

**International Scientific Conference**

**MANAGERIAL TRENDS IN THE  
DEVELOPMENT OF ENTERPRISES IN  
GLOBALIZATION ERA**

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## PREFACE

The 7<sup>th</sup> international scientific conference ICoM\_2017 “*Managerial Trends in the Development of Enterprises in Globalization Era*” was next in a row of the international scientific conferences organized within the V4 countries, welcoming participants and experts from several foreign countries. The main attention of the international scientific conference was devoted to the presentation of the selected problems in the enterprise management with regard to the practice and theory in the 21<sup>st</sup> century. An additional goal of the conference was to provide a place for academicians and professionals with interests related to business, planning, organization and human resources issues as well as agribusiness and sustainable development.

**The international scientific conference ICoM\_2017 “*Managerial Trends in the Development of Enterprises in Globalization Era*” provided a setting for discussing recent developments in a wide variety of topics as follows:**

1. Managerial Aspects of Internationalization of Entrepreneurship
2. Business Strategies, Planning, Organization and Management of Enterprises
3. Human, Social and Intellectual Capital in an Organization
4. Corporate Social Responsibility, Business Ethics and Sustainable Development
5. Knowledge and Innovation Management
6. Diversity Management
7. New Trends in Management and Marketing
8. Agribusiness and Sustainable Development

Submitted proceedings deals with selected problems in theory and practice and is highly recommended to scientists, academicians, researchers and representatives from the business sector.

The international scientific conference was held on June 1<sup>st</sup> – 2<sup>nd</sup>, 2017 at the Slovak University of Agriculture in Nitra, Slovakia, Faculty of Economics and Management, Department of Management and Department of Marketing and Trade in cooperation with:

- Częstochowa University of Technology, Poland, Faculty of Management,
- Mendel University in Brno, Czech Republic, Faculty of Business and Economics,
- Szent István University, Gödöllő, Hungary, Faculty of Economics and Social Sciences.

It is our pleasure to thank all participants for the contributions to the Conference program and Proceedings and fruitful discussion during the conference.

*Editors*

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