



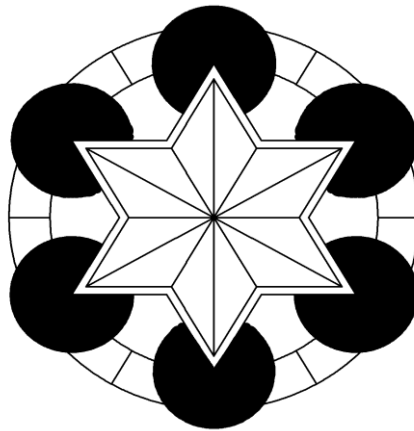
**11<sup>th</sup> International Scientific Conference**

**HUMAN POTENTIAL DEVELOPMENT  
AN INNOVATIVE TRENDS AND CONCLUSIONS FOR XXI CENTURY**

**25–26 June, 2014**

**Higher Hanseatic School of Management**

**Slupsk – Poland**



**Conference is organized under the auspices of**

**Dr Ing. Monika Zajkowska, PhD.  
Rector of Higher Hanseatic School of Management in Slupsk, Poland**

**and**

**International Academic Network HPD CEEUS  
(Human Potential Development in Central and Eastern European Union States)**

## A goal of the Conference

The conference builds on its ten-year tradition and continues not only in tradition but also an established quality. The goal of the 11<sup>th</sup> International Scientific Conference is the exchange of theory and experience dealing with the issues of human potential management and development. An important dimension of this conference is no small but very progressive accent dedicated to the discussion about the newest and innovative human resources theoretical models and practical approaches which should be disseminate to reach the strategic goals of the XXI century organizations. In line with current European Union Strategy *Europe 2020* which promotes “innovation” as its flag initiative, we as representatives of academic surroundings from Central and Eastern Europe are hopefully to find useful inspirations and suggestion enhancing personnel policies of organizations in our slowly recovering economies. Because of it the Conference will focus on change approaches in forming, motivating and developing value-creating power of all organizations: employees and managers.

## Orientation of the conference

- ❖ ***general issues of the human potential utilization and development*** (strategic management, human potential, social responsibility of business, ethics in the human potential development, organizational culture, life-long learning and career, employer branding, work performance management, balance of the work and non-working life, flexible organization and flexible employment, personnel marketing, HR audit, HR controlling, knowledge management, modern forms of communication, innovation in the utilization and development of human potential and human resources, HR creativity and innovativeness, the current ergonomics and environmental situation in organizations, safety at work);
- ❖ ***new challenges in the development of human potential and human resources management*** (confrontation of human potential and capital, creating added value through people, the possibility of human potential measurement and appraisal, investment in human capital, management and leadership, competence management, motivation of human potential, social media and information-communication technology in the human potential development, human potential and human resources in an era of recovering from global recession and social crisis);
- ❖ ***innovative theoretical models and practical approaches in area of human potential development and human resource management*** (transfer of innovative models of human resource management, culture of innovation in the organization, wide approaches to talent management, age management, diversity management, value management, strategic workforce planning in regions, innovative governance approaches addressed to labor market skills disparities, competences of managers for commercialization of innovations, competences of employees in public administration, open innovation in human resources management strategies, social innovations in human potential development and regional development).

## Important information:

- ❖ Selected papers, written in the desired quality, extent and in English, will be published in the International Scientific Journal Human Resources Management and Ergonomics (magazine is featured in the citation database EBSCOhost™ and Cabell’s Directories) – if you are interested in this option, your paper should be prepared in accordance with the journal requirements (<http://frcatel.fri.uniza.sk/hrme/>). This paper will only be published in the journal and will not be included in the conference Proceedings.
- ❖ The conference is organized under the Scientific Project VEGA no. 1/0890/14 Stochastic Modeling of Decision-making Processes in Motivating Human Potential.
- ❖ In order to maintain the required quality of the forthcoming Proceedings, all papers will be reviewed by two unbiased reviewers.

### *Scientific guarantee:*

**Assoc. Prof. Martina BLAŠKOVÁ, PhD.**  
University of Žilina, Slovak Republic

**Dr Ewa MATUSKA, PhD.**  
Higher Hanseatic School of Management, Poland

### *Scientific committee of the conference:*

<p><b>Prof. Josef KOUBEK, CSc.</b> Prague, Czech Republic</p> <p><b>Assoc. Prof. Miloš HITKA, PhD.</b> Technical University in Zvolen, Slovak Republic</p> <p><b>Prof. Peter Van KRIEKEN</b> Hague University and AUC, Netherlands</p> <p><b>Prof. Vladimiras GRAŽULIS, DrSc.</b> Mykolas Romeris University, Lithuania</p> <p><b>Multi Prof. Dr hab. Stanisław BORKOWSKI</b> University of Technology in Czestochowa, Poland</p> <p><b>Prof. Dr. José Luis Vázquez BURGUETE, PhD.</b> University of Leon, Spain</p> <p><b>Prof. dr.sc. dr.h.c. Vlado GOGLIA</b> University of Zagreb, Croatia</p> <p><b>Prof. Eduard ISKHAKOV, MD.</b> Ufa Law Institute, Russia</p> <p><b>Prof. Milota VETRÁKOVÁ, PhD.</b> University of Matej Bel, Slovak Republic</p> <p><b>Prof. dr. Irena BAKANAUŠKIENĖ</b> Vytautas Magnus University, Kaunas, Lithuania</p> <p><b>Prof. Cosma MIRCEA</b> Sibiu Universitet, Romania</p> <p><b>Prof. h.c. dr. Václav LIŠKA, Dr.h.c.</b> Technical University in Prague, Czech Republic</p> <p><b>Assoc. Prof. Anna KACHAŇÁKOVÁ, CSc.</b> VSEMVS in Bratislava, Slovak Republic</p>	<p><b>Prof. dr hab. Wojciech DOWNAR</b> Higher Hanseatic School of Management, Poland</p> <p><b>Prof. dr hab. Piotr NIEDZIELSKI</b> Higher Hanseatic School of Management, Poland</p> <p><b>Assoc. Prof. Ludmila MLÁDKOVÁ, PhD.</b> University of Economy in Prague, Czech Republic</p> <p><b>Assoc. Prof. Miriam JANKALOVÁ, PhD.</b> University of Žilina, Slovak Republic</p> <p><b>Assoc. Prof. Jozef SUCHOMEL, CSc.</b> Technical University in Zvolen, Slovak Republic</p> <p><b>Karin KÖCHER, PhD.</b> GETS – Berlin/Leipzig, Germany</p> <p><b>Dr Monika ZAJKOWSKA, PhD.</b> Higher Hanseatic School of Management, Poland</p> <p><b>Irena FIGURSKA, PhD.</b> Pomeranian Academy in Slupsk, Poland</p> <p><b>Joanna ROSAK-SZYROCKA, PhD.</b> University of Technology in Czestochowa, Poland</p> <p><b>Aneta SOKÓŁ, PhD.</b> University of Szczecin, Poland</p> <p><b>Dr. Rudolf BLAŠKO, PhD.</b> University of Žilina, Slovak Republic</p> <p><b>Jozef ĎURIAN, PhD.</b> University of Matej Bel, Slovak Republic</p> <p><b>Radoslav JANKAL, PhD.</b> University of Žilina, Slovak Republic</p>
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### *Editorial committee of the conference:*

<p><b>Assoc. Prof. Martina BLAŠKOVÁ, PhD.</b> University of Žilina, Slovak Republic</p> <p><b>Assoc. Prof. Miloš HITKA, PhD.</b> Technical Univerzity in Zvolen, Slovak Republic</p> <p><b>Dr Ewa MATUSKA, PhD.</b> Higher Hanseatic School of Management, Poland</p>	<p><b>Agnieszka SALEK – IMIŃSKA, PhD.</b> Higher Hanseatic School of Management, Poland</p> <p><b>Dr Rudolf BLAŠKO, PhD.</b> University of Žilina, Slovak Republic</p> <p><b>Michał IGIELSKI, PhD.</b> Higher Hanseatic School of Management, Poland</p>
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### *Organizational committee of the conference:*

**Chair: Mgr Anna PILECKA – SAWCZUK** – Higher Hanseatic School of Management, Poland

**Members: Mgr Ewa BIALEK** – Higher Hanseatic School of Management, Poland

**Mgr Mariola KLACZAK** Higher Hanseatic School of Management, Poland

**Important deadlines:**

Registration	15 <sup>th</sup> April 2014	Sending completed application form by e-mail, including the designation of the food and accommodation booking
Paper sending	15 <sup>th</sup> April 2014	Sending of paper by e-mail
Decision of scientific committee of paper acceptance	23 <sup>rd</sup> April 2014	Sending information of paper acceptance and assigned identification number of the participant
Payment	30 <sup>th</sup> April 2014	Payment of conference fee
Conference session	25–26 June 2014	Conference session

**Conference languages:**

**English, Polish**

**Publication languages:**

**English, Polish, Slovak, Russian, Czech, German**

**Conference fee:**

80 €	Participation in the conference (includes paper processing, review, print conference proceedings, organizational costs, refreshments during the conference)
55 €	Fee for members of the international academic network HPD CEEUS and members of the Conference Scientific Committee (includes all elements of conference participating)
55 €	Fee for PhD students (includes all elements of participating in the conference)
50 €	Passive participation = papers publication in proceedings (including paper processing, review, printing and distribution of conference proceedings)

**Organizational guidelines:**

The 11th annual international conference of *Human Potential Development* will take place on 25–26 June 2014 in the conference room of the Higher Hanseatic School of Management in Słupsk – Poland, Str. Koziatulskiego 6-7.

The conference is to be lodged by **15 April 2014** in accordance with dispositions in the attached application form and by payment of the conference fee (including VAT) to the account of the Treasury:

Account number: 60 1090 2763 0000 0001 0146 4644

Organization identification number: 0619004063

IBAN: PL60109027630000000101464644

Identification number VAT: 839-10-36-643

BIC-swift code: WBKPPLPP

Into the message, please include: name of participant and assigned identifier (ID).

Food and accommodation during the conference should be ordered in the application. Accommodation should be paid on the reception of hotel.

**Organizer:**

Higher Hanseatic School of Management  
ul. Koziatulskiego 6-7  
76-200 Słupsk  
Poland

**Contact e-mail:**

[hpd@frcatel.fri.uniza.sk](mailto:hpd@frcatel.fri.uniza.sk)

**Telephone:**

from abroad : ++421-41-5134455; ++421-41-5134459

from Poland : +48 696 444 860

**Web information:**

<http://frcatel.fri.uniza.sk/hrme/ConfHPM/index.html>

<http://whsz.slupsk.pl>

## PUBLICATION RULES

Please, keep *the following directions* related to paper writing:

1. Papers can be written in English, German, Russian, Polish, Slovak and Czech.
2. Paper intended into the conference proceedings (including tables, pictures and schemes) should be worked out minimally on 6 pages of A4 format. In a case of your interest to publish paper in journal HRM+E, the recommended extent of paper is 12 – 15 pages A4, lines 1, with the using min. 25 – 30 references; paper has to be in English.
3. For the text editing, please, use MS Word, Times New Roman CE, line spacing 1, 2.5 cm margins.
4. Form of paper content:
  - paper title (in language of paper as well as in English, 14 pt, bold, centered)
  - author's name (12 pt, centered)
  - abstract (in English, max. 15 lines, 10 pt, justified)
  - key words (in English, max. 10 words, 10 pt, justified)
  - text of paper (headlines – 12 pt, bold, align left; text – 12 pt, justified)
  - author's address with titles can be given on the end of paper.
5. Citations of other authors should be marked in the text of paper (in brackets, including name of used author, year of publishing and number of used pages).
6. Check of bibliography (used literature) should be given at the end of paper, including ISBN (books) or ISSN (journals) as follows:

MILKOVICH, G. T. & BOUDREAU, J. W. (1988). *Personnel/Human Resource Management. A diagnostic Approach*. Fifth edition. Homewood, Illinois: BPI, Irwin, 872 p. ISBN 0-256-15963-2

MILLET, K., LAMEY, L. & VAN DEN BERGH, B. (2012). Avoiding Negative vs, Achieving Positive Outcomes in Hard and Prosperous Economic Times. *Organizational Behavior and Human Decision Processes*, 118(2), 179-188. ISSN 0749-5978

UNGER, S. (2006). *Special features of Swedish corporate governance*. The Swedish Corporate Governance Board. (online) (cit. 2013-03-05) Available on:  
[http://www.scania.com/images/special\\_features\\_or\\_swedish\\_corporate\\_governance\\_av\\_sven\\_unger\\_tcm40-170350.pdf](http://www.scania.com/images/special_features_or_swedish_corporate_governance_av_sven_unger_tcm40-170350.pdf)
7. Send the papers by e-mail to the contact address.



## HUMAN POTENTIAL DEVELOPMENT



International scientific conference

25<sup>th</sup> – 26<sup>th</sup> June 2014, Higher Hanseatic School of Management in Slupsk – Poland

### APPLICATION FORM (send by 15<sup>th</sup> April 2014)

Participant's name, surname, titles:

.....

Name and address of organization: .....

.....

E-mail: ..... Tel: .....

**Title of paper:** .....

.....

**Conference fee:** ..... € (proceeding, organizational costs)

From the account No.: .....

IBAN: ..... BIC-swift code (No. VAT): .....

*If you want the bill as a person (not for employer), please put yours accurate personal address.*

**Facultative booking** (mark your choice, payment in PLN or EURO during registration to conference):

25<sup>th</sup> June 2014, Wednesday: **Dinner** 5 €  **Special Supper** 15 €

26<sup>th</sup> June 2014, Thursday: **Dinner** 5 €  **Turistic programme** 10 €

**Accommodation booking** (please mark the time and hotel choice and **organizer will arrange** your reservation (we did pre-reservation). You can **pay in PLN** at hotel reception after arriving):

24<sup>th</sup> June 2014

25<sup>th</sup> June 2014

26<sup>th</sup> June 2014

Accommodation recommended	One bed room	Two bed room
<b>Viator</b> – hotel in Ustka – 17 km from Slupsk, seaside town, bus connection <a href="http://www.booking.com/hotel/pl/viator.pl.html">http://www.booking.com/hotel/pl/viator.pl.html</a>	-	100 PLN (25 €)/per night/ room [no breakfast] <input type="checkbox"/>
<b>Ramzes</b> – pension in Ustka, <a href="http://www.booking.com/hotel/pl/pensjonat-ramzes-ustka.pl.html">http://www.booking.com/hotel/pl/pensjonat-ramzes-ustka.pl.html</a>	100 PLN (25 €)/per night/ room [with breakfast] <input type="checkbox"/> 80 PLN (20 €)/per night/ room [no breakfast] <input type="checkbox"/>	100 PLN (25 €)/per night/ room [no breakfast] <input type="checkbox"/>
<b>Piast</b> – hotel in Slupsk, centre of town <a href="http://www.booking.com/hotel/pl/piast-saupsk.pl.html">http://www.booking.com/hotel/pl/piast-saupsk.pl.html</a>	-	164 PLN (41 €)/ per night/ twin type room [with breakfast] <input type="checkbox"/>
<b>Atena</b> – hotel in Slupsk , centre of town <a href="http://www.booking.com/hotel/pl/atenaslupsk.html">http://www.booking.com/hotel/pl/atenaslupsk.html</a>	160 PLN (40 €)/per night/ room [with breakfast] <input type="checkbox"/>	210 PLN (52 €)/ per night/ twin type room [with breakfast] <input type="checkbox"/>
<b>Zamkowy</b> – hotel in Slupsk , centre of town <a href="http://www.booking.com/hotel/pl/zamkowy.pl.html">http://www.booking.com/hotel/pl/zamkowy.pl.html</a>	150 PLN (38 €)/ per night/ room [with breakfast] <input type="checkbox"/>	210 PLN (52 €)/ per night/ twin type room [with breakfast] <input type="checkbox"/>

Date: .....

Signature and stamp of organization: .....