



“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 1**

- 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 1**

- 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*)





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**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 Buciuniene – Ruta Kazlauskaitė – 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)





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**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 Lóránd, 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) ****)





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17:15-18:45

WORKSHOPS A3, B3, C3

**WORKSHOP A: '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 Ploiești*, University of Pitesti* *, West University „Vasile Goldis” 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 – Tímea 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*)





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**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 álarok 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*)





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**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**, MÁV 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:

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