

UNIVERSITY OF SZEGED
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
PhD SCHOOL IN ECONOMICS
CENTRE FOR ECONOMIC PSYCHOLOGY

CROSSROADS OF ECONOMICS AND PSYCHOLOGY

15-16TH JUNE 2012

PROGRAM

15th JUNE

09:00-10:00 Arrivals and registration
10:00-11:00 Opening roundtable
11:00-11:20 Coffee break
11:20-13:20 Session 1
13:20-14:00 Lunch
14:00-16:00 Session 2
18:00- Reception

16th JUNE

09:00-10:30 Session 3
10:30-10:45 Coffee break
10:45-12:15 Session 4
12:15-12:30 Closing
12:30-13:30 Lunch

VENUE

University of Szeged
Faculty of Economics and Business
Administration
H-6722 Szeged, Kálvária sgt. 1. Hungary



Conference catering is supported by
TÁMOP-4.2.2/B-10/1-2010-0012 projekt



The project is supported by
the European Union and co-financed
by the European Social Fund.



CROSSROADS OF ECONOMICS AND PSYCHOLOGY

DETAILED PROGRAM, 15th JUNE

09:00-10:00 Arrivals and registration

10:00-10:05 Opening, : Dr. Márton Vilmányi, dean of the Faculty of Economics and Business Administration and Prof. Balázs Hámori, head of the Center for Economic Psychology

10:05-11:00 Opening roundtable about the applicability of economic models in an era of crisis

- **Participants: Dr. Szabolcs Prónay, Dr. László Tóth, Benedek Nagy, Gábor Dávid Kiss**
- **Moderating: Dr. Beáta Farkas**

11:00-11:20 Coffee break

11:20-13:20 Session 1: Consumption and responsibility, chair: Dr. Beáta Farkas

- **11:20-11:50 Marion Secka: Is an ideal CSR communication possible?**
- **11:50-12:20 Klára Kazár: Research of youngsters' consumption and attitudes on real estate market**
- **12:20-12:50 Erika Hlédik: Yoghurt attributes and preference stability**
- **12:50-13:20 Beáta Vajda: Measuring the quality of health services**

13:20-14:00 Lunch

14:00-16:00 Session 2: Issues of management competences, chair: Dr. Éva Málovics

- **14:00-14:30 Nina Kandler-Schmitt: Risk management of the quality assurance control for global supply chains**
- **14:30-15:00: Eszter Molnár Mills: Strengths-based opportunities in challenging times**
- **15:00-15:30: Tünde Tóthné Téglás: Perceived competence requirements**
- **15:30-16:00 Ágnes Nagy: Quo vadis, family day care?**

18:00- Reception



CROSSROADS OF ECONOMICS AND PSYCHOLOGY DETAILED PROGRAM, 16th JUNE

09:00-10:30 Session 3: Social and employment issues, chair: Prof. Balázs Hámori

- **09:00-09:30: Judit Tessényi - Zsolt Ábrahám: Slot machines and online gambling, legal and illegal actors in Hungary**
- **09:30-10:00: Gergely Farkas: Management orientations in family and non-family businesses**
- **10:00-10:30: Stefan-Oliver Angel: The psychology behind decision making on the management of innovation projects**

10:30-10:45 Coffee break

10:45-12:15 Session 4: Financial markets in an era of crisis, chair: Dr. Péter Kovács

- **10:45-11:15: Erika Jáki: The financial crisis as a negative information and a factor of insecurity**
- **11:15-11:45: Attila Ács: Psychological aspects of investment decisions**
- **11:45-12:15: Gábor Dávid Kiss: The adoption of ECB's inflation targeting monetary policy in Central-East Europe**

12:15-12:30 Closing

12:30-13:30 Lunch