



Invitation

GfK Employee Research Conference on Creating High Performing Organizations

When:

Thursday, April 22, 2010, 9 a.m. – 5 p.m. - Client Conference and Round Table Discussion

Where:

GfK Austria Ungargasse 37, 1030 Vienna, conference rooms 1st floor

What:

The importance of applicable organizational research has been increasing along with the short- and long-term economic challenges that enterprises face today. The conference deals with both the perspective of companies in their current structural context as well as the criteria to which state of the art organizational research needs to live up to in order to successfully support organizations in their **short- and long-term challenges to create high performing organizations.**

Speakers will elaborate on the contemporary challenges and relevant Human Resource issues...

- **from the perspective of companies** in their idiosyncratic national as well as international settings – what are the challenges these enterprises face today? what has been and is changing in terms of organizational structures, of requirements for human resources? what has proven to work or fail in the context of the challenges companies face today and in the future? -

as well as

- **from the perspective of applied research and strategic HR development** – which approaches, instruments, tools can live up to organizations' requirements to create high performing organizations, i. e. engaged employees as well as organizational environments that are fit to actually implement strategies, to elicit high personal and organizational performance, and to create an enabling organizational energy that mobilizes all resources? And how do companies work with the results of such research?

Agenda

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8:30-9:00 Press Conference

9:00

Welcome and short introduction

Angelika Kofler, Head of Department for Social & Organizational Research, GfK Austria

9:15

The Corporate View on Contemporary Global, Regional & Local HR Challenges

Günther Thumser, President of Henkel Central Eastern Europe GmbH.

20 Years in CEE: Growing business = growing people

Henkel, a German-based company, with subsidiaries in more than 75 countries throughout the world and about 55.000 employees, is exemplary for an international corporation and the local, regional and global challenges enterprises face today, last, but not least in their HR strategies as a crucial element for strategy implementation and reaching corporate performance goals.

10:00

Scientific Insights on the Rationality of Corporate Decision Making

Erich Kirchler, Professor and Vice Dean Institute of Economic Psychology, Educational Psychology and Evaluation, University of Vienna

Decisions in the economy: rational, a-rational, or irrational?

Do economic decisions follow rules of rationality? Psychological insights into human choice and decision-making suggest that decision anomalies which are quite "normal" originate from errors and biases in perception and information processing, depend on peoples' indolence, and lacking of time to thoroughly analyze all relevant information in complex decision situations.

10:45

COFFEE BREAK

11:15

The Role of Applied Employee Research in corporate development

Wolfgang Schweiger, founder and Managing Director, GfK Trustmark

Beyond engagement: Creating high performing organizations

In the past, measuring employee satisfaction seemed enough. However, state-of-the-art organizational research, based on the relevant scientific literature as much as on fifteen years worth of empirical research and consultancy for a great number of companies worldwide show: Today, employee engagement (not just satisfaction) plus the appropriate organizational framework make the difference between average and high performing organizations.

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12:00

Corporate Learnings And Doings After Employee Research: Case study GfK's own global and CEE results

Peter Damisch, Managing Director, GfK Austria

Practicing what we preach: Fact-based strategic decision-making

The GfK Group, one of the largest market research companies in the world, has a staff of 10,000+ employees working in 150 operating companies covering more than 100 countries of the world. This presentation shows selected data from GfK's own global employee survey exemplifying how the research model serves as strategic instrument towards reaching corporate objectives. Focusing on some countries as case study the speaker shows how top management works with the results, how these inform decision making and implementation processes and help to devise corporate-relevant KPIs.

12:45

LUNCH BUFFET

1:30 – 5:00

Round table discussions with researchers and research users

The issues that have been raised will be further discussed in small topical groups. Please, register for the discussion group you wish to join. Please, note: round table discussions are taking place simultaneously, so you can join only one.

Round table 1: Setting up employee research

Chair: Angelika Kofler, Head of Department for Social & Organizational Research, GfK Austria

Round table 2: Integrating different research areas: from employee research to customer loyalty

Chair: Ursula Swoboda, Head of Department for Finance Research, GfK Austria

Round table 3: Experiences in applying employee research

Chair: Peter Damisch, Managing Director, GfK Austria