**Dear colleagues!**

We invite you to take part in an international conference HR Trend 2015: Talent Management and Change in Corporate Culture that will be held in Tomsk in November 13-14, 2015 in National Research Tomsk State University.

The conference is aimed to unite practicians and researchers from universities and companies, working in corporate culture change and talent management sphere.

The key discussion topics are the following:

- Corporate culture change and increasing engagement tools;

- Development of university research culture and its change;

- Forms and mechanisms of HiPo management in business as well as in the changing university culture;

- Tools for the search, development, and retention of talent, and the requirements for a university environment suited to the development of HiPos;

- HR technologies for talent management including talent pool and possibilities of its transfer from companies to universities;

- Companies and universities: opportunities and limits of HR technologies transfer.

In the program:

• Plenary sessions for key questions of HR management

• Research results presentation

• Discussions and conversations

• Master classes and workshops

• Performances of leading experts

As conference results, the sourcebook will be published by the end of 2015. To place proceedings on the conference website hr-trend.tsu.ru, please, send them to hrtrend2015@gmail.com from the 1st August to the 1st of November 2015.

For your convenience the conference begins at 12 am, it will allow you to gain your powers after an overnight flight. The information about convenient accommodation is placed on the website of the conference.

[Working languages of the conference](http://www.multitran.ru/c/m.exe?t=5243856_1_2&s1=%F0%E0%E1%EE%F7%E8%E9%20%FF%E7%FB%EA%20%EA%EE%ED%F4%E5%F0%E5%ED%F6%E8%E8): Russian and English.

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