A GOAL OF THE CONFERENCE
A goal of the 9th year of conference is exchange of knowledge and experiences dealing with development of human potential in a company. The confrontation of theory and practice should focus on the necessity of changing approaches to forming, motivating and developing the intellectual capital of a company.

ORIENTATION OF THE CONFERENCE
General problems of human potential management as: strategic management, human potential, CSR, life-long education and career, good employer image, working performance management, work-life balance, relation to employees, flexible forms of work, personal marketing, personal audit, personal controlling, knowledge management, modern forms of communication, self-assessment of human potential, human potential development and innovations, ethics in human resources management, contemporary ergonomics and environmental situation in companies;
New challenges of human potential development and human resources management as: confrontation of human potential and human resources and human capital, human capital management, achieving added value through people, metrics in human resources management, investment in human capital, changes in leadership and managing, talent management, coaching, social media and IT in human potential development, human potential and human resources after the period of global crisis and recession.

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DEADLINES:
Registration: 30th March 2012
Paper sending: 30th April 2012
Payment: 30th April
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Conference session: 27th-28th June 2012

CONFERENCE LANGUAGES:

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