

Call for Contributions



2nd Conference on Individual Constructs in Management and Organizational Research

IC-MORe 2008

14 – 15 November 2008, Leipzig (Germany)

Please visit our website: www.ic-more.org

Conference Theme:

Ongoing Business: New Developments, New Fields, New Studies

Kelly's theory, its methods and their derivatives possess a privileged position in the international discourse of scientists and practitioners. The PCPBC was brought into being as an exclusive platform for people interested in business applications of PCP and Repertory Grid Technique. To remember: The first international PCPBC Conference was a highly successful "Chautauqua". All participants were happy being at the Chemnitz University of Technology because of the exciting presentation topics, engaging discussions, the delicious food and numerous networking opportunities. Please visit <http://www.tu-chemnitz.de/wirtschaft/bwl5/pcpbc/> for detailed information.

We now go about our next international discourse on possible business applications of Repertory Grid methods and Personal Construct Theory. Officially, the 2nd PCPBC will be held under the name **IC-MORe** in Leipzig, the hometown of Johann Sebastian Bach, the Auerbachs Keller known from Goethe's "Faust", the famous Nikolai Church, the Thomas Church with its famous Motetten Choir, the Völkerschlachtdenkmal (Battle of the Nations Monument) and many more cultural highlights. Imbedded in this virtually omnipresent cultural background this conference will be held under the special topic:

“Ongoing Business: New Developments, New Fields, New Studies.”

Leipzig offers an 'open space' to both scientists and practitioners who are eager to face the challenges of PCP and Repertory Grid in Market Research areas. Altogether, there are three forums:

1. **Organizational Development Forum:** A Platform Exclusively Focused on Opportunities of PCP and Repertory Grid in the Context of Today's Business Requirements for Organizations.
2. **Human Resource Development Forum:** PCP and Repertory Grid in the Context of Personnel Development.
3. **Marketing Forum:** Theoretical and Practical Challenges to PCP and Repertory Grid in Marketing and Market Research.

We are looking forward to your interesting papers (up to 5 pages) for both Lectures and Workshops.

Prof. Dr. H. Löbner
Leipzig University

Prof. Dr. R. Lang
Chemnitz University of
Technology

Dr. M. Rosenberger
elements and constructs
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Deadline: 15 September 2008
Program available from 15 October 2008