



UNIVERSITATEA BABES-BOLYAI
BABES-BOLYAI TUDOMÁNYEGYETEM
BABES-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

UBBFSEGA
Babes-Bolyai University | Faculty of Economics and Business Administration



Department of Economics
and Business Administration
in Hungarian Language



PRO OECONOMICA
ASSOCIATION

ICEBM 2015

**2nd International Conference
on Economics and Business
Management**

20-21 November 2015,
Cluj-Napoca, Romania

SCIENTIFIC COMMITTEE

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PROGRAM

Friday, 20 November 2015

- 16.00-17.00** **Registration of participants**
Location: Lobby 1st floor
- 17.00-19.00** **Opportunities for international cooperation in the academic sphere – workshop**
Location: Room 118
- 19.00-20.00** **Welcome reception**
Location: Lobby 1st floor

Saturday, 21 November 2015

- 9.00-10.30** **Plenary session 1**
Location: Room 118 / Aula
- 9.00-9.10 Welcome speeches
- 9.10 - 9.50 Vatroslav Škare (PhD, Assistant professor, University of Zagreb, Croatia), Durdana Ozretic Dosen, Tanja Komarac and Josip Mikulic: *Location-specificity in mobile marketing: what is driving consumers to opt-in?*
- 9.50 - 10.30 Krisztina Demeter (PhD, Professor, Corvinus University of Budapest, Hungary): *The evolution of operations management research – past, present, future*
- 10.30-11.00** **Coffee break**
Location: Lobby 1st floor
- 11.00-13.00** **Plenary session 2**
Location: Room 118 / Aula
- 11.00-12.00 Harry Boer (PhD, Professor, Aalborg University, Denmark): *Publishing your research – learning from what journals expect*
- 12.00-13.00 Meet the Editors – workshop
(Journal of Eastern European Management Studies, Tržište/Market, Studia Oeconomica, Revista Virgil Madgearu, Közgazdász Fórum/Forum on Economics and Business, Studies in Agricultural Economics, Szigma, Vezetéstudomány/Budapest Management Review, Dynamic Relationships Management Journal, Advances in Developing Human Resources, Marketing és Menedzsment, Journal of Macromarketing, Annals of Faculty of Economics Subotica, Strategic Management, Acta Carolus Robertus)
- 13.00-14.00** **Lunch**
Location: Lobby 1st floor

14.00-15.30

Panel sessions 1

Locations: Accounting and finance section 1 (Room 102)
Economics section 1 (Room 121)
Management section 1 (Room 118)
Management section 2 (Room 026)
Marketing section 1 (Room 127)

15.30-16.00

Coffee break

Location: Lobby 1st floor

16.00-18.00

Panel sessions 2

Locations: Accounting and finance section 2 (Room 102)
Economics section 2 (Room 121)
Management section 3 (Room 118)
Marketing section 2 (Room 127)

19.00-21.00

Dinner in town

Location: Restaurant Maimuța Plângătoare, 3 Emil Isac St.

ACCOUNTING AND FINANCE

Accounting and Finance Section 1

Location: Room 102

Moderator: Csaba ILYÉS

14.00-14.15 Csaba ILYÉS, Emese ILYÉSNÉ MOLNÁR: *Integrating financial accounts analysis into the process of strategic planning*

14.15-14.30 Csaba ILYÉS, Bernadett SZEKERES: *The impact of the digital economy on controlling*

14.30-14.45 Iván BÉLYÁ CZ, Bálint Zsolt NAGY: *An emerging market from an ergodicity perspective*

14.45-15.00 Ágnes NAGY, Annamária DÉZSI-BENYOVSZKI: *The impossible trinity of the monetary policy in Central and Eastern European countries*

15.00-15.15 Gyöngyvér-Emese KOVÁCS: *Turning data into value*

15.15-15.30 Discussion

15.30-16.00 Coffee break

Accounting and Finance Section 2

Location: Room 102

Moderator: Szilveszter FEKETE

16.00-16.15 Ágnes SIKLÓSI, Attila VERES, Richárd KÁSA, Andrea MADARASINÉ SZIRMAI, Martina Zsófia TÖRÖK: *A conceptual model framework for measuring audit quality and perception*

16.15-16.30 Ágnes SIKLÓSI, Boglárka SZIJÁRTÓ, Richárd KÁSA, Krisztina SISA: *Determination of service prime cost – a literature review*

16.30-16.45 Ferenc KATONA: *Examination of the application of corporate controlling*

16.45-17.00 Szilveszter FEKETE: *Taxation of income in Romania starting from 2016. The expected impacts of the new Romanian Tax Code*

17.00-18.00 Discussion

ECONOMICS

Economics Section 1

Location: Room 121

Moderator: Miklós KOZMA

14.00-14.15 Lehel-Zoltán GYÖRFY, Szilárd MADARAS: *Nonlinearity and nonstationarity of exchange rate time series in three Central-Eastern European countries regarding the CHF currency in 2014 and 2015*

14.15-14.30 András Csaba GYÖRBIRÓ: *Our region in the eyes of the global business elite – strengths, weaknesses and potential break-out points of Romania based on the World Economic Forum's competitiveness rankings*

14.30-14.45 Miklós KOZMA, Ágnes SZABÓ: *Networks in Hungarian leisure sports – framework for economic analysis and empirical findings*

14.45-15.00 Miklós KOZMA, Krisztina ANDRÁS, Zoltán KYNSBURG: *Sport development initiatives at micro-regional level – theoretical propositions and empirical cases*

15.00-15.15 Iudita MOLNÁR, János BARANCSUK: *Optimal advertising*

15.15-15.30 Discussion

15.30-16.00 Coffee break

Economics Section 2

Location: Room 121

Moderator: István TAKÁCS

16.00-16.15 István TAKÁCS, Andrea NÁDASDI, Miléna BATA, József CSERNÁK: *Socio-economic perspectives in the North Hungarian Region*

16.15-16.30 Oana Maria STĂNCULESCU, Ștefana VARVARI: *The mirage of European funds and their contribution to increasing regional competitiveness*

16.30-16.45 Teodor Emanuel PETREANU: *Regional development for the post industrial cities and CPS-GIS*

16.45-17.00 Mária Magdolna VINCZE: *The pitfalls of rural development*

17.00-17.15 Emese BALLA: *The contribution of the EU rural development supports to the diversification of the rural economy in Transylvania*

17.15-17.30 Kinga KERÉKES, Beáta ÁBRAHÁM, Angella BALÁZS, Brigitta-Ágota KIS, Beáta TÓDOR, Horațiu PIRĂU: *Factors influencing occupational choices of rural young people*

17.30-18.00 Discussion

MANAGEMENT

Management Section 1

Location: Room 118

Moderator: Balázs HEIDRICH

14.00-14.15 József POÓR, Ferenc FARKAS: *Quo Vadis Business School Education?*

14.15-14.30 Balázs HEIDRICH, Nick CHANDLER: *Lines in the sand: towards an evolutionary theory of business school orientation*

14.30-14.45 Sára CSILLAG, Tamás GÁSPÁR, Zsuzsanna GÉRING, Gábor KIRÁLY, Alexandra KÖVES: *Which way are you going, business education? Exploring future scenarios of business education using participatory backcasting methodology*

14.45-15.00 László RADÁCSI, Sára CSILLAG, Richárd KÁSA, Gabriella KISS: *"Are corporations responsible for the Planet?" Business students' perceptions about responsibility*

15.00-15.15 István LÁBAS, Éva DARABOS: *The relationship of R&D and higher education – what lies ahead of Europe?*

15.15-15.30 Discussion

15.30-16.00 Coffee break

Management Section 2

Location: Room 026

Moderator: Zsolt MATYUSZ

14.00-14.15 István FEKETE: *Do you want to finish your project on time and within the budget?*

14.15-14.30 Béla-Gergely RÁCZ, Anca BORZA: *An interdisciplinary perspective on managing knowledge in multinational companies: review and theoretical analysis*

14.30-14.45 Levente SZÁSZ, Krisztina DEMETER, Harry BOER: *Do manufacturing best practices depend on the subsidiary role in manufacturing networks? An empirical study*

14.45-15.00 Zoltán MEZEI, Ágnes SÁNDOR, Ákos GUBÁN: *Modeling of HPS Service Processes*

15.00-15.15 Gyöngyi VÖRÖSMARTY, Zsolt MATYUSZ: *Ethical issues in the companies' buying practice*

15.15-15.30 Richárd KÁSA: *Service process amelioration*

15.30-16.00 Coffee break

Management Section 3

Location: Room 118

Moderator: Mihály GÖRÖG

16.00-16.15 Agneš SLAVIĆ, Nemanja BERBER: *The role of HRM function in Serbian companies and its contribution to the companies' performances – based on the results of the CRANET research in 2008 and 2015*

16.15-16.30 Mihály GÖRÖG: *Market positions as perceived by project-based organisations – findings of an empirical research*

16.30-16.45 Katalin TAKÁCS-GYÖRGY: *To renew or not to renew in the SMEs – observations of a survey in North-Hungarian Region*

16.45-17.00 Annamária DÉZSI-BENYOVSZKI, Tünde Petra SZABÓ: *Intrapreneurs and entrepreneurs: similarities and differences in Romania*

17.00-17.15 Andrea BENEDEK, József CSERNÁK: *The study of trust based on individual values from the viewpoint of corporate cooperation*

17.15-17.30 Krisztina NÉMETH, Szilárd NÉMETH: *The topic of performance and spatiality in family and non-family firms*

17.30-17.45 István BESSENYEI, Lehel-Zoltán GYÖRFY: *HRM consequences of the welfare transfer*

17.45-18.00 Discussion

MARKETING

Marketing Section 1

Location: Room 127

Moderator: Irma AGÁRDI

14.00-14.15 Attila Endre SIMAY, Mirkó GÁTI: *How mobile phones and social media affect the boundaries of publicity and privacy?*

14.15-14.30 Éva MARKOS-KUJBUS, Tamás CSORDÁS, Mirkó GÁTI: *Small businesses and their social media audiences: what inspires consumers to like pages of small catering establishments in social media?*

14.30-14.45 Éva MARKOS-KUJBUS, Tünde KISS, Mirkó GÁTI, Tamás CSORDÁS: *Social media activities of small and medium-sized enterprises – special contents and their consumer reactions in the case of Hungarian catering establishments*

14.45-15.00 Ákos VARGA, Ildikó KEMÉNY, Éva MARKOS-KUJBUS: *Lessons from an online social marketing campaign: promoting reading on Facebook*

15.00-15.15 Eneida-Andreea HÉGEN-SZÉNÁS, László SEER: *Factors influencing mobile application acceptance in the case of Romanian high school and university students: a TAM study*

15.15-15.30 Discussion

15.30-16.00 **Coffee break**

Marketing Section 2

Location: Room 127

Moderator: József BERÁCS

16.00-16.15 Szilárd NÉMETH, Krisztina NÉMETH: *The link between ethnocentrism and corporate marketing strategy*

16.15-16.30 Ádám CSEPETI: *Environmental adaptation patterns in the Hungarian public retail drug supply: testing the applicability of Miles and Snow's strategic typology in a regulated industrial setting*

16.30-16.45 Mirkó GÁTI, Attila Endre SIMAY: *Small business marketing and its relevance – a holistic small and medium-sized enterprise marketing model*

16.45-17.00 László SEER, Mihai-Constantin AVORNICULUI: *The effect of product perception, shopping experience, and information access on the buying intention of online customers*

17.00-17.15 Zsuzsa SĂPLĂCAN, Mónika-Anetta ALT, József BERÁCS: *Towards a responsible financial service advertising behaviour – the case of credit products in Romania*

17.15-18.00 Discussion

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