

In cooperation with Hanns-Seidel-Foundation, Korea

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**Prof. Dr.
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University of Applied
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**Prof. Dr.
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6th Dialogue on Social Market Economy

Labour Market Development and Regulations in Comparative Perspective

Venue: Westfälische Hochschule Zwickau University of Applied
Sciences
Campus Scheffelstraße, Scheffelstr. 39, 08066 Zwickau

Date: 28 – 30 October 2015

Contact: **Prof. Dr. Ralph Wrobel**
Westfälische Hochschule Zwickau University of Applied
Sciences
Faculty of Business Administration and Economics
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08012 Zwickau, Germany
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List of Speakers

1. Bartniczak, Bartosz, Ph.D. – Wrocław University of Economics, Poland
2. Behr, Michael, Prof. Dr. – Westsächsische Hochschule Zwickau University of Applied Sciences and Thuringian Ministry of Economy, Science and the Digital Society, Germany
3. Eamets, Raul, Prof. Dr. – University of Tartu, Estonia
4. Freudenberg, Sandro – NCCM Dresden, Germany
5. Kauf, Sabina, Prof. Dr. – University of Opole, Poland
6. Kolev, Stefan, Prof. Dr. – Westsächsische Hochschule Zwickau University of Applied Sciences, Germany
7. Komulainen, Ruey – Kajaani University of Applied Sciences, Finland
8. Maršíková, Kateřina, Ph.D. – Technical University of Liberec, Czech Republic
9. Paradowska, Monika, Ph.D. – University of Opole, Poland
10. Platje, Joost, Prof. Dr. – School of Banking Wrocław, Poland
11. Ptak, Michał, Prof. Dr. – Wrocław University of Economics, Poland
12. Seliger, Bernhard, PD Dr. – Witten/Herdecke University, Germany
13. Seo Byung-Chol, Prof. Dr. – GEODIS, Seoul, South Korea
14. Sepp, Jüri, Prof. Dr. – University of Tartu, Estonia
15. Stephan, Sandra, Dr. – NCCM Dresden, Germany
16. Walter, Angela, Prof. Dr. – Westsächsische Hochschule Zwickau University of Applied Sciences, Germany
17. Wrobel, Ralph M., Prof. Dr. – Westsächsische Hochschule Zwickau University of Applied Sciences, Germany
18. Wunderlich, Hans-Joachim - IHK Chamber of Industry and Commerce Chemnitz, Germany

Preliminary Programme:

Wednesday, 28 October 2015

- until 18:00 Arrival of international participants
18:45 Meeting in hotel lobby of Hotel "Alte Münze"
19:00 – 22:00 Welcome dinner, "Markt-Café" (Hauptmarkt 1, 08056 Zwickau)

Thursday, 29 October 2015

- 10:00 – 12:00 Walk through the Old Town of Zwickau; visit of WHZ's International Office; transfer to Campus Scheffelstraße
12:00 – 13:00 Lunch (Mensa, Campus Scheffelstraße)
until 13:00 Arrival of national participants
13:00 – 14:00 Registration of participants (Lobby of Auditorium)

14:00 – 15:30 **Plenary Session** (in German)

Impact of labour market developments and regulations on skill shortage in regional enterprises

Jointly with students and entrepreneurs from the region
(Auditorium 2, moderation: A. Walter and R. Wrobel)

Welcome by the organizers, sponsors and the dean of faculty

"Arbeitsmarktentwicklung in Ostdeutschland - Herausforderungen, Probleme, Strategien für die Region"

(Michael Behr, WHZ / Thuringian Ministry of Economy, Science and the Digital Society)

"Nachwachskräftebedarf in der mittelständischen Wirtschaft Westsachsens"

(Hans-Joachim Wunderlich, Managing Director of IHK Chamber of Industry and Commerce Chemnitz)

"Alternde Belegschaften und Wissenstransfer in einem westsächsischen KMU - Ergebnisse des studentischen Praxisprojektes 2015"

(Heidi Ackermann and Aline Knaak, Students at WHZ)

15:30 – 16:00 Coffee Break (Lobby of Auditorium)

16:00 – 18:00

Parallel Workshops

Workshop 1a (in German)

Ein Jahr später: Unternehmen suchen Fachkräfte - Fachkräfte suchen Unternehmen

(Auditorium 2, moderation: A. Walter)

Discussion forum for Human Resource Managers of West Saxon enterprises and students

Workshop 1b (in German)

Ein Jahr später: Unternehmen suchen Fachkräfte - Fachkräfte suchen Unternehmen

(S 6213, house 6, moderation: S. Freudenberg)

Discussion forum for Human Resource Managers of West Saxon enterprises and students

Workshop 2 (in English)

Labour Market Regulations in Germany and beyond – Problems and Perspectives

(Conference Room, House 5, moderation: B. Seliger)

“Ageing society and its labour market: is demography more than just a threat?”

(Stefan Kolev, WHZ)

“The German labour market between skill shortage and im- migration – ordoliberal perspectives”

(Ralph Wrobel, WHZ)

“The development and typology of the employment structure in OECD countries”

(Jüri Sepp, University of Tartu)

18:30 – 20:00

Evening reception and dinner
(Mensa Campus Scheffelstr.)

20:00

Transfer to downtown, free evening

Friday, 30 October 2015

08:30 – 09:00 Transfer from Hotel “Alte Münze” to Campus Scheffelstraße

09:00 – 11:00 **Parallel Workshops**

Workshop 3 (in English)

Labour Markets in Central and Eastern Europe

(Conference Room, House 5, moderation: R. Wrobel)

“Mapping flexicurity systems from the point of youth unemployment”

(Raul Eamets, University of Tartu)

“State aid for employment and training in European Union in years 2007-2013”

(Bartosz Bartniczak, Wrocław University of Economics)

“Polish labour emigration - a destruction of human capital?”

(Joost Platje, School of Banking Wrocław)

Workshop 4 (in English and German)

Labour Markets and Human Resource Management

(Room 5219, House 5, moderation: J. Sepp)

“Employer Branding für kleine und mittelständische Unternehmen - eine Personalstrategie für Recruiting und Bindung junger Fachkräfte in Zeiten des demografischen Wandels”

(Angela Walter, WHZ)

“Fachkräftebedarf heute und in Zukunft - Handlungsempfehlung für eine erfolgreiche Bedarfsdeckung in Unternehmen”

(Sandra Stephan & Sandro Freudenberg, NCCM Dresden)

“Prospect of university graduates and their value for employers and labour market”

(Kateřina Maršíková, Technical University of Liberec)

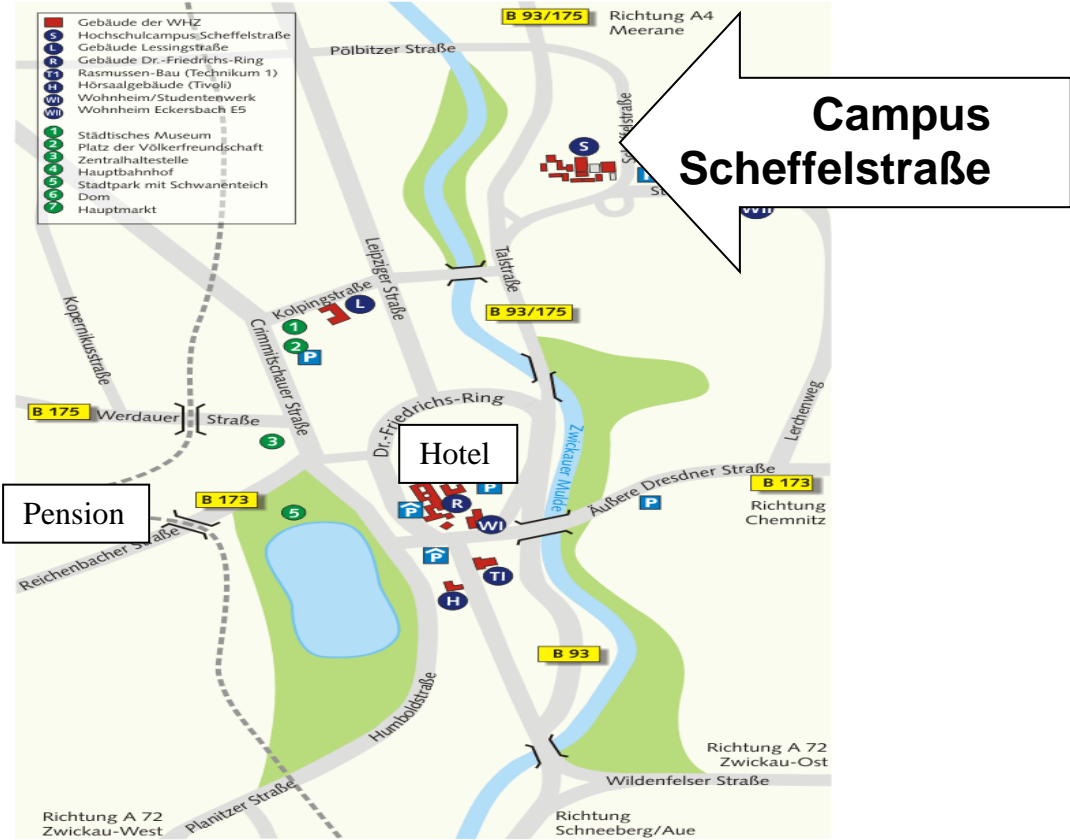
“Employer Branding for Small and Medium-sized Enterprises: Attracting Graduating Students in IT Industry”

(Ruey Komulainen, Kajaani University of Applied Sciences)

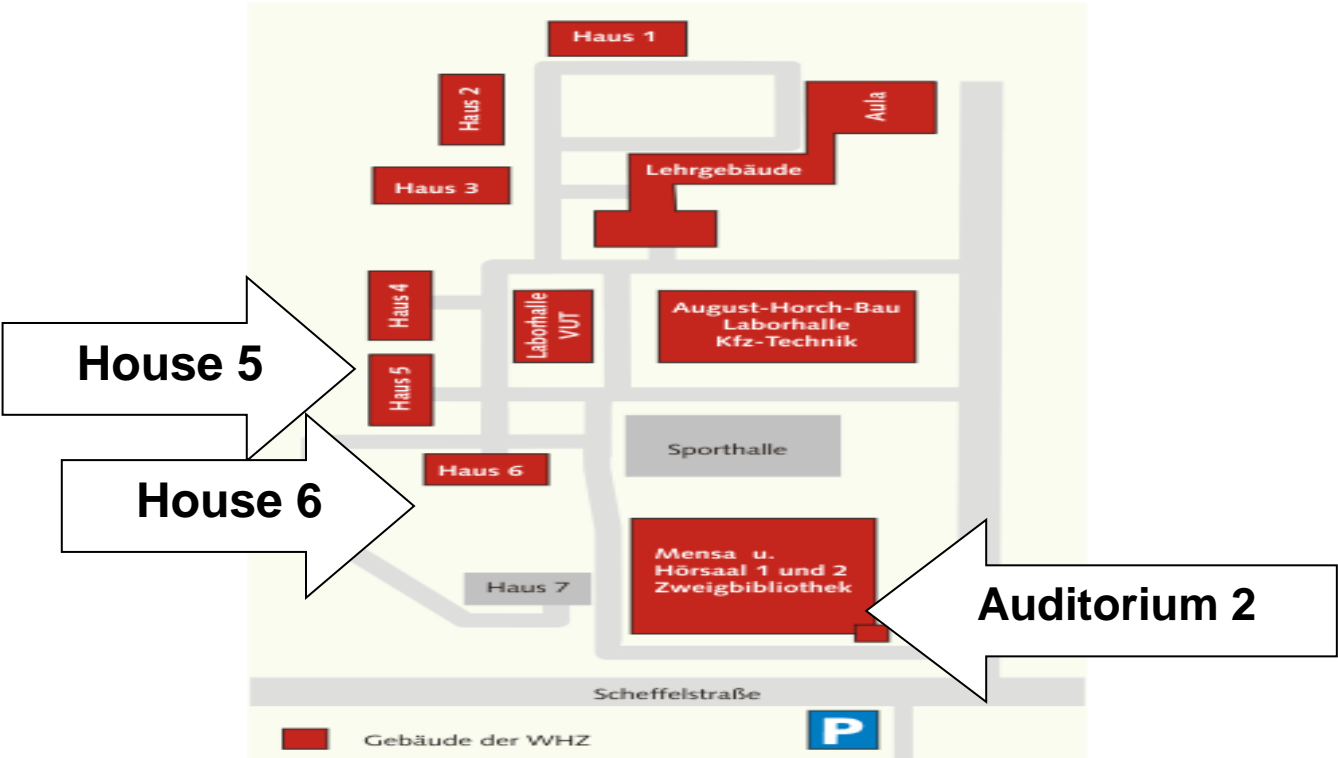
11:00 – 11:30 Coffee Break

- 11:30 – 13:30 **Workshop 5:** (in English and German)
Labour Markets and Sustainability
 (Conference Room, House 5, moderation: S. Kolev)
- “Green jobs in the renewable energy sector”*
 (Michał Ptak, Wrocław University of Economics, Poland)
- “Selected challenges of the European transport labour market”*
 (Monika Paradowska, University of Opole, Poland)
- “Die Unternehmensanforderungen an die Logistikspezialisten und an die akademische Ausbildung der Logistiker“*
 (Sabina Kauf, University of Opole, Poland)
- 13:30 – 14:30 Lunch (Mensa, Auditorium WHZ)
- 14:30 – 16:00 **Workshop 6** (in English and German)
Labour Markets on the Korean Peninsula
 (Conference Room, House 5, moderation: S. Kolev)
- “North Korean Workforce Abroad: China, Middle East, Russia“*
 (Bernhard Seliger, Witten/Herdecke University, Germany)
- “Die Sonderwirtschaftszone Kaesong und ihr Arbeitsmarkt”*
 (Seo Byung-Chol, GEODIS, Seoul, South Korea)
- 16:00 – 16:30 Coffee break
- 16:30 – 17:00 Final discussion
- 17:00 Transfer to downtown, free time
- 20:00 – 22:00 Dinner „Pizzeria Non Solo Pizza e Vino“ (Alter Steinweg 2-4, 08056 Zwickau)

Venue: Westsächsische Hochschule Zwickau University of Applied Sciences



Campus Scheffelstraße



Paper Submission

Please submit papers in English or German (preferably up to 15 pages) along with information on name(s) of author(s) and contact details by **31 August 2015**.

Conference papers will be pre-printed online as:

“Ordnungspolitische Diskurse / Discourses in Social Market Economy” via “Ordnungspolitisches Portal”: www.ordnungspolitisches-portal.de

Subsequently revised papers will be published as:

Vol. 6 of “Ordnungspolitische Dialoge”: www.peterlang.com/detail/reihe/1585/367/ODE
Peter Lang International Academic Publishers, Frankfurt

Accommodation

We recommend:

Hotel “Alte Münze”

Hauptmarkt 6, 08056 Zwickau
Tel: +49 (0)375 440 67 800

Web: www.alte-muenze-zwickau.de
E-Mail: info@alte-muenze-zwickau.de

Single room: ca. €75

Pension “Zum Uhu”

Bahnhofstraße 51, 08056 Zwickau
Tel: +49 (0)375 29 50 44

Web: <http://www.zum-uhu.de>
E-Mail: info@zum-uhu.de

Single room: ca. €33

Alternative:

Hotel “Holiday Inn”

Kornmarkt 9, 08056 Zwickau
Telefon: +49 (0) 375 27920

Web: www.holidayinn.com/zwickau
Email: hotel@hi-zwickau.de

Single room: ca. €85