PLACE DE BROUCKÈRE-PLEIN - 31 - 1000 BRUSSELS - BELGIUM - Tel: 32 2 2266660 - Fax: 32 2 5121929

30th WORKSHOP   
ON   
STRATEGIC HUMAN RESOURCE MANAGEMENT   
  
  
Brussels, Belgium - April 9-10, 2015  
  
  
PROGRAMME   
  
  
  
  
CHAIRPERSONS  
  
  
Professor Dana B. ****MINBAEVA**** - Copenhagen Business School, Denmark  
Professor Michael ****SEGALLA**** - HEC Paris, France  
 Professor Bruno ****STAFFELBACH****- University of Zurich, Switzerland

**Thursday April 9, 2015**

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| **Registration** | 08:30 – 09:00 |  |
| **Introduction** *Room : MEC AUDI 2* | 09:00 – 09:40 |  |
| **TRACK A: Recruiting, Employer Branding, Compensation & Benefits**  **Chair : Michael Segalla** *Room : MEC AUDI 2* |  | **TRACK B: Change of Organizational Environment**  **Chair : Bruno Staffelbach** *Room : BOURGEMESTRE* |
| SEGALLA MICHAEL (HEC PARIS SCHOOL OF MANAGEMENT – FRANCE)  **PARIS INC.: FERRARI OR TWINGO?** | 09:40 – 10:10 | WAXIN MARIE (AMERICAN UNIVERSITY OF SHARJAH - UNITED ARAB EMIRATES) - ROB BATEMAN  **LOCALISATION AND HRM RELATED PRACTICES IN THE GULF COUNTRIES** |
| MARTIN-RIOS CARLOS (ECOLE HÔTELIÈRE DE LAUSANNE - SWITZERLAND) - STEPHANIE POUGNET  **DIMENSIONS OF EMPLOYER BRANDING: TALENT ATTRACTION THROUGH ENTRY-LEVEL HR PRACTICES** | 10:10 – 10:40 | CIOCLOV (PETCU) ALEXANDRA (WEST UNIVERSITY OF TIMISOARA - ROMANIA) - SERGIU-VLAD PETCU  **KNOWLEDGE TRANSFER FROM ACADEMIA TO PRIVATE SECTORS IN ROMANIA**  **A FOCUS ON ESF-SUPPORTED HR DEVELOPMENT PROJECTS** |
| **Coffee/Tea Break** | 10:40 – 11:10 | **Coffee/Tea Break** |
| SALMINEN HANNA (UNIVERSITY OF TAMPERE - FINLAND) - MIKA VANHALA, PIA HEILMANN  **THE EFFECT OF JOB SATISFACTION AND COMMITMENT TO ORGANISATIONAL PERFORMANCE** | 11:10 – 11:40 | HÖYKINPURO RITVA (UNIVERSITY OF TAMPERE - FINLAND)  **CUSTOMER VALUE ON HIGH, LOW AND NO TOUCH SERVICE ENCOUNTERS - IMPLICATIONS TO STRATEGIC HUMAN RESOURCE MANAGEMENT** |
| KELS PETER (LUCERNE UNIVERSITY OF APPLIED SCIENCES AND ARTS - SWITZERLAND) - ANDREA GURTNER & FRANK DIEVERNICH  **RECRUITING AND RETAINING MILLENIALS IN MINT-OCCUPATIONS. PSYCHOLOGICAL CONTRACT EXPECTATIONS OF MINT-PROFESSIONALS IN SWITZERLAND** | 11:40 – 12:10 | BIKFALVI ANDREA (UNIVERSITY OF GIRONA - SPAIN) - ALEXANDRA SIMON, MARIA SUBIRÓS  **HUMAN RESOURCE MANAGEMENT PRACTICES USE AND IMPORTANCE IN SMALL**  **HIGH-TECH FIRMS** |
| BARON ANGELA (BOURNEMOUTH UNIVERSITY - U.K.) - GBOLA GBADAMOSI  **DEVELOPING A MEASUREMENT SCALE FOR HR REPUTATION** | 12:10 – 12:40 | HONG HAE-JUNG (NEOMA BUSINESS SCHOOL - FRANCE) - YVES DOZ  **EFFECTIVE GLOBAL TALENT MANAGEMENT** |
| **Lunch** *Hotel Métropole - Jardin Indien* | 12:40 – 14:00 | **Lunch** *Hotel Métropole - Jardin Indien* |
| **TRACK A: cont.** *Room : MEC AUDI 2* |  | **TRACK C: Intellectual Capital, Knowledge Management and Innovation**  **Chair : Dana Minbaeva** *Room : BOURGEMESTRE* |
| BODENMANN HEIDI (UNIVERSITY OF ZÜRICH - SWITZERLAND) - ANJA FEIERABEND  **EFFECTS OF PERFORMANCE BONUS ON AFFECTIVE ORGANIZATIONAL COMMITMENT: A MODERATED MEDIATION MODEL OF PERFORMANCE BONUS, ENVY, LEADER-MEMBER EXCHANGE, AND AFFECTIVE ORGANIZATIONAL COMMITMENT** | 14:00 – 14:30 | PRAEST KNUDSEN METTE (UNIVERSITY OF SOUTHERN DENMARK - DENMARK) - STEPHANIE SCHLEIMER  **HIRING, DEVELOPING, AND ORGANIZING INDIVIDUAL EMPLOYEES FOR NEW PRODUCT DEVELOPMENT VERSUS PRODUCT-RELATED SERVICE INNOVATION** |
| DE MEULENAERE KIM (UNIVERSITY OF ANTWERP - BELGIUM) - CHRISTOPHE BOONE  **SHOULD FIRMS PAY FOR SENIORITY OR PERFORMANCE?** | 14:30 – 15:00 | KIANTO AINO (LAPPEENRANTA UNIVERSITY OF TECHNOLOGY - FINLAND) - JOSUNE SAENZ, NEKANE ARAMBURU  **KNOWLEDGE-BASED HUMAN RESOURCE PRACTICES, INTELLECTUAL CAPITAL AND INNOVATION** |
| **Coffee/Tea Break** | 15:00 – 15:30 | **Coffee/Tea Break** |
| OH WONYONG (UNIVERSITY OF CALGARY - CANADA) - SEOYEON PARK  **THE EFFECT OF TOP MANAGEMENT TEAM INCENTIVE PAY ON CORPORATE SOCIAL RESPONSIBILITY** | 15:30 – 16:00 | PASAMAR SUSANA (UNIVERSITY PABLO DE OLAVIDE, SEVILLE - SPAIN) - MIRTA DÍAZ FÉRNÁNDEZ, RAMÓN VALLE CABRERA  **HUMAN RESOURCE MANAGEMENT PRACTICES AND HUMAN CAPITAL AS FOUNDATION FOR AMBIDEXTROUS ORGANIZATIONS** |
| **TRACK D: HRM & Organizational Performance**  **Chair : Michael Segalla** | 16:00 – 16:30 | DE FRUTOS BELIZÓN JESÚS (UNIVERSITY OF CÁDIZ - SPAIN) - FERNANDO MARTÍN ALCÁZAR, GONZALO SÁNCHEZ GARDEY  **INTELLECTUAL CAPITAL AND KNOWLEDGE CREATION: A RESEARCH AGENDA** |
| SCHMID ANDREAS (UNIVERSITY OF ZÜRICH - SWITZERLAND) - HEIDI E. BODENMANN  **NEPOTISM IN FAMILY BUSINESSES: BOON OR BANE? THE MODERATING ROLE OF NEPOTISM IN THE RELATIONSHIP BETWEEN SOCIAL CAPITAL AND FAMILY BUSINESS PERFORMANCE** |
| SALMINEN HANNA (UNIVERSITY OF TAMPERE - FINLAND) - MIKA TALA, MALLA MATTILA  **PERCEPTIONS CONCERNING TEMPORARY AGENCY WORK AND JOB SEEKING AMONG FINNISH UNIVERSITY STUDENTS** | 16:30 – 17:00 | RUDAWSKA ALEKSANDRA (SZCZECIN UNIVERSITY - POLAND) - KATARZYNA GADOMSKA-LILA  **LINKING HR PRACTICES WITH PULL APPROACH TO KNOWLEDGE SHARING: A CASE STUDY OF POLISH SUBSIDIARY OF DANISH MNC** |
| Conclusion of the first day | 17:00 – 17:30 |  |
| **Dinner at the NH Atlanta Hotel -** *Boulevard Adolphe Max 7– 1000 Brussels* | 19:00 |  |

**Friday April 10, 2015**

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| **Track E : Developing and Implementing HRM Chair : Dana Minbaeva** *Room : MEC AUDI 2* |  | **Track F: Employment Relationship, Leadership, Trust and Workforce Composition**  **Chair : Bruno Staffelbach** *Room : BOURGEMESTRE* |
| *GARCIA CARBONELL NATALIA (UNIVERSITY OF CÁDIZ - SPAIN) - FERNANDO MARTÍN-ALCÁZAR, GONZALO SÁNCHEZ-GARDEY*  ***THE ROLE OF INTERNAL COMMUNICATION IN THE TRANSITION FROM FORMULATED TO IMPLEMENTED HRM SYSTEMS*** | 09:00 – 09:30 | LOPEZ-CABRALES ALVARO (UNIVERSITY PABLO DE OLAVIDE, SEVILLE - SPAIN) - RAMON VALLE, MAR BORNAY, MIRTA DIAZ  **EXPLORING GAPS IN EMPLOYMENT RELATIONSHIP PERCEPTIONS: APPLYING AMO THEORY** |
| *DÍAZ-CARRIÓN ROSALÍA (UNIVERSITY OF CÁDIZ - SPAIN) - PEDRO M. ROMERO FERNÁNDEZ, MACARENA LÓPEZ FERNÁNDEZ*  ***SOCIALLY RESPONSIBLE HRM PRACTICES IN THE EUROPEAN CONTEXT*** | 09:30 – 10:00 | MARTINS HELENA (POLYTECHNIC INSTITUTE OF OPORTO - PORTUGAL) - TERESA PROENÇA  **"I'M DOING MY BEST, CONSIDERING" - THE RELATIONSHIP BETWEEN WORKER SATISFACTION WITH HRM PRACTICES AND WORKER PERCEPTION OF INDIVIDUAL PERFORMANCE IN THE HEALTHCARE SECTOR** |
| *NEISIG MARGIT (ROSKILDE UNIVERSITY - DENMARK)*  ***HRM FUTURE-CONCEPTS - REFLECTION AND SUSTAINABILITY*** | 10:00 – 10:30 | MELIS ANNE-SOPHIE (BELGIUM) - RAINER KURZ  **PERSONALITY PREDICTORS OF LEADERSHIP: IMPLICATIONS FOR STRATEGIC HRM** |
| **Coffee Break** | 10:30 – 10:50 | **Coffee Break** |
| **Track G : Organizational Change Chair : Dana Minbaeva** | 10:50 – 11:20 | MELLUPE RENATA (UNIVERSITY OF SOUTHERN DENMARK - DENMARK) - JEANETTE LEMMERGAARD  **THE IMPORTANCE OF TRUST IN HR GOVERNANCE** |
| PAZ-APARICIO CARMEN (CARLOS III UNIVERSITY, MADRID - SPAIN) - JOAN-ENRIC RICART, JAIME BONACHE  **DRIVERS, RISKS AND LOCATION CHOICE FACTORS IN THE OFFSHORING OF HUMAN RESOURCES ACTIVITIES. AN EMPIRIAL ANALYSIS** |
| SANTANA MONICA (UNIVERSITY OF PABLO DE OLAVIDE - SPAIN) - RAMÓN VALLE, JOSÉ LUIS GALÁN  **STRATEGIC PLANNING IN HUMAN RESOURCES FOR ORGANIZATIONAL DECLINE** | 11:20 – 11.50 | STIRPE LUIGI (CARLOS III UNIVERSITY, MADRID - SPAIN) - CELIA ZÁRRAGA-OBERTY  **THE EFFECT OF WORKFORCE COMPOSITION ON THE RETENTION OUTCOMES OF HIGH-PERFORMANCE WORK SYSTEMS: THE ROLE OF GENDER** |
| **Lunch** *Hotel Métropole - Jardin Indien* | 11:50 – 13:10 | **Lunch** *Hotel Métropole - Jardin Indien* |
| **TRACK G: Cont.** *Room : MEC AUDI 2* |  | **TRACK H: Work-Life Chair : Bruno Staffelbach** *Room : BOURGEMESTRE* |
| MILLER JILL (U.K.) - PAUL SPARROW, LILIAN OTAYE  **MAPPING THE INTEGRATION MECHANISMS FOR NETWORK HR** | 13:10 - 13:40 | SIMON CRISTINA (IE BUSINESS SCHOOL - SPAIN) - ADRIANA ÁNGEL, ISABEL DE SIVATTE, RICARDO OLMOS  **DIRECT AND INDIRECT EFFECTS OF HIGH-PERFORMANCE-WORK-PRACTICES ON WORK-FAMILY CONFLICT** |
| GIANNINI MARCO (UNIVERSITY OF PISA - ITALY)  **THE ROLE OF HUMAN CAPITAL IN ORGANIZATIONAL-CHANGE PROCESSES** | 13:40 – 14:10 | PASAMAR SUSANA (UNIVERSITY PABLO DE OLAVIDE, SEVILLE - SPAIN) - DE LA ROSA, MARIA DOLORES  **THE ROLE OF STRENGTH OF THE WORK-LIFE BALANCE SYSTEM** |
| HATJIDIS DIMITRIOS (UNITED ARAB EMIRATES) - ANDREW PARKER  **THE RELATIONSHIP BETWEEN UNIVERSAL NETWORK PERCEPTIONS AND DYADIC NETWORK PERCEPTIONS AND THEIR EFFECT ON EMPLOYEES’ BEHAVIOURAL REACTIONS TO ORGANIZATIONAL CHANGE** | 14:10 – 14:40 | SIMON CRISTINA (IE BUSINESS SCHOOL - SPAIN) - JASON D. SHAW, ISABEL DE SIVATTE  **TURNOVER, TENURE, AND TIME: AN INVESTIGATION OF VOLUNTARY TURNOVER RATES AND UNIT PERFORMANCE** |
| **Coffee/Tea Break** | 14:40 – 15:00 | **Coffee/Tea Break** |
| BARZANTNY CORDULA (TOULOUSE BUSINESS SCHOOL - FRANCE) - MAGALI LARQUEY  **WHY DON’T WE LEARN FROM INTERNATIONAL MERGERS & ACQUISITIONS: CHALLENGES FOR INTERNATIONAL AND STRATEGIC HRM** | 15:00 – 15:30 |  |
| HELISTE PIIA (AALTO UNIVERSITY SCHOOL OF BUSINESS - FINLAND)  **SHAPING OF HUMAN RESOURCE MANAGEMENT IN A CHANGING CONTEXT: A LONGITUDINAL CASE STUDY OF A NORDIC SUBSIDIARY IN ESTONIA** | 15:30 – 16:00 |  |
| ANDERSEN TORBEN (UNIVERSITY OF SOUTHERN DENMARK - DENMARK)  **CRISIS - WHAT CRISIS? DANISH CRANET-DATA ON HR-REPRESENTATION AND WORK.** | 16:00 - 16:30 |  |
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| **Plenary Session** *Room : MEC AUDI 2* |  |  |
| **Conclusions and lessons learned** | 16:30 – 17:00 |  |