



International Scientific Conference

CORPORATE SOCIAL RESPONSIBILITY AND HUMAN RESOURCE MANAGEMENT IN V4 COUNTRIES

June 4 – 5, 2015, Nitra, Slovakia

Conference programme

June 4, 2015 / 4. jún 2015

8.30 – 10.00 Registration of Participants/Registrácia účastníkov AS-36 auditory/poslucháreň AS-36

10.00 – 12.35 Plenary/Plenárne rokovanie AS-36 auditory/poslucháreň AS-36

Schedule	Author(s)	Affiliation	Title
10:00 - 10:15	Welcome speech		
10:15 - 10:35	Diačiková, A.; Lach, M.	Catholic University, Ružomberok, Slovak Republic	Corporate Sustainable Development Based on the Principles of Business Social Responsibility
10:35 - 10:55	Eger, L.; Egerová, D.; Mičík, M.	Westbohemian University, Pilsen, Czech Republic	Is the Generation Y Looking for the Employer with Higher Purpose?
10:55 - 11:15	Formánková, S.; Hrdličková, A.	Mendel University, Brno, Czech Republic	The Role of Corporate Philanthropy in CSR
11:15 - 11:35	Mitrovic, S.; Melovic, B.; Nesic, A.	University of Novi Sad, Novi Sad Serbia	Modern Approach in Human Resource Management in Organizations
11:35 - 11:55	Mihalčová, B.	Ekonomická univerzita Bratislava, PHF Košice	Management work in relation to gender stereotypes
11:55 - 12:10	Krninská, R.; Adamová, M.	University of South Bohemia, České Budějovice, Czech Republic	Human Resource Management with Influences of the Knowledge Economy
12:10 - 12:25	Wach, K.	Cracow University of Economics, Cracow, Poland	Human Capital in the Process of Firm – Level Internationalization

12.30 – 14.00 Lunch/Obed

14.00 – 17.30 Sessions/Rokovanie v sekciách

Session 1/Sekcia 1:

Corporate Social Responsibility and Philanthropic Activities in the Context of Internationalization of Business / Spoločenská zodpovednosť a filantropické aktivity podnikov v kontexte internacionalizácie podnikania

Chairpersons:

Sylvie Formánková – Mendel university, Brno (CZ)

Iveta Ubrežiová – Slovak University of Agriculture, Nitra (SK)

Secretary:

Kamila Moravčíková – Slovak University of Agriculture, Nitra (SK)

Place/Miestnosť: S – building 2nd floor, AS 24, No. 209/ S – pavilón, 2. poschodie, AS 24, č. dv. 209

Schedule	Autor(s)	Title
14:00 - 14:10	Kozáková, J., Ubrežiová, I.; Malejčíková, A.	Small and Medium - Sized Enterprises in Manufacturing of Food Products (Slovakia and Germany Comparison)
14:10 - 14:20	Moravčíková, D.; Adamičková, I.	Alternative and Community Economic Models
14:20 - 14:30	Ubrežiová, I.; Ubrežiová, A.; Moravčíková, K.	Exploring McDonald's CSR: Case of the Slovak Republic
14:30 - 14:40	Pavlovská, O.	Functions and Features of Controlling in Multinational Corporations
14:40 - 14:50	Pružinský, M.; Tkáčiková, J.	Corporate Social Responsibility in Slovak Small and Medium Sized Enterprises
14:50 - 15:00	Šajbidorová, M.; Dobišová, M.; Lušňáková, Z.	Organization Culture in Agro Companies
15:00 - 15:20	Coffee Break	
15:20 - 15:30	Habek, P.	External Verification as an Important Factor Improving Credibility of CSR Report
15:30 - 15:40	Kučerová, R.; Skýpalová, R.	Corporate Social Responsibility in the Czech Republic and Slovakia
15:40 - 15:50	Marosne, K. Z.; Mikaczo, M. A.	Knowledge Related Needs of Start ups
15:50 - 16:00	Miklosik, A.	Creating Knowledge Sharing Culture for Effective Knowledge Management
16:00 - 16:10	Novotný, J.	Some Aspects of Customer Relationship Management
16:10 - 16:20	Slavič, A.; Berber, N.	The Role of HRM in CSR and Sustainable Development: Findings from V4 Countries and Serbia
16:20 - 16:30	Coffee Break	
16:30 - 16:40	Stojanová, H.; Lorinczs, M.; Račoch, P.	Business Ethical Graduate Programmes As a Tools of Corporate Social Responsibility Approach
16:40 - 16:50	Szafranska, M.; Matysik-Pejas, R.; Žmija, J.	Economic Education as an Element of Implementation of Corporate Social Responsibility: Idea of Banks in Poland
16:50 - 17:00	Wolniak, R.	The Methods of CSR Practices Assessment
17:00 - 17:10	Zysk, W.	Global and European Trends in the Area of Responsibility and Justice in the Activities of Enterprises – Implication for V4
17:10 - 17:20	Kapsdorferová, Z.; Kadlečíková, M.; Farkašová, L.; Juričková, Z.; Babayan, D.	The Evaluation of the Strategic Management and Social Responsibility in the Selected Group of Agri-food companies in the Slovak Republic

Session 2/Sekcia 2

Human Resources as Social and Intellectual Capital in an Organization/Ludské zdroje ako intelektuálny a spoločenský kapitál v organizácii

Chairspersons:

Dana Egerová - University of West Bohemia, Pilsen (CZ)

Drahošlav Lančarič – Slovak University of Agriculture, Nitra (SK)

Secretary:

Katarína Gurčíková – Slovak University of Agriculture, Nitra (SK)

**Place/Miestnosť: S – building 2nd floor, Meeting Room at the Department of Management FEM SUA Nitra, No. 207/
Zasadacia miestnosť Katedry manažmentu FEM SPU Nitra, S – pavilón, 2. poschodie, č. dv. 207**

Schedule	Autor(s)	Title
14:00 - 14:10	Fehér, J.; Kollár, P.	Psychometric Research on Leadership Practices Inventory – A Hungarian Survey Results
14:10 - 14:20	Lančarič, D.; Savov, R.; Chebeň, J.	Determinants of Diversity management Concept in Business Organizations In Transition economy. A Case of the Slovak Republic.
14:20 - 14:30	Mikuš, P.	Talent Management in Human Resource Management
14:30 - 14:40	Nadiradze, K.	Human Resources Management within Farmers Organizations
14:40 - 14:50	Springer, A.; Rytelewska, R.	Incentives to Support the Mastery and Task Involved Approach and Their Influence on Talented Employee Loyalty
14:50 - 15:10	Coffee Break	
15:10 - 15:20	Dudek-Burlikowska, M.	Human Resource Management in the Engineering Company Based on Quality Approach and Standard ISO 9004:2009

15:20 - 15:30	Györpál, T.	Gender Equality in the Visegrad Group
15:30 - 15:40	Jaworska, M.; Bogocz, D.	Multidimensional Comparative of Human Capital of the European Union Countries
15:40 - 15:50	Juhász Kler, A.	The Personal Aspects of Organizational Commitment
15:50 - 16:00	Coffee Break	
16:00 - 16:10	Petoné Csuka, I.	Human Capital Theories from the Perspective of Education
16:10 - 16:20	Pister, M.	Requirement to the Human Resource Management with an Innovation Strategy
16:20 - 16:30	Pupák; Waldnerová, P.	Company Store in a Shopping Centre As a Marketing Tool

Session 3/Sekcia 3:

New Approaches in the Management and Business/Nové prístupy v manažmente a podnikaní

Chairspersons:

Mária Kadlečíková – Slovak University of Agriculture, Nitra (SK)

Ingrida Košičiarová – Slovak University of Agriculture, Nitra (SK)

Secretary:

Jana Holienčinová – Slovak University of Agriculture, Nitra (SK)

Place/Miestnosť: S – building 3rd floor, Lecturer Room AS 36, No. 209/ S – pavilón, 3. poschodie, Poslucháreň AS 36

Schedule	Autor(s)	Title
14:00 - 14:10	Adamová, M.; Krninská, R.	The Education in Learning Organizations
14:10 - 14:20	Gibba, A.; Molnár, J.	Analysis of Gambia Groundnut Export Competitiveness
14:20 - 14:30	Mikaczó, A.; Varga, E.	Degree vs. Trade? The Dilemmas of Prevailing Knowledge
14:30 - 14:40	Nagyová, L.; Rybanská, J.; Košičiarová, I.; Holienčinová, M.	The Importance of Techniques of Neuromarketing and Sensory Marketing in Contemporary Marketing Management
14:40 - 14:50	Nagyová, L.; Holienčinová, M.; Košičiarová, I.; Rybanská, J.	Environmental Aspects of Marketing Management in Food Manufacturing Companies
14:50 - 15:00	Savov, R.; Lančarič, D.; Prístavka, M.	Quality Management System Evaluation According to MBNQA Criteria: Slovak Agribusiness Companies Evaluation
15:00 - 15:20	Coffee Break	
15:20 - 15:30	Šajbidorová, M.; Dobišová, M.; Lušňáková, Z.; Hrdá, V.	Globalisation and Competitiveness in the Slovak Viticulture
15:30 - 15:40	Kadlečíková, M.; Kapsdorferová, Z.; Babayan, D.; Debrecéniová, M.	Social and Citizens' Responsibility for Minimizing the Food Losses
15:40 - 15:50	Valek, P.	The Influence and Impact of Floods on Enterprises
15:50 - 16:00	Badach, E.; Krasnodebski, A.	Applying Pearson Curves for Description of the Distribution of Unemployment Rates in the Regions of Southern Poland
16:00 - 16:10	Juhász, T.; Czeglédi, C.	The Suitability of Entrants on Labour Market from the Aspect of Entrants (based on qualitative survey)
16:10 - 16:20	Kornalska, E.; Žmija, J.; Trela, W.	Investment Processes of SMEs in Poland
16:20 - 16:30	Coffee Break	
16:30 - 16:40	Lesáková, L.	Innovation Networks in Small and Medium Enterprises Sector
16:40 - 16:50	Lymar, V.; Talavyrya, M.	Bio-Economy: Modern Global Challenges and Development Supporting Policy
16:50 - 17:00	Mura, L.; Šimo, D.	The Current Situation in the Slovak Vegetables Production and its Competitiveness
17:00 - 17:10	Tsaruk, N.	Institutional Model of Marketing-oriented System of Branch Accounting Management and Analysis of Vegetable Growing
17:10 - 17:20	Wach, K.	Entrepreneurial Intentions of Students: Determinants in the International Environment
17:20 - 17:30	Récky, R.	Social media and their importance in marketing
17:30 - 17:40	Trela, W.; Krasnodebski, A.; Kornalska, E.	Development of Entrepreneurship in Małopolskie Voivodeship After Joining to the European Union

18.00

Reception/Recepcia

Hotel River

June 5, 2015 / 5. jún 2015

8.30 The meeting of participants of the conference in front of S pavilion /Stretnutie účastníkov konferencie pred pavilónom S

9.00 – 12.00 Sightseeing of Nitra Castle and Dioceses Library /Návšteva Nitrianskeho hradu a Diecéznej knižnice

12.30 Lunch/Obed

13.30 – 14.30 Conclusions of the conference, discussion/ Obed, závery a diskusia

AS – 36 auditory/poslucháreň AS-36