



**NEW IDEAS IN A CHANGING WORLD OF BUSINESS MANAGEMENT AND  
MARKETING**

3<sup>rd</sup> CENTRAL EUROPEAN PHD WORKSHOP ON ECONOMICS AND  
BUSINESS STUDIES

**19<sup>th</sup>-20<sup>th</sup> March 2015, Szeged, Hungary**

Organized by  
**University of Szeged, Faculty of Economics and Business Administration  
Doctoral School in Economics**

**INVITED KEYNOTE SPEAKERS**

**Tibor Mandják**, research professor,  
Ecole de Management de Normandie, Le Havre, France  
**Maciej Mitrega**, professor,  
University of Economics in Katowice, Poland  
**Balázs Hámori**, professor  
Corvinus University of Budapest, Hungary

**PROGRAM**

**0. day (Wednesday, 18<sup>th</sup> March 2015)**

**Registration** – Time: from 17.00 at the main entrance  
/Registration desk is open each day of the PhD workshop/

**Welcome (technical information)** – Time: 18.30 Room: 007  
**Reception** – Time: 19.30 at Millenium Café (6720. Szeged, Dugonics square 12.)



1. day (Thursday, 19<sup>th</sup> March 2015)

<b>Plenary session – Time: 8.00-8.45 Room: 007</b>	
<b>Maciej Mitrega</b>	Factors stimulating research productivity of young scholars from post-communist countries

<b>Parallel sessions – Time: 9.00-10.30</b>			
Room: 007		Room: 108	
<b>Social issues in marketing</b>		<b>Management of SMEs and entrepreneurship</b>	
Chair: Erzsébet Hetesi Vice chair: György Málovics		Chair: Olgierd Witczak Vice chair: Zsófia Vas	
Name	Title	Name	Title
<b>Réka Szondy</b> Discussant: Katalin Pap	Selling brotherhood like soap?	<b>Károly Tamás Majoros</b> Discussant: Danijela Stošić	Cluster formation as the shield of SMEs
<b>Andrea Csovsics</b> Discussant: Réka Szondy	Company support for employee volunteering	<b>Maciej Teczke</b> Discussant: Károly Tamás Majoros	Role of strategy in shaping flexibility of resources in small and medium entrepreneurships
<b>Katalin Pap</b> Discussant: Andrea Csovsics	The appearance of children in a consumer society	<b>Danijela Stošić</b> Discussant: Maciej Teczke	Differences in the human capital of male and female entrepreneurs – Empirical evidence from Serbia

<b>Coffee break – Time: 10.30-11.00 Room: Aula</b>
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<b>Parallel sessions – Time: 11.00-12.30</b>			
<b>Room: 007 Financial management</b>		<b>Room: 108 Management challenges</b>	
Chair: Andreász Kosztópulosz Vice chair: Gábor Dávid Kiss		Chair: Tibor Mandják Vice chair: Anita Pelle	
<b>Horatiu Regep</b> Discussant: Kozma Gábor	Fundamental analysis – Portfolio management tool	<b>Sebastian Ivan</b> Discussant: Sándor Nagy	Success factors that play a major role for technology entrepreneurs in Romania as input for a venture capital fund
<b>Ádám Kerényi</b> Discussant: Horatiu Regep	Management of monetary policy in the era of the '90's - the Hungarian case	<b>Zsuzsanna Ilona Kovács</b> Discussant: Sebastian Ivan	Reforming the conceptual framework for financial reporting
<b>Gábor Kozma</b> Discussant: Ádám Kerényi	Study of the operational risk of 3166 local governments in Hungary between 2003 and 2012	<b>Sándor Nagy</b> Discussant: Zsuzsanna Ilona Kovács	Supreme Audit Institutions and complexity – the new management and leadership paradigm for value creation in turbulent working environment

**Lunch – Time: 12.30-14.00 Room: Aula**

<b>Plenary session – Time: 14.00-14.45 Room: 007</b>	
<b>Tibor Mandják</b>	Marketing inter-organisational and economic sociology: some possible relationships

**Coffee break – Time: 14.45-15.00 Room: Aula**



<b>Parallel sessions – Time: 15.00-16.30</b>	
Room: 007	
<b>Marketing and consumer behavior</b>	
Chair: Maciej Mitrega Vice chair: Szabolcs Prónay	
Name	Title
<b>Dalibor Bubnjevic</b> Discussant: Ágnes Buvár	The prospects of personal selling in the 21 <sup>st</sup> century
<b>Klára Kazár</b> Discussant: Dalibor Bubnjevic	Defining and interpreting loyalty in the case of music festivals
<b>Magdalena Wszolek</b> Discussant: Klára Kazár	Event marketing, sponsorship and experiential marketing in the scope of culture and arts
<b>Ágnes Buvár</b> Discussant: Magdalena Wszolek	What is the matter with advertising: Consumers' social representation about company-consumer communication

**Sightseeing tour – Time: 17:00-18:30 (Departure at the Faculty)**

**Conference Dinner – Time: 19.30-22.00 Room: Aula**



**2. day (Friday, 20<sup>th</sup> March 2015)**

<b>Plenary session</b> – Time: 8.00-8.45 Room: 007	
<b>Balázs Hámori</b>	New types of innovation in global economy

<b>Parallel sessions</b> – Time: 9.00-10.30			
Room: 007		Room: 108	
<b>Interactions and methodological issues</b>		<b>Environmental and reporting issues</b>	
Chair: Maciej Mitrega Vice chair: Izabella Szakálné Kanó		Chair: Balázs Hámori Vice chair: Benedek Nagy	
Name	Title	Name	Title
<b>Jeremiás Balogh</b> Discussant: Ágnes Somosi	What role geographical distances and cultural proximity play in bilateral wine trade of Hungary?	<b>Judit Dombi</b> Discussant: Ákos Uhrin	Sustainable consumption in the de-growth transition. The case of local foods
<b>Sándor Juhász, Zoltán Elekes, János Gyurkovics</b> Discussant: Jeremiás Balogh	Network Revolution in Economic Geography	<b>Renáta Kitti Fodor</b> Discussant: Judit Dombi	New idea in a changing world: the payment for ecosystem services
<b>Ágnes Somosi</b> Discussant: Sándor Juhász, Zoltán Elekes, János Gyurkovics	Customer reactions to service elimination	<b>Ákos Uhrin</b> Discussant: Renáta Kitti Fodor	Difficulties of enforcing environmental regulations in case of Chinese local level enterprises

<b>Coffee break</b> – Time: 10:30-11:00 Room: Aula
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<b>Parallel sessions – Time: 11:00-12:30</b>	
Room: 007 <b>Higher education and nonbusiness sector management</b>	
Chair: Tibor Mandják Vice chair: Balázs Révész	
Name	Title
<b>Sándor Huszár</b> Discussant: Gábor Balda	The perceptual barriers of patenting at Hungarian universities
<b>Alexandra Cioclov, Sergiu-Vlad Petcu</b> Discussant: Sándor Huszár	Knowledge transfer from academia to private sectors in Romania a focus on ESF supported HR development projects
<b>Gábor Balda</b> Discussant: Alexandra Cioclov, Sergiu-Vlad Petcu	Innovation Trends in Europe 2014

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<b>Lunch – Time: 12.30-14.00 Room: Aula</b> <b>Closing ceremony</b>
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## WORKSHOP LOCATION

The workshop is held in the main building of the University of Szeged (USZ), Faculty of Economics and Business Administration.

Address: 6722, Szeged, Kalvaria sgt. 1.

Map: <http://goo.gl/maps/UZI1v>

