa Graovac, General Manager of Free Zone in Subotica, and the representatives of many companies, governmental and academic institutions from Serbia, but also ADA project partners from abroad.

During the Conference, ADA project team members presented the main activities and results of our project including newly accredited master study programs in Advanced Data Analytics and previously organized LLL courses. Overall opinion and conclusion was that the Final Conference was successful, and that general and academic audience had a chance to learn more about ADA project and its achievements.









The following day, on May 21th, 2022, ADA project consortium organized Steering Committee meeting, during which was discussed about the activities realized in the previous period, but also about plans for the next period, since the end of the project is near, and some remaining activities should be finished.