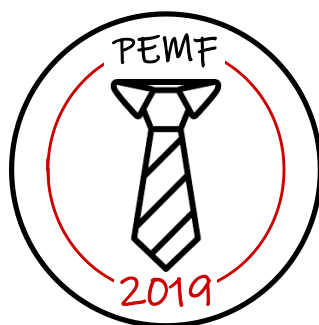


AUTHOR INFORMATION PACK

The Poprad Economic and Management Forum 2019



October 17th – 18th, 2019



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1. Conference Description

2nd PEMF2019 conference is devoted to presentation of actual problems, trends and challenges from the area of theory and practice concerning management of entrepreneurial and non-entrepreneurial subjects, area of tourism and integrating area of humans' life quality in a modern town/village/region. Exchange of actual theoretical and practical knowledge resulting from the area of holistic management is required and a wider public platform will contribute to fulfilment of the idea of meaningful cooperation of theory and practice, higher quality of university programmes of studies, networking and mutual positive enrichment of experts from practice, scientific and pedagogic workers and last but not least students as well.

The conference is divided into three topical areas:

● **Tourism – history, present time and future**

- current questions and trends in the field of tourism development and the use of new forms of marketing communication,
- the tradition of business in tourism in Slovakia or other countries,
- the development potential of Poprad's tourism in the dimensions of the High Tatras region, the Sub-Tatran region and the Polish cross-border region,
- cooperation of the private and public sector in the field of tourism,
- the potential of sacral monuments and monuments of UNESCO in the context of tourism development.

● **Human potential development**

- current issues and trends in human resource development,
- management and development of human potential, management of work performance, personnel marketing, personnel audit, knowledge management, social and emotional maturity, corporate culture,
- personnel activities in the enterprise, education and development of human potential, social care for employees, information systems in personnel work,
- change, resp. the disappearance of traditional professions and the emergence of new, highly specialized professions.

● **Management of production in the context of changes in the macro and microenvironment**

- current issues and trends in development of production management,
- Fourth Industrial Revolution (Industry 4.0) and its impact on changes in lifestyle, work and relationships,
- factor of national and organizational culture in the global world,
- synergy effects in the context of shifting the management paradigm,
- the use of new forms of marketing in the supply and demand chain,
- environmental macro-environment factor,
- innovation and quality – the pillars of business competitiveness and meeting the expectations of a broad spectrum of interest groups.

Conference languages are Slovak, Czech and English.

2. International Scientific Committee

Chair of Scientific Committee:

DAŇKOVÁ, Alena, prof. CSc. Katolícka univerzita v Ružomberku, Poprad, Slovakia

Members of Scientific Committee:

BOBÁKOVÁ, Viktória, prof. PhD.	Pavol Jozef Šafárik University in Košice Slovakia
BOBER, Bernard, Mons.,	Great chancellor of Catholic University in Ružomberok, Slovakia
BUDAJ, Pavol, PhD.	Catholic University in Ružomberok, Slovakia
ČARNOGURSKÝ, Karol, PhD.	Catholic University in Ružomberok, Slovakia
DANKO, Anton, Ing.	Mayor of Poprad, Slovakia
DIAČIKOVÁ, Anna, PhD.	Catholic University in Ružomberok, Slovakia
DEMKO, Jaroslav, assoc. prof. PhD.	Catholic University in Ružomberok, Slovakia
DROPPA, Milan, assoc. prof. PhD.	Catholic University in Ružomberok, Slovakia
FORMÁNKOVÁ, Sylvie, PhD.	Mendelova University in Brno, Czech Republic
GÚČIK, Marian, prof. PhD.	Matej Bel University, Slovakia
HÁN, Jan, assoc. prof. PhD.	The Institute of Hospitality Management in Prague, Czech Republic
HITTMÁR, Štefan, prof. PhD.	University of Žilina, Slovakia
HRNČIAR, Miroslav, assoc. prof. PhD.	University of Žilina, Slovakia
JANIČKOVÁ, Jana, PhD.	Catholic University in Ružomberok, Slovakia
KASSAY, Štefan, prof. PhD.	I.D.C. Holding, a.s., Bratislava, Slovakia
KOZOVÁ, Mária, prof. PhD.	Catholic University in Ružomberok, Slovakia
KRIŠTOFÍK, Peter, assoc. prof. PhD.	Matej Bel University in Banská Bystrica, Slovakia
KRŠKA, Peter, PhD.	Catholic University in Ružomberok, Slovakia
ĽACH, Michal, Ing.	Chemosvit, a.s., Svit, Slovakia
LISNIK, Anton, assoc. prof. PhD.	Catholic University in Ružomberok, Slovakia
MADŽÍK, Peter, assoc. prof. PhD.	Catholic University in Ružomberok, Slovakia
MARASOVÁ, Daniela, prof. PhD.	Technical University in Košice, Slovakia
MARKOVIČ, Peter, prof. PhD.	University of Economics in Bratislava, Slovakia
MERVART, Jaroslav, PhD.	Chemosvit, a.s., Svit, Slovakia
NESTERAK Janusz, prof. dr. hab.	Uniwersytet Ekonomiczny w Krakowie, Poland
PELLEŠOVÁ, Pavlína, assoc. prof. PhD.	Silesian University in Opava, Czech Republic
PITEKOVÁ, Jana, assoc. prof. PhD.	Catholic University in Ružomberok, Slovakia
POLLÁK, Jozef, assoc. prof. CSc.	University of Constantine the Philosopher, Slovakia
ROSOVÁ, Andrea, assoc. prof. PhD.	Technical University in Košice, Slovakia
STUDNIČKA, Petr, PhD.	Institute of Hospitality Management in Prague, Czech Republic
TOMEČKO, Peter, Ing.	Chemosvit, a.s., Svit, Slovakia
UBREŽIOVÁ, Iveta, prof. PhD.	Slovak University of Agriculture in Nitra, Slovakia
URAMOVÁ, Mária, prof. PhD.	Matej Bel University in Banská Bystrica, Slovakia
VÁGNER, Ivan, prof. PhD.	Sting Academy in Brno, Czech Republic
ZIMON, Dominik, PhD.	Rzeszow University of Technology, Poland
ŽIŽKA, Miroslav, prof. PhD.	Technical University of Liberec, Czech Republic

3. Organizational Committee

Chair of Organizational Committee:

DIAČIKOVÁ, Anna, PhD.

Catholic University in Ružomberok, Slovakia

Members of Organizational Committee:

BUDAJ, Pavol, PhD.

Catholic University in Ružomberok, Slovakia

ČARNOGURSKÝ, Karol, PhD.

Catholic University in Ružomberok, Slovakia

DROPPA, Milan, assoc. prof. PhD.

Catholic University in Ružomberok, Slovakia

GONČÁROVÁ, Zuzana, PhD.

Catholic University in Ružomberok, Slovakia

JANIČKOVÁ, Jana, PhD.

Catholic University in Ružomberok, Slovakia

MADŽÍK, Peter, assoc. prof. PhD.

Catholic University in Ružomberok, Slovakia

PITEKOVÁ, Jana, assoc. prof. PhD.

Catholic University in Ružomberok, Slovakia

4. Conference fee

Registration fee:

150 € /contribution – fee for publication of a paper in conference proceedings (publication fee) and personal attendance at the conference (registration fee)

- fee concerns only one presented paper regardless the number of its authors

90 € /contribution – fee for publication of a paper in conference proceedings (publication fee) without personal attendance

- fee concerns one published paper regardless the number of its authors

Fees (publication and registration) are not refundable.

Payment instructions:

Registration fee can be paid only in a form of bank transfer at the latest on 30th August 2019. In case the registration fee is not paid by the above mentioned date the participant is not allowed to present the conference paper and the paper will not be published.

It is not allowed to pay the registration fee on the day of conference organization or later.

Bank data:

IBAN: SK86 8180 0000 0070 0022 4305
Variable symbol: 130342
SWIFT CODE: SPSRSKBA

Please fill in conference title, participant's name and surname to the **Report for recipient** (e.g. PEMF2019 Jozef Novak)

Registration fee payment receipt or issued invoices:

- ***In case of personal participation*** receipts or invoices will be issued on the day of conference organization at the conference registration desk
- ***Without personal participation*** receipts or invoices will be send to participants by post after registration fee payment to addresses they provided

If there are any questions related to conference registration fee and its payment, please do not hesitate to address:

Ing. Jana Janičková, PhD., e-mail: jana.janickova@ku.sk

The Catholic University is VAT payer.

Conference fee is stated according to agreement based on Law no. 18/1996 Coll. of laws and in case of non-participation of conference participant is not paid back – it is possible to send a substitute.

5. Authors guidelines

To avoid delays of your manuscript submission and review please carefully read the recommendations below.

5.1. Basic Manuscript and ethical conditions

All authors manuscripts shall meet the following conditions:

- the manuscript is author(s) own original work, and does not duplicate any other previously published work, including author(s) own previously published work.
- the manuscript is not currently under consideration or peer review or accepted for publication or in press or published elsewhere.
- the manuscript contains nothing that is abusive, defamatory, libellous, obscene, fraudulent, or illegal; for all manuscripts non-discriminatory language is mandatory. Sexist or racist terms must not be used.

5.2 General information

5.2.1 Format

Article files should be provided in Microsoft Word format („.doc“ or „.docx“ file).

5.2.2 Formatting

Please use the template „PEMF_2019_Template.docx“

5.2.3 Article Length

Articles should be between 3000 and 5000 words in length. This includes all text including references and appendices. Please allow 280 words for each figure or table. Please note that manuscripts over 5000 words will be considered only at the discretion of the Editorial Board. Manuscripts that greatly exceed the word limit will be critically reviewed with respect to length. Authors should include a word count with their manuscript.

Manuscripts are accepted only in English. British English spelling and punctuation are preferred. Please use single quotation marks, except where ‘a quotation is “within” a quotation’. Long quotations of 40 words or more should be indented without quotation marks.

5.3 Manuscript Structure

Manuscripts should be compiled in the following order:

- a) Basic manuscript information – includes Manuscript Title, Author(s) names, Author(s) affiliations, Correspondence information, Abstract, Keywords, JEL Classification (see JEL Classification System [here](#)); Manuscript Classification (see below).
- b) Main text – includes main sections in IMRAD format (Introduction, Material and methods, Results and Discussion); acknowledgements; references; table(s) with caption(s) (on individual pages); figures with caption(s) (on individual pages).
 - Introduction: State the objectives of the work and provide an adequate background (literature review)
 - Material and methods: Provide sufficient detail to allow the work to be reproduced. Methods already published should be indicated by a reference: only relevant modifications should be described.
 - Results: Results should be clear and concise.
 - Discussion: This should explore the significance of the results of the work, not repeat them. A combined Results and Discussion section is often appropriate.

c) Appendices (as appropriate)

- If there is more than one appendix, they should be identified as A, B, etc. Formulae and equations in appendices should be given separate numbering: Eq. (A.1), Eq. (A.2), etc.; in a subsequent appendix, Eq. (B.1) and so on. Similarly for tables and figures: Table A.1; Fig. A.1, etc.

5.4 Manuscript content requirements

5.4.1 Essential title page information

Title: Concise and informative. Titles are often used in information-retrieval systems. Avoid abbreviations and formulae where possible. A title of not more than eight words should be provided.

Author names and affiliations: First, (middle) and last name. Where the family name may be ambiguous (e.g., a double name), please indicate this clearly. Present the authors' affiliation addresses (where the actual work was done) below the names. Indicate all affiliations with a lower-case superscript letter immediately after the author's name and in front of the appropriate address. Provide the full postal address of corresponding author's affiliation, including the country name and the e-mail address. All persons who have a reasonable claim to authorship must be named in the manuscript as co-authors; the corresponding author must be authorized by all co-authors to act as an agent on their behalf in all matters pertaining to publication of the manuscript, and the order of names should be agreed by all authors.

Corresponding author: Clearly indicate who will handle correspondence at all stages of refereeing and publication, also post-publication. Ensure that correct e-mail address is provided in addition to the complete postal address. Contact details must be kept up to date by the corresponding author.

Present/permanent address: If an author has moved since the work described in the article was done, or was visiting at the time, a 'Present address' (or 'Permanent address') may be indicated as a footnote to that author's name. The address at which the author actually did the work must be retained as the main, affiliation address. Superscript Arabic numerals are used for such footnotes.

5.4.2 Abstract

A concise and factual abstract is required. The abstract should state briefly the purpose of the research, the principal results and major conclusions. References should be avoided, but if essential, then cite the author(s) and year(s). Also, non-standard or uncommon abbreviations should be avoided, but if essential they must be defined at their first mention in the abstract itself. It is recommended to provide briefly information about article purpose, methodology, findings, originality and research or practical implications.

Maximum is 250 words in total (including keywords and article classification, see below). Authors should avoid the use of personal pronouns within the structured abstract and body of the paper (e.g. "this paper investigates..." is correct, "I investigate..." is incorrect).

5.4.3 Keywords

Immediately after the abstract, provide a minimum of 4 keywords and maximum of 8 keywords, using British English spelling and avoiding general and plural terms and multiple concepts (avoid, for example, 'and', 'of'). Be sparing with abbreviations: only abbreviations firmly established in the field may be eligible. These keywords will be used for indexing purposes.

5.4.4 JEL Classification

JEL Classification system is a standard method of classifying scholarly literature in the field of economics. JEL Codes can be found at <https://www.aeaweb.org/econlit/jelCodes.php?view=jel> Please provide from 2 to 5 relevant JEL Codes.

5.4.5 Article Classification

Authors must categorize their manuscript. The category which most closely describes their paper should be selected from the list below.

- **Research paper.** This category covers papers which report on any type of research undertaken by the author(s). The research may involve the construction or testing of a model or framework, action research, testing of data, market research or surveys, empirical, scientific or clinical research.
- **Case study.** Case studies describe actual interventions or experiences within organizations. They may well be subjective and will not generally report on research.
- **Conceptual paper.** These papers will develop hypotheses (will not be based on research). The papers are likely to be discursive and will cover philosophical discussions and comparative studies of others' work and thinking.
- **Literature review.** It may be a selective bibliography providing advice on information sources or it may be comprehensive in that the paper's aim is to cover the main contributors to the development of a topic and explore their different views.
- **Viewpoint.** Any paper, where content is dependent on the author's opinion and interpretation.
- **Technical paper.** Describes and evaluates technical products, processes or services.
- **General review.** Papers which provide an overview or historical examination of some concept, technique or phenomenon. The papers are likely to be more descriptive or instructional ("how to" papers) than discursive.

5.4.6 Acknowledgements and funding sources

Collate acknowledgements after main text. List here those individuals who provided help during the research (e.g., providing language help, writing assistance or proof reading the article, etc.).

The names of funding organizations should be written in full. List funding sources in this standard way to facilitate compliance to funder's requirements: Funding: This work was supported by the National Research Agency of Slovakia [grant numbers xxxx, yyyy] and Slovak Research and Development Agency [grant number zzzz]

5.4.7 Headings

Headings must be concise, with a clear indication of the distinction between the hierarchy of headings. The preferred format is for first level headings to be presented in bold format and subsequent sub-headings to be presented in bold-italics. Section headings should be numbered sequentially, using a decimal system for subsections. Please use the decimal system of headings with no more than three levels.

5.4.8 Abbreviations

Abbreviations should be defined at first mention and used consistently thereafter.

5.4.9 Biographies

Biographical notes on contributors are not required for this conference.

5.4.10 Notes/Endnotes/Footnotes

Notes or Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article. Footnotes to the text should be avoided wherever this is reasonably possible.

5.4.11 Figures

All Figures (charts, diagrams, line drawings, web pages/screenshots, and photographic images) should be submitted in main document after references. All Figures should be of high quality, legible and numbered consecutively with arabic numerals.

Figures created in MS Office (MS Word, MS PowerPoint, MS Excel, Illustrator, MS Visio) should be supplied in their native formats. Electronic figures created in other applications should be copied from the origination software and pasted into a main manuscript at resolution of at least 300dpi. In multi-part figures, each part should be labelled (e.g. Figure 1(a), Figure 1(b)). Figure captions must be placed under the picture.

5.4.12 Tables

Tables should be typed and included in main manuscript file after references. The position of each table should be clearly labelled in the main text of article All tables are to be numbered using Arabic numerals. Tables should always be cited in text in consecutive numerical order. For each table, please supply a table caption (title) explaining the components of the table. Identify any previously published material by giving the original source in the form of a reference at the end of the table caption.

5.4.13 Units, trade marks and equations

Authors must adhere to SI units. Units are not italicised. When using a word which is or is asserted to be a proprietary term or trade mark, authors must use the symbol ® or TM. Authors must not embed equations or image files within their manuscript.

5.4.14 References

References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency. You should cite publications in the text: (Berger, 2011) using the first named author's name or (Berger and Yang, 2011) citing both names of two, or (Berger et al., 2011), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied (please provide doi number if it exists):

- For books: Surname, Initials (year), *Title of Book*, Publisher, Place of publication.
 - e.g. Harrow, R. (2005), *No Place to Hide*, Simon & Schuster, New York, NY.
- For book chapters: Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages.
 - e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20. doi: 10.1016/b978-0-7506-7878-0.50006-5.
- For journals: Surname, Initials (year), "Title of article", *Journal Name*, volume issue, pages.
 - e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80. doi: 10.1108/07363760510589235.
- For published conference proceedings: Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers.

- e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in *Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007*, Springer-Verlag, Vienna, pp. 12-32. doi: 10.1007/978-3-211-69566-1_3.
- For electronic sources: If available online, the full URL should be supplied at the end of the reference, as well as a date that the resource was accessed. Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper)
 - e.g. Castle, B. (2005), "Introduction to web services for remote portlets", available at: <http://www-128.ibm.com/developerworks/library/ws-wsrp/> (accessed 12 November 2007).

The list of references should only include works that are cited in the text and that have been published or accepted for publication. Personal communications and unpublished works should only be mentioned in the text.

6. Manuscript evaluation criteria

All manuscripts will be evaluated against following criteria:

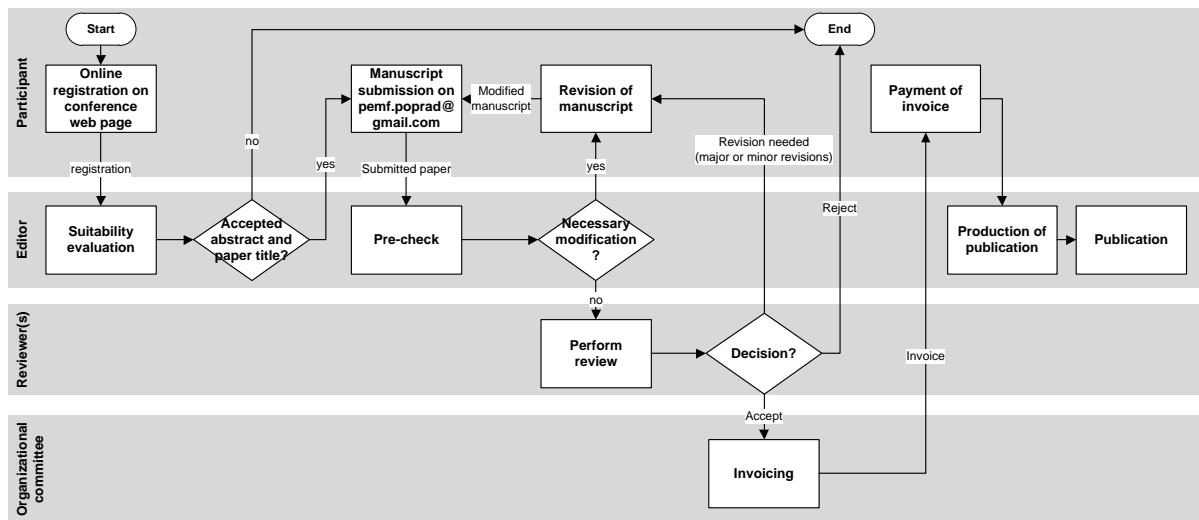
- a) Originality
 - Does the paper contain new and significant information adequate to justify publication?
- b) Relationship to Literature
 - Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources?
 - Is any significant work ignored?
- c) Methodology
 - Is the paper's argument built on an appropriate base of theory, concepts, or other ideas?
 - Has the research or equivalent intellectual work on which the paper is based been well designed?
 - Are the methods employed appropriate?
- d) Results
 - Are results presented clearly and analysed appropriately?
 - Do the conclusions adequately tie together the other elements of the paper?
- e) Implications for research, practice and/or society
 - Does the paper identify clearly any implications for research, practice and/or society?
 - Does the paper bridge the gap between theory and practice?
 - How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)?
 - What is the impact upon society (influencing public attitudes, affecting quality of life)?
 - Are these implications consistent with the findings and conclusions of the paper?
- f) Quality of Communication
 - Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership?
 - Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.
- g) Paper Template
 - Does the article respect given structure (paper template)?

Evaluation levels for any manuscript are as follows:

Shortcomings to each criteria	Points
Critical	0
Significant	1
Partially	2
No Shortcomings	3

Total points	Final decision
0-7	Rejected
8-12	Major revisions needed
13-16	Minor revisions needed
17-21	Accepted

7. Publication process



8. Submission of manuscript

All manuscript should be submitted by sending word file on: pemf.poprad@gmail.com