

# VYSOKÁ ŠKOLA MANAŽMENTU

in Trenčín

cordially invites you to the

9th International Research Conference

“Management Challenges in the 21st Century”

“Manažment v 21. storočí: problémy a východiská”

Theme of the Conference in 2017:

„Innovation and innovative processes in  
business, public administration and educational  
organizations“

„Inovácie a inovačné procesy v podnikoch,  
organizáciách verejnej správy a vzdelávaní“



Bratislava  
April 27, 2017

<http://www.vsm.sk/us/mch2017>

## CONFERENCE OBJECTIVE

Exchange of knowledge and  
experience of professionals and  
academicians in the field of innovation  
and innovative processes with the  
focus on industry, public  
administration and education.

### INTERNATIONAL RESEARCH COMMITTEE

#### Chairman:

prof. Ing. Edita Hekelová, PhD.  
rector of School of Management

#### Members:

prof. Dr. Arnold Schuh  
Vienna University of Economics and Business, Austria

prof. Dipl.-Ing. Dr. techn. Prof.h.c. Dr.h.c. M. Numan Durakbasa  
Vienna University of Technology, Austria

prof. Imrich Chlamtac  
European Alliance for Innovation , prezident

Dr.h.c.mult. prof. Ing. Juraj Sinay, DrSc.  
President of the Automotive Industry Association of the Slovak Republic

prof. Ing. Ružena Petříková, PhD.  
College of Entrepreneurship and Law, Prague, Czech Republic

doc. Ing. Miroslav Špaček, PhD., MBA  
University of Economics, Prague, Czech Republic

prof. Ing. Soňa Ferenčíková, PhD.  
School of Management

prof. Dr. Ing. Menbere Workie Tiruneh, PhD.  
School of Management

prof. RNDr. Jozef Hvorecký, PhD.  
School of Management

### PROGRAM COMMITTEE

#### Chairman:

doc. Ing. Iveta Paulová, PhD.

#### Members:

doc. Ing. Mária Tajtáková, PhD.

PhDr. Ing. Zuzana Ondrejová, PhD.

Denisa Hackett, MBA, PhD.

PaedDr. Jana Palenčárová, PhD.

Mgr. Valéria Medárová, MBA, PhD.

Mgr. Lucia Baginová

### DATE and VENUE

**April 27, 2017**

Vysoká škola manažmentu/School of Management  
Panónska cesta 17, 851 04 Bratislava Slovakia  
1st floor, room No. 113

1. Conference languages: English, Slovak and Czech.
2. Contributions of participants will be published in referred conference proceedings (CD).
3. Maximum length of an abstract is 10 lines, maximum length of a paper is 8 pages, format A4.
4. Deadline for submission of an abstract in the electronic form: by **January 9, 2017**.
5. Deadline for submission of a contribution in the electronic form: by **March 10, 2017**.
6. Registration for the conference: by **March 27, 2017**.
7. Abstracts and contributions to be sent to: **lbaginova@vsm.sk**
8. Conference fee: 50 EUR, for PhD students 25 EUR.
9. The conference fee has to be paid: by **April 14, 2017**.
10. A detailed program of the conference will be sent to all registered participants.

#### CONFERENCE PROGRAM

8:00–8:15	Registration of participants
8:15–8:30	Opening of the conference
8:30–12:30	Plenary session and discussion
12:30–13:30	Lunch
13:30–18:00	Presentations and discussions in the sessions
18:00	Conclusion

#### 1. Strategic innovations

- Innovations in management
- Innovations in marketing
- Innovations in human resource management
- Innovative strategies
- Innovations in thinking
- Pro-innovation organizational culture
- Innovations in the non-profit sector and services
- Innovations in public administration
- Social innovation

#### 2. Process and product innovations

- Process innovations
- Product innovations
- Value aspects of innovations and their assessment
- Utilization of tools, techniques in methods and innovative processes
- Innovations in quality management
- Innovations in education

For payments:

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#### CONTACT

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