

# VYSOKÁ ŠKOLA MANAŽMENTU

in Trenčín

cordially invites you to the

8th International Research Conference

“Management Challenges in the 21st Century”

“Manažment v 21. storočí: problémy a východiská”

Theme of the Conference in 2016:

„Digitalization of Society, Economics and Market:  
Current Issues and Challenges“

„Digitalizácia spoločnosti, ekonomiky a trhu: aktuálne  
problémy a výzvy“



Bratislava  
April 12, 2016

## CONFERENCE OBJECTIVE

The conference aims to reflect on the current phenomenon of digitalization and the increasing impact of ICT on various aspects of society and economy. The theme of the conference builds on one of the cornerstone initiatives of the European Union adopted under the Europe 2020 program entitled 'Digital Agenda for Europe'.

## INTERNATIONAL RESEARCH COMMITTEE

### Chairman:

Prof. Ing. Edita Hekelová, PhD.  
School of Management

### Members:

Prof. Dr. Arnold Schuh  
Vienna University of Economics and Business

Assoc. Prof. Dr. Michael W. Pitts  
Virginia Commonwealth University, School of Business

RNDr. Petr Budinský, CSc.  
Vysoká škola finanční a správní, Praha

Doc. Ing. Juraj Sipko, PhD., MBA  
Economic Institute of the Slovak Academy of Science

Prof. Ing. Milan Šikula, DrSc.  
Economic Institute of the Slovak Academy of Science

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

Prof. MUDr. Branislav Lichardus, DrSc., Dr.h.c.  
School of Management

Prof. RNDr. Jozef Kelemen, DrSc.  
School of Management

Ing. Ján Rebro, PhD., M.B.A.  
School of Management

## PROGRAM COMMITTEE

### Chairman:

Doc. Ing. Mária Tajtáková, PhD.

### Members:

Prof. Ing. Soňa Ferenčíková, PhD.

Prof. RNDr. Jozef Hvorecký, PhD.

Assoc. Prof. PhD. Monika Šestáková, DrSc.

Prof. Dr. Ing. Menbere Workie Tiruneh, PhD.

Doc. Dr. Ing. Heda Hansenová

Doc. Ing. Iveta Paulová, PhD.

Mgr. Jozef Šimúth, PhD.

Ing. Andrej Piovarči, PhD.

Ing. Daniela Maťovčíková, PhD.

Ing. Jaroslav Jambor, PhD.

PaedDr. Jana Palenčárová, PhD.

Mgr. Lucia Baginová

## DATE and VENUE

**April 12, 2016**

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

## PARTICIPANTS

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 20 lines, maximum length of a paper is 20 pages, format A4.
4. Deadline for submission of an abstract in the electronic form: **December 20, 2015.**  
Deadline for submission of a contribution in the electronic form: **February 20, 2016.**  
Registration for the conference: **February 20, 2016.**  
Abstracts and contributions to be sent to: [lbaginova@vsm.sk](mailto:lbaginova@vsm.sk)
5. Conference fee: 75.00 EUR.
6. The conference fee has to be paid: **by February 20, 2016.**
7. 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

## CONTRIBUTIONS AND DISCUSSIONS IN THE FOLLOWING AREAS

### 1. Digitalization and Innovation in the Financial Sector

- Digitalization and innovation of banking products and services: forms, importance, potential risks
- Digitalization in securities trading
- Ethical aspects of digitalization in the financial sector

### 2. Digital Marketing and Social Media

- New marketing opportunities in digital environment
- Digital marketing and focused segmentation
- Consumer behavior in digital environment
- Social and psychological threats in digital environment
- Social media in consumer communication

### 3. Management, Innovation and Entrepreneurship in the Age of Digitalization

- New approaches to the management of organizations in the digital environment
- The tools and techniques for process innovation in the digital environment
- Project management with the focus on the digital environment

### 4. E-learning and Digital Education

- Online education as a tool of development of professionals
- Knowledge management business applications
- Collaborative education via Internet

### 5. Creativity and Digitalization in the Arts, Sport and Leisure

- Digital technology and new possibilities of creativity
- Creative industry, digitalization and interactivity
- Digital arts and their audiences
- Digitalization and the use of information technology in management of collective sports
- Digital technology in tourism and other leisure activities
- Social media in the arts, sport and leisure

## INSTRUCTIONS ON PAYMENT

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## CONTACT

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