NEW TRENDS AND TENDENCIES IN HUMAN RESOURCE MANAGEMENT – EAST MEETS WEST
PÉCS, HUNGARY, 13-14, JUNE, 2008

PROGRAMME

12 (THURSDAY) JUNE 2008

19:00 Welcome (Hotel Hunyor, Jurisics Miklós Str. 16., Pécs)

13 (FRIDAY) JUNE 2008

9:00-10:00 Registration (Building of University of Pécs, Faculty of Business and Economics, 2nd floor, 80 Rákóczi Str., Pécs)

OPENING ADDRESSES

10:00-10:30
- Dean Welcome: Gábor Rappai, Dean of Faculty of Business and Economics
- Organizing Committee Welcome: Ferenc Farkas, Vice-Rector, President of Organizing Committee

PLENARY SESSION

10:30-12:30
- HRM: the learning from two decades of Cranet research – East-West comparison (Chris Brewster, Henley Management College, UK)
- Human Resource Management and Learning – Perfect Fit or Strange Bedfellows? (Wolfgang Mayrhofer, Wirtschaftsuniversitaet Wien, Austria)
- Models of Work Organisations in a European Comparative Perspective (Csaba Makó, University of Debrecen, Hungary)
- Practice of HRM at a multinational company (Zoltán Szilágyi, British American Tobacco, Hungary)
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12:30-13:30             BUFFET LUNCH

14:00-15:15             WORKSHOPS A1, B1, C1

WORKSHOP A: ’GLOCAL’ FEATURES OF HRM IN EUROPE
SESSION I

1) Atypical Working Days: An International and Comparative Analysis
   (Geoffrey Wood* – Suzanne Richbell* – Mick Brookes** – Chris Brewster***, University of
   Sheffield* – Middlesex University** – University of Reading***, UK)
2) What is really driving HRM convergence or divergence across national boundaries in
   Europe?
   (Elaine Farndale, Tilburg University, The Netherlands)
3) Multilayer Discrimination. On the Social Construction of HR Sourcing Failure
   (Sofica Aurelian, Babes-Bolyai University, Romania)
4) HR practices of the new capitalism in Eastern Europe
   (Zsuzsa Karoliny – Ferenc Farkas – József Poór, University of Pécs, Hungary)

WORKSHOP B: FUNCTIONS & DEVELOPMENT OF HRM
SESSION I

1) Employee Recruitment and Selection Practice in North-Bácska
   (Ágnes Szlávicz – Ervin Jenei, University of Novi Sad, Serbia)
2) Systems Approach to Motivating Employees
   (Tomasz Kawka – Adam Suchodolski, Wroclaw University of Economics, Poland)
3) Teaching, coaching and HR development questions of accounting professionals emerging
   from different accounting regulations
   (Szilveszter Fekete* – Dumitru Matis** – János Lukács***, Babeş-Bolyai University,
   Romania – Corvinus University of Budapest, Hungary*, Babeş-Bolyai University,
   Romania**, Corvinus University of Budapest, Hungary***)
4) 360 degree feedback: how many raters do you need for a reliable judgement of
   competence development?
   (Rainer Hensel* – Frans Meijers** – Rien van der Leeden*** – Joseph Kessels****, The
   Hague University of Professional Development – Leiden University*, The Hague University
   of Professional Development**, Leiden University***, TSM Business School, Twente
   University****, The Netherlands)
WORKSHOP C: LEADERSHIP, ORGANIZATION & HRM
SESSION 1

1) Strength based leadership: A management framework for successful employee selection and management development
(Martin Wenderoth, B.Braun Austria GmbH, Austria)
2) Employee Friendly Organization. Paid work and everyday life: friends or foes?
(Henriett Primecz – Csaba Kiss – Roland Szilas – Katalin Bácsi – Sára Csillag – Andrea Toarniczky, Corvinus University of Budapest, Hungary)
3) Knowledge-related Issues in Human Resource Management
(Katalin Dobrai, University of Pécs, Hungary)

15:15-15:30 BREAK

15:30-17:00 WORKSHOPS A2, B2, C2

WORKSHOP A: ’GLOCAL’ FEATURES OF HRM IN EUROPE
SESSION 2

5) Human Resource Management and Regional Development
(Katarina Liptáková, Matej Bel University, Slovakia)
6) Development of human resource management in Lithuania
(Ilona Buciumiene – Ruta Kazlauskaite – Kristina Bigeliene, ISM University of Management and Economics, Lithuania)
7) New Challenges for the Management of Managerial Staff in MNCs in Poland
(Marzene Stor – Tadeusz Listwan, Wroclaw University of Economics, Poland)
8) Emerging Patterns of Strategic HRM in Indian Call Centres: An Exploratory Study
(Pawan Budhwar – Neeru Malhotra, Aston Business School, UK)
WORKSHOP B: FUNCTIONS & DEVELOPMENT OF HRM  
SESSION 2

5) The use of chess in human resources management  
(György Kende* – Erzsébet Noszkay** – György Seres*, Zrínyi Miklós National Defence University* – Szent István University**, Hungary)

6) Knowledge Transfer and Helpfulness among Young People  
(Vendel Lőre* – Andrea Bencsik* – Erzsébet Noszkay**, Széchenyi István University* – Szent István University**, Hungary)

7) Methods to Develop the Competitiveness of the Workforce  
(Farkasné Zsuzsanna Kurucz – Balázs Lőránd, University of Pécs, Hungary)

8) Pay-For-Performance and Ways to Unlock Employees’ Performance Potential  
(Antonia-Izabella Kelemen, Babes-Bolyai University, Romania)

9) ICT Supported Tools in HR Management  
(Csilla Pataki, Stud-e-Co Consulting Bt., Hungary)

WORKSHOP C: LEADERSHIP, ORGANIZATION & HRM  
SESSION 2

4) Informal Learning, Development of Key Competencies and Human Resource Management. The importance of Organizational Design  
(Riccardo Leoni – Alessandro Gaj, University of Bergamo, Italy)

5) Leadership Behavior of Western European Expatriates in Moscow: Transfer of Western Leadership Styles or Adaptation to the Russian Context  
(Marion Festing* – Judith Eidems* – Martina Maletzky* – Ekaterina Kashubskaya-Kimpelainen**, ESCP-EAP European School of Management Berlin*, Germany – Amrop Hever Group Moscow**, Russia)

6) Employee commitment in employee friendly organizations  
(Sára Csillag – Andrea Toarniczky – Katalin Bácsi – Roland Szilas – Henriett Primecz – Csaba Kiss, Corvinus University of Budapest, Hungary)

7) The role of HRM in company-level competitiveness  
(Gábor Márkus, University of Pécs, Hungary)

8) Corporate Governance Regimes, Investments in Human Capital and Economic Growth  
(Marc Goergen* – Chris Brewster** – Geoffrey Wood***, University of Sheffield Management School and European Corporate Governance Institute (ECGI) * – University of Reading Business School* ** – University of Sheffield Management School, UK) ***
WORKSHOP: ‘GLOCAL’ FEATURES OF HRM IN EUROPE
SESSION 3

9) Job Analysis and Job Evaluation in the Countries of Former Yugoslavia
   (Anton Florijan Barisic, Chronos Info, Croatia – József Poór, University of Pécs, Hungary-
   Ágnes Szlávicz - University of Novi Sad, Serbia - Zoran Vapot, Sigem Business Consulting, 
   Slovenia)
10) The Influence of Speed of Integration (SOI) on the Success of Mergers & Acquisitions
    (Omri Morag, University of Pécs, Israel)
11) Financial and Human Resource Factors for Productivity Growth in CEE Economies
    (Ivan Mihail Vincentiu* – Plesoianu George* * – Maniov Vichentie***, Oil and Gas
    University of Ploieşti*, University of Pitesti* *, West University „Vasile Goldiş” of Arad***, 
    Romania)
12) The Assimilation of Ex-Soviet-Union programmers into the Israeli Software Industry
    (Hilli Balzer, University of Pécs, Israel)
13) International Survey about Teamwork
    (Andrea Bencsik – Adrienn Dernóczy – Timea Juhász, Széchenyi István University, Hungary)

WORKSHOP B: FUNCTIONS & DEVELOPMENT OF HRM
SESSION 3

10) The impact on the indoor conditions on the productivity, attrition and turnover rate of call 
    centre employees
    (Uri Doman, University of Pécs, Israel)
11) From dLearning via eLearning to mLearning - has the future become the present? 
    (Amir Keren)
12) Application of Praxis Oriented On-Site Training Method in Automotive Industry
    (István Ködmön – László Csonka, Szenzor Consulting Ltd., Hungary)
13) Customer clubs - tool of binding consumers in retail
    (Cristian Dabija* – Horst Todt**, Babes-Bolyai University*, Romania – University of 
    Hamburg**, Germany)
WORKSHOP C: LEADERSHIP, ORGANIZATION & HRM
SESSION 3

9) The Absorption Model of Leadership
(Zoltán Buzády, CEU Business School, Hungary)

10) What makes a leader in a transition agriculture?
(Zsuzsanna Vitai, University of Pécs, Hungary)

11) How can women return to the labour market after childbearing or maternity leave in Hungary?
(Andrea Bencsik – Tímea Juhász, Széchenyi István University, Hungary)

12) The Effect of Culture and Leadership on Knowledge Sharing
(Anikó Csepregi, University of Pannonia, Hungary)

20:00 GALA DINNER AT PEZSGÓHÁZ RESTAURANT (SZENT ISTVÁN TÉR 12., PÉCS)

14 (SATURDAY) JUNE 2008

08:30–09:45 WORKSHOPS D1, E1, F

WORKSHOP D: HRM IN PUBLIC SECTOR
SESSION 1

1) Similarities and Differences of Human Resource Management in Private and Public Sector Organisations in Light of New Public Management in Eastern European, NPM and other Countries
(Musztyné Boróka Bátfai – Ferenc Farkas – Zsuzsa Karoliny – József Poór – Zsuzsanna Pótó, University of Pécs, Hungary)

2) The New Public Management: Benefits and Drawbacks
(Melinda Salamon, University of Pécs, Hungary)

3) Talent Management - Challenges for the UK Public Sector
(Lynette Harris – Carley Foster, Nottingham Business School, UK)
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WORKSHOP E: HRM FOR CORPORATE CULTURE CHANGE
SESSION 1

1) HRQM and colliding gyroscopes: An alternative way of looking at value creation in organizations
   (Joop Vinke – Frank Vonk, HAN University for Professional Education, The Netherlands)
2) The evolution of organizational culture in Romania
   (Eugenia Campeanu-Sonea – Anca Borza – Adrian Sonea – Catalina Silvia Mitra, Babes-Bolyai University, Romania)
3) Kulturstandard Research between Hungary and France
   (Judit Dudás)
4) Empowerment in Hungarian Business Culture
   (Ildikó Andó, Budapest University of Technology and Economics, Hungary)

WORKSHOP F: HUNGARIAN SPECIALITIES

1) Lehetséges HR utak: szolgáltató központ, outsourcing, offshoring. Gyógyír vagy placebo?
   (Rita Fekete, Helga Magyar, Szent István University, Hungary)
2) A projektek emberi erőforrás menedzselésének kérdései
   (Ákos Jarjabka, University of Pécs, Hungary)
3) Amikor az álarcok nem takarnak
   (Csaba Titkos, University of Pécs, Hungary)

10:00–11:15

WORKSHOPS D2, E2

WORKSHOP D: HRM IN PUBLIC SECTOR
SESSION 2

4) HRM at nonprofit organisations in the South-Transdanubian Region
   (Roland Schmuck, University of Pécs, Hungary)
5) Online Spread of Job Boards and Career Sections on Company Sites - Involvement of Global Business Players (B2E) and E-governance of the EU in the Virtual Labour Market
   (László Gulyás – Zoltán Majó, University of Szeged, Hungary)
6) The role of the key element in the quality improvement of complex product of public administration: endeavours for the framing of personality of ideal clerk
   (Tibor Drávavölgyi, Eötvös József College, Hungary)
E2 WORKSHOP E: HRM FOR CORPORATE CULTURE CHANGE
SESSION 2

5) The effect of cognitive consistency processes on employee satisfaction surveys
(Gabriella Kersch* – Gergely Jánosi**, MAV Zrt. * – Corvinus University of Budapest**, Hungary)
6) Cooperation and Competition in Central and Eastern European Enterprises
(Borgulya Istvánné – Judit Hahn, University of Pécs, Hungary)
7) Possible relationships between human resources and corporate identity
(Tamás Csordás, University of Miskolc, Hungary)
8) Role of Internal Marketing in Cultural Change in Organizations
(János Fojtik* – Sarolta Várnai**, University of Pécs* – Budapest Polytechnic Institution**, Hungary)

PLENARY SESSION
11:30-13:00
- HRM in CEE: Realities, Results and Emerging Roles. Acting on the Borderline in a Borderless World? (Allen Engle, Eastern-Kentucky University, US)
- Comparative analysis of HRM practices in former communist countries (Elisabetova Vatchkova, International University, Sofia, Bulgaria)
- HR-related Knowledge Transfer in International Ventures in Transitional Countries (József Poór, University of Pécs, Hungary)

CLOSING SPEECH
13:00-13:30
- Closing Speech of Suzanne Richbell (University of Sheffield)

13:30-14:30
BUFFET LUNCH

16:00
GUIDED TOUR TO WORLD HERITAGE DISTRICT OF PÉCS (OPTIONAL)

For further information please contact: Ágnes Király
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