

# Table of Contents

<b>Current Trends and Challenges of Human Resources Management</b>	<b>13</b>
Contexts of application of trends in personnel management – possibilities of optimisation of human potential in working organisations   Michaela Tureckiová	13
The transformation of the further education connected with the generation Y rising   Markéta Šnýdrová	17
Changes in the educational structure of the Czech population and their regional disparities   Jana Kouřilová	22
The specifics of assessing the innovation effectiveness   Vladimir D. Sekerin – Anna E. Gorokhova – Martin Šikýř	26
The use of employee satisfaction surveys within HR Controlling   Otakar Němec – Alois Surynek	29
Workplace stress and its impact on job performance   Adriana Grenčíková – Jana Španková – Sergej Vojtovič	33
<b>Human Resources Management and Management in Practice</b>	<b>39</b>
Intercultural communicative competence in management and business   Monika Hrebackova	39
Using balanced scorecard in performance appraisal   Ludmila Kolesárová	46
Some methods of examination of regional disparities in Slovakia   Daniela Hricišáková – Dana Jašková	51
Part-time work in the Czech Republic   Klára Šimonová	55
Selected labour law aspects in practice of the human resources officer   Jana Vaněčková	60
<b>University Education and Research in Fields of HRM and Management</b>	<b>65</b>
Practical-oriented teaching of marketing – cooperation with companies in practise   Barbora Joudalová	65
Security social services trenčín region village and in the village   Elza Kočíková	68
Promoting entrepreneurship in municipalities   Jiří Macháček	74
Health promotion in the caring professions: view of professionals in long-term care   Blanka Jirkovska	78
Survey on satisfaction in life and the level of stress of the students in the fifth semester of university studies   Lenka Emrová	84
University education and global consciousness – studies on youth generation   Pavel Andres – Alena Vališová – Jitka Jurková	88
CTU graduates on the labour market   Jana Marie Šafránková	94