

# HUMAN POTENTIAL MANAGEMENT IN A COMPANY

27<sup>TH</sup> - 28<sup>TH</sup> JUNE 2012

Matej Bel University in Banská Bystrica, Slovak Republic

organized under the auspices  
of

Dr. h. c. prof. PhDr. Beata Kosová, CSc., rector

## A GOAL OF THE CONFERENCE

A goal of the 9th year of conference is exchange of knowledge and experiences dealing with development of human potential in a company. The confrontation of theory and practice should focus on the necessity of changing approaches to forming, motivating and developing the intellectual capital of a company.

## ORIENTATION OF THE CONFERENCE

General problems of human potential management as: strategic management, human potential, CSR, life-long education and career, good employer image, working performance management, work-life balance, relation to employees, flexible forms of work, personal marketing, personal audit, personal controlling, knowledge management, modern forms of communication, self-assessment of human potential, human potential development and innovations, ethics in human resources management, contemporary ergonomics and environmental situation in companies;

New challenges of human potential development and human resources management as: confrontation of human potential and human resources and human capital, human capital management, achieving added value through people, metrics in human resources management, investment in human capital, changes in leadership and managing, talent management, coaching, social media and IT in human potential development, human potential and human resources after the period of global crisis and recession.

## CHAIRMEN OF THE CONFERENCE:

Prof. Ing. Milota VETRÁKOVÁ, PhD.  
Matej Bel University in Banská Bystrica, Slovakia  
Assoc. Prof. Ing. Martina BLÁŠKOVÁ, PhD.  
University of Žilina, Slovakia

## SCIENTIFIC COMMITTEE OF THE CONFERENCE:

Prof. Ing. Josef KOUBEK, CSc.  
The University of Economics, Prague, Czech Republic  
Assoc. Prof. Ing. Miloš HITKA, PhD.  
Technical University in Zvolen, Slovakia  
Assoc. Prof. Ing. Anna KACHAŇÁKOVÁ, CSc.  
School of Economy and Management of Public  
Administration in Bratislava, Slovakia  
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Mykolas Romeris University, Lithuania  
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University of Zagreb, Croatia  
Prof. Dr. Leonid M. GAJDUKEVIC  
Belarusian State University in Minsk, Belarus  
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University of Technology in Czestochowa, Poland  
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University of Silesia in Katowice, Poland  
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University of Leon, Spain  
Prof. Eduard ISKHAKOV, MD.  
Ufa Law Institute, Russia  
Assoc. prof. Ing. Mária SEKOVÁ, PhD.  
Matej Bel University in Banská Bystrica, Slovakia  
Assoc. Prof. Ing. Anna VAŇOVÁ, PhD.  
Matej Bel University in Banská Bystrica, Slovakia

## ORGANIZATIONAL COMMITTEE OF THE CONFERENCE:

Ing. Jozef ĎURIAN, PhD.  
Matej Bel University in Banská Bystrica  
Mgr. Gabriela Bočincová, PhD.  
Matej Bel University in Banská Bystrica  
Ing. Lenka HVOLKOVÁ  
Matej Bel University in Banská Bystrica

## DEADLINES:

Registration	30th March 2012
Paper sending	30th April 2012
Payment	30th April
Accommodation booking	30th April 2012
Conference session	27th-28th June 2012

## CONFERENCE LANGUAGES:



## CONTACTS:

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Matej Bel University in Banská Bystrica  
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## INFORMATION AVAILABLE

ON: [www.ef.umb.sk](http://www.ef.umb.sk)

## CONFERENCE CONTACT E-MAIL:

[hr.conference@umb.sk](mailto:hr.conference@umb.sk)

## CONFERENCE FEE:

80,- € - for participants  
50,- € - only paper publication  
64,- € - members of International  
Academic Network HPD CEEUS  
64,- € - Ph.D. students

