

FOURTH INTERNATIONAL CONFERENCE OF THE HUMAN RESOURCE DIVISION

11- 13 JANUARY 2022

POTCHEFSTROOM, SOUTH AFRICA



SPONSORSHIP PACKAGES

BRIDGING THE GAP:

Aligning human resource theory and practice.

[HTTPS://COMMERCE.NWU.AC.ZA/HRIC2022](https://commerce.nwu.ac.za/hric2022)

ABOUT

THE NORTH WEST UNIVERSITY



The NWU is committed to functioning as a unitary, integrated, multi-campus university that enables equity, redress and globally competitive teaching and research across all three of our campuses. Our core activities, teaching-learning and research, are intertwined with community engagement and innovation in our eight faculties, most of which serve both distance and contact students.

Overall, the university is in the fifth position in South Africa. Globally, the NWU is ranked between number 501 and 600 out of the 1 396 participating universities. The ranking company placed the NWU in the 401+ group out of 536 international universities for the arts and humanities subject rankings.



ABOUT

THE FOURTH INTERNATIONAL CONFERENCE OF THE HUMAN RESOURCE DIVISION

The Academy of Management has 19,000 members from over 115 countries. The HR division is one of the largest divisions of AOM with some 2,500 members. The 4th Human Resource Division Conference organized by the HR Division of the AOM and North West University, School of Industrial Psychology and Human Resource Management. We expect some 175 international delegates to attend the conference and would like to extend the opportunity for you to become a HRIC sponsors, facilitating us to organise a valuable, informative and memorable thought leadership conference exploring the future(s) of HRM.



THE HRIC WILL PROVIDE AN OPPORTUNITY TO NETWORK, GENERATE NEW IDEAS, AND ENCOURAGE ONE ANOTHER TO KEEP UP THE GOOD WORK TO ENSURE OPTIMAL ALIGNMENT OF HR THEORY AND PRACTICE.

CONFERENCE DETAILS

The theme of the HRIC 2022 conference is
BRIDGING THE GAP: ALIGNING HUMAN RESOURCE THEORY AND PRACTICE.

The conference will include a doctoral colloquium for PhD students, Professional Development Workshops (PDW), symposia, presentations and keynote sessions.

Ukhova

HYBRID EVENT PLATFORM

The Event will also be presented Online on a Hybrid Integrated Platform. To see more about the platform and how it will benefit our Sponsors, please view the link below:

<https://youtu.be/avM-Wt2atYE>

REPRESENTING OUR GLOBAL AMBITION

We have secured four prominent and leading-edge keynote speakers, as follows:



ANTHONY NYBERG



Anthony Nyberg is a professor and academic director of the Management, Center for Executive Succession, Master of Human Resources at Darla Moore School of Business. Nyberg's research focuses on how organizations compete through people, specifically the strategic role of pay in their attraction, emergence, retention and motivation, including those in the C-suite. He serves as an associate editor for the Academy of Management Journal and on the editorial boards of other prestigious management journals.



DENISE ROUSSEAU

Denise M. Rousseau is professor H.J Heinz II University Professor of organisational behaviour and public policy. Rousseau's research focuses upon the impact workers have on the employment relationship and the firms that employ them. It advances research and practice regarding worker well-being and career development, organizational effectiveness, the management of change, firm ownership and governance, and industrial relations. Recognized for developing the theory of the psychological contract, (Great Minds in Management, Oxford, Smith and Hitt, editors), Rousseau's work addresses the powerful reach that the individual worker's understanding of the employment relationship has on work groups, firms, and society.



JAAP PAAUWE



Jaap Paauwe is a full professor of Organization and Human Resource Management. His research focuses on the relationship between HRM, performance and well-being, HR functional excellence, HRM and the institutional context, HR analytics and Talent Management. He is the founder and board member of the People Management Center, a Center for Work, Well-being and Performance, which focuses on building bridges between academia and practitioners.



JAMES RAMAKAU



Chairman Of The Board at SABPP. Experienced Senior HR and Talent Manager with a demonstrated history of working in the mining & metals industry. Skilled in HR Policies, Talent Management, Labor Relations, Mentoring, General Management, and Individual Coaching. Strong Human Capital Professional with a PhD focused in Industrial and Organizational Psychology from the University of KwaZulu-Natal.

GENERAL SPONSORSHIP

- Recognition on the sponsor section of the conference website and whova platform
- Logo on conference programme
- Access for marketing material in printed conference pack
- Logo on gala dinner programme
- Sponsor profile on whova platform
- Upload up to 2 marketing material documents on whova profile

\$1 000/ R15 000



BEST PAPER AWARD

- Recognition on the sponsor section of the conference website and whova platform
- Recognition by level in slides at the Welcome and Award Ceremony
- Logo on Gala dinner programme and name incorporated in award
- Presentation of awards to winner(s)
- Photo with winner to be published on website and media

\$1 500/ R20 000



EXHIBITION

- Recognition on the sponsor section of the conference website
- Two days access to exhibition hall
- Mention in conference and gala dinner programme
- Logo on keynotes/opening address slides
- Opportunity to provide signage at the event
- Opportunity to distribute materials in delegate packs
- Sponsor profile on whova platform
- Upload up to 2 marketing material documents on whova profile

\$2 500/ R40 000



WORKSHOP SPONSOR

- Recognition on the sponsor section of the conference website and whova platform
- Workshops includes sponsor's name
- Presentation (15 minutes) by sponsor by start of workshop
- Logo on keynotes/opening address slides
- Opportunity to provide signage at the event
- Opportunity to distribute materials in delegate packs and upload 2 documents on whova platform
- upload a introduction Company Video up to 200MB on whova platform

\$3 500/ R50 000



We look forward to building a strong relationship with each of our sponsors. The packages outlined above are merely indicative and can be customized as required. Other possibilities include dedicated sponsorship of a keynote talk which could be detailed on the programme/relevant promotion, sponsorship of a particular professional development workshop on a theme of relevance, providing support(s) for early career (doctoral students) by way of bursary or sponsorship of best paper awards, or providing sponsored materials for the delegate conference packs. We are therefore open to all suggestions and particularly welcome innovative ideas

FOR MORE INFORMATION CONTACT

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