

VYSOKÁ ŠKOLA MANAŽMENTU

in Trenčín

Cordially invites you to the

10th International Research Conference

Management Challenges in the 21st Century

(Manažment v 21. storočí: problémy a východiská)

Key theme in 2018:

Services in the Digital Era: Problems and Prospects

(Služby v digitálnej ére: problémy a perspektívy)

Bratislava
April 25, 2018

CONFERENCE OBJECTIVE

The conference will focus on services in the Digital Era and on the opportunities for their expansion and improvement. A wide interpretation of the notion is accepted: financial services, their digitization and impact on businesses and personal clientele, the ICT sector and digital education, etc. All fundamental issues along with proposals for their solutions as well as services in specific areas supporting business or personal development are welcome. The conference's aim is to create room for discussion on service quality, on their innovations and on the use of knowledge management and education in them.

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. Dr. Arthur Rubens
Florida Gulf Coast University Fort Myers, USA

prof. Dr. Michael Pitts
Virginia Commonwealth University Richmond, USA

mim. prof. PhDr. Monika Šestáková, DrSc.
Vysoká škola manažmentu, Bratislava, Slovakia

prof. RNDr. Jozef Hvorecký, PhD.
Vysoká škola manažmentu, Bratislava, Slovakia

PROGRAM COMMITTEE

Chairman:

prof. Ing. Soňa Ferenčíková, PhD.

Members:

doc. Ing. Mária Tajtáková, PhD.

Denisa Hackett, PhD., MBA

PaedDr. Jana Palenčárová, PhD.

Mgr. Valéria Medárová, PhD., MBA

Ing. Renata Janošcová, PhD.

Ing. Jaroslav Jambor, PhD.

DATE and VENUE

April 25, 2018

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

Basic Information

1. Conference languages: **English, Slovak, and Czech.**
2. Any questions, the abstracts and contributions should be to: **m21century@vsm.sk**
3. Abstract submission deadline: **January 12, 2018**
4. Maximum length of an abstract: **10 lines**
5. Contribution submission deadline: **March 9, 2018**
6. Maximum length of a paper: **8 pages, format A4**
7. Contributions will be published in referred e-proceedings (CD) with ISBN
8. Registration deadline: **April 20, 2018**
9. Use the electronic [REGISTRATION-FORM](#) at the URL address:
 - <http://www.vsm.sk/us/research/conferences-seminars/management-challenges-21st-century-2018/>
10. The conference fee to be paid before: **April 13, 2018.**

PROVISIONAL 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	Closure

A detailed conference program will be sent to **all registered participants** prior to the event.

Key streams of the conference**1. Digitalization and Financial system**

- Causes and forms of digitization in major financial services institutions
- Benefits and risks, impact of digitization on new financial actors (sharing economy)
- Digitization of financial services from citizen's point of view
- The need for lifelong learning in the IT area
- Macroeconomic financial policy, the impact of digitization on corporate tax planning opportunities
- New demands for state and super-national regulation

2. ICT sector and education in digital era: pressing problems and possible solutions

- Education as a service
- IT Services Management (ITSM)
- Information security management
- Risk management, project management
- Software lifecycle management
- Education and its new forms in the digital age
- Preparing students for new conditions
- The centers of shared services and their role for multinational corporations and the SR

3. Services in specific areas (non-profit, culture, health care, quality management, transport and logistics etc.)

- Status and role of services in the non-profit sector, public services, cultural services, sports, health services, services related to healthy lifestyle, transport services, specific service sectors
- Marketing and management in the service sector,
- Consumer behavior in services
- TQM in services, changes under the influence of digital technologies and robotics
- The digital market for services in specific sectors, consumer behavior in the market for specific services in the digital age

Conference fee:

Presenters and participants: **50 EUR**

PhD students: **25 EUR**

Company presentations: **100 EUR**

Bank:

Československá obchodná banka, a.s.
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In the box "Message for the receiver", do not forget to **enter the first and second name of the participant**, as well as "**Conference M21 2018**".

Otherwise, the payment cannot be identified and the fee might be considered as unpaid.

CONTACT

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