

PROGRAM

Friday, 27th October

- 08.00–09.00** **Registration of participants**
Location: Lobby 1st floor
- 09.00–10.00** **Plenary session 1**
Location: Room 118 / Aula
- 09.00–09.10 Welcome speeches
- 09.10–10.00 **Zsófia KENESEI** (PhD, Professor, Director of the Marketing and Media Institute, Corvinus University of Budapest, Hungary): *Services in the digital era: How the role of customers changes with the adoption of new technologies*
- 10.00–10.20** **Coffee break**
Location: Lobby 1st floor
- 10.20–12.00** **Plenary session 2**
Location: Room 118 / Aula
- 10.20–11.10 **Stefan SEURING** (PhD, Professor, University of Kassel, Germany): *Developments and directions in sustainable Supply Chain Management*
- 11.10–12.00 **Cristian Marius LITAN** (PhD, Associate Professor, Vice-Rector, Babeş–Bolyai University, Romania), **Carmen BONACI**, **Sorina VÂJU**: *Financial sophistication, review of the financial reporting and the probability of fiscal control*
- 12.00–13.30** **Lunch**
Location: Lobby 1st floor
- 13.30–15.30** **Panel sessions 1**
Sections: Accounting and Finance (Room 218), Business Information Systems (Room 329), Economics (Room 127), Management (Room 118), Marketing (Room 241)
- 15.30–16.00** **Coffee break**
Location: Lobby 1st floor
- 16.00–18.30** **Panel sessions 2**
Sections: Accounting and Finance (Room 218), Business Information Systems (Room 329), Economics (Room 127), Management (Room 118)
- 19.30–21.00** **Conference dinner**
Location: Restaurant “1568 Bistro”, Blvd. 21 December 1989, No. 14

ACCOUNTING AND FINANCE

Accounting and Finance Section 1

Location: Room 218

Moderator: Erzsébet SZÁSZ

13.30–13.45 Richárd KÁSA, Tamás NÉMETH, Martina Zsófia TÖRÖK: *A comparative study of auditor and mentor competences*

13.45–14.00 Dóra BALOG, Tamás BÁTYI, Péter CSÓKA, Miklós PINTÉR: *Risk allocations*

14.00–14.15 Ágnes NAGY, Annamária DÉZSI-BENYOVSZKI: *Financial stability and macroprudential policy from the perspective of Romania*

14.15–14.30 József CSERNÁK, Aranka BARANYI, Zsuzsanna SZÉLES: *Investigating savings related preferences of a sample of the Hungarian population with factor analysis and clustering*

14.30–14.45 Ștefan PETE, Réka Ildikó CARDOȘ, Szilveszter FEKETE: *The audit of budget execution in the Romanian public institutions*

14.45–15.00 Nicolae MĂGDAȘ: *Is there a negotiation between auditor and auditee during the financial audit process?*

15.00–15.30 Discussion

15.30–16.00 Coffee break

Accounting and Finance Section 2

Location: Room 218

Moderator: Miklós PINTÉR

16.00–16.15 Erzsébet SZÁSZ, Edit VERES, József FOGARASI, Erzsébet LENGYEL: *Theoretical issues and methodological possibilities of value added tax estimations*

16.15–16.30 Ábel CZÉKUS: *The system of surcharges in Hungary*

16.30–16.45 Imre SZÉKELY: *The catching-up of Romanian prices to the European level*

16.45–17.00 Szilvia ERDEINÉ KÉSMÁRKI-GALLY: *Situation of power machines and changing of operating costs in the Hungarian agriculture based on farms' data*

17.00–17.15 Bálint Zsolt NAGY: *New ways of measuring myopic loss aversion*

17.15–17.30 Szilveszter FEKETE, Ștefan PETE, Réka Ildikó CARDOȘ: *The impact of the recent changes in income taxation in Romania*

17.30–18.00 Discussion

BUSINESS INFORMATION SYSTEMS

Business Information Systems Section 1

Location: Room 329

Moderator: Endre KOVÁCS

13.30–13.45 Nam Son HUA, Ákos GUBÁN: *Structured organizations: function, performance and reliance*

13.45–14.00 Ákos GUBÁN, Mihai-Constantin AVORNICULUI: *Internal status changes as a fluid flow*

14.00–14.15 Miklós GUBÁN, Tibor FAUSZT, Mihai-Constantin AVORNICULUI: *A neuro-fuzzy system in innovation intelligence*

14.15–14.30 Imre BAJÁK, Szabolcs BAJÁK, Ákos GUBÁN: *Key aspects of designing a public sector IT system: a practical approach*

14.30–14.45 Mihai-Constantin AVORNICULUI, Botond BENEDEK, László SEER: *Optimization in business process modeling: online ordering and production of furniture*

14.45–15.00 Szilvia BOTOS, László VÁRALLYAI, Róbert SZILÁGYI, János FELFÖLDI: *Analysis of Hungarian SME sector in the light of mobile technology usage and its stimulating factors*

15.00–15.30 Discussion

15.30–16.00 Coffee break

Business Information Systems Section 2

Location: Room 329

Moderator: Ákos GUBÁN

16.00–16.15 Gyöngyvér-Emese KOVÁCS, Noémi CSEGEZI: *Responsive web design and user experience in the case of the Romanian tourism websites*

16.15–16.30 László VÁRALLYAI, Róbert SZILÁGYI, Szilvia BOTOS, János FELFÖLDI, Vivien KERÉKES: *ICT in the Hungarian meat sector in the aspect of regional differences*

16.30–16.45 Endre KOVÁCS, Ákos GUBÁN: *Big Data in practice*

16.45–17.30 Discussion

ECONOMICS

Economics Section 1

Location: Room 127

Moderator: Andrew FIELDSEND

13.30–13.45 Marta-Christina SUCIU: *Creative economy: a feasible option for emergent countries*

13.45–14.00 Lajos BOKROS: *Is crisis unavoidable in market capitalism?*

14.00–14.15 Julianna NÉMETH, Nikolett SEREG: *The effects of the latest financial crisis on wages determination in the United States*

14.15–14.30 Ágnes SZILÁGYI, Iudita MOLNÁR: *The consequences of Malév's bankruptcy for Budapest Liszt Ferenc International Airport*

14.30–14.45 Dorottya Edina KOZMA: *The examination of sustainable development indicator system: Exploring the similarities and differences between Hungary, Romania and the European Union*

14.45–15.00 István BESSENYEI: *Reducing environmental pollution in linear activity analysis framework*

15.00–15.30 Discussion

15.30–16.00 Coffee break

Economics Section 2

Location: Room 127

Moderator: Mária Magdolna VINCZE

16.00–16.15 Jay Stephen SIY: *The economic and financial determinants of foreign investments: Competitiveness in a developing economy perspective*

16.15–16.30 Réka HORVÁTH: *Regions, competitiveness and multinational companies*

16.30–16.45 Andrew FIELDSEND: *Agricultural research investment trends in Hungary*

16.45–17.00 Krisztián KIS: *The role of public libraries in rural areas*

17.00–17.15 Szilárd MADARAS: *The spatial differences of the regional employment: Harghita county case study*

17.15–17.30 Iudita MOLNÁR, Kinga KERÉKES: *Causes and effects of the mismatch between demand and supply on the Romanian labour market*

17.30–18.00 Discussion

MANAGEMENT

Management Section 1

Location: Room 118

Moderator: Balázs HEIDRICH

13.30–13.45 Edit VERES: *The social behaviour of companies executives: Qualitative research among SME`s in Bihor county*

13.45–14.00 Katalin TÓTH, Jana BLSTÁKOVÁ, Katalin SZABÓ, József POÓR: *Changing role of HR in Hungary and Slovakia in light of Cranet data*

14.00–14.15 Száva ZSIGMOND: *Entrepreneurship, entrepreneurial ecosystem and mentoring in Malaysia: A good practice from South–East Asia*

14.15–14.30 Gábor RÉTHI, Lady GAVIRIA-OCHOA: *Colombian gulyás or Hungarian sancocho: similar ingredients, different recipes. The culture-corruption relation as a comparative case of Colombia and Hungary*

14.30–14.45 Száva ZSIGMOND: *What makes successful an entrepreneurial mentoring process? Requirements and expectations towards and entrepreneurial mentor*

14.45–15.00 Gergely GÖRCSI, Zsuzsanna SZÉLES: *Examining management tools that characterize the corporate internal information system and their impact on corporate performance*

15.00–15.15 Krisztina ANDRÁS, Miklós KOZMA, Zoltán KYNSBURG: *Corporate trophies or branded leisure? The contemporary role of companies in local sport activities*

15.15–15.30 Discussion

15.30–16.00 Coffee break

Management Section 2

Location: Room 118

Moderator: Gábor RÉTHI

16.00–16.15 Dávid István LOSONCI, Richárd KÁSA, Richárd SZÁNTÓ: *Impact of management competences and methods on lean production*

16.15–16.30 Nick CHANDLER, Balázs HEIDRICH, Richárd KÁSA: *Welcome to the jungle: A longitudinal study of market-oriented subcultures in higher education*

16.30–16.45 Nick CHANDLER, Sára CSILLAG, Gábor KIRÁLY, Zsuzsanna GÉRING, Kinga KOVÁCS, Yvette LOVAS, Péter MISKOLCZI: *The ethics of our future business leaders: an analysis of the perceptions of cheating in higher education*

16.45–17.00 József POÓR, Zsigmond SZALAY, István PETHŐ, Ferenc ZSIGRI, Péter SASVÁRI: *E-learning in management in light of an empirical research in Hungary 2017*

17.00–17.15 Teodora FĂRCAȘ, Adriana TIRON-TUDOR: *TRUST-ME: An example of business mentoring*

17.15–17.30 Csaba HORVÁTH: *Knowledge management at an SME company*

17.30–17.45 Levente SZÁSZ, Béla-Gergely RÁCZ, Maike SCHERRER, Patricia DEFLORIN: *The dynamics of knowledge sending roles in the internal network of multinational companies*

17.45–18.00 Béla-Gergely RÁCZ, Lehel-Zoltán GYÖRFY: *Improving internal and external knowledge transfer in multinational companies: case study evidence from Romania*

18.00–18.30 Discussion

MARKETING

Marketing Section 1

Location: Room 241

Moderator: Zsófia KENESEI

13.30–13.45 Levente BAKOS: *Holonic based marketing management during a crisis situation*

13.45–14.00 Daniel BINDER, Christoph LUKAS, Zoltán SZABÓ: *Influence of user generated content on Facebook on choices of travel destinations: A comparison of Austrian tourism students and non-tourism students*

14.00–14.15 Simona Valentina PAȘCALĂU: *Company's strategic orientation and marketing capabilities within the digital environment. Consequences on the firm performance*

14.15–14.30 Ágnes ILYÉS, László SEER: *Use of personal data in marketing from a consumer perspective*

14.30–14.45 Mónika Anetta ALT, Zsuzsa SÄPLĂCAN, Renáta PÁLL: *Cultural values reflected in bank advertising appeals: A cross-cultural study*

14.45–15.30 Discussion

15.30–16.00 Coffee break

Surname	Name	Academic degree	Institution	Position
Alt	Mónika-Anetta	PhD	Babeş-Bolyai University	Associate Professor
Avornicului	Mihai-Constantin	PhD	Babeş-Bolyai University	Assistant Professor
Bakos	Levente	PhD	Sapientia Hungarian University of Transylvania	Senior Lecturer
Bessenyei	István	PhD	University of Pécs	Associate Professor
Binder	Daniel	Mag. (FH)	FH JOANNEUM - University of Applied Sciences	Senior Lecturer, Head of MBA Program
Bokros	Lajos	PhD	Central European University / Babeş-Bolyai University	Professor
Cardoş	Ildikó Réka	PhD	Babeş-Bolyai University	Assistant Professor, Director of Institute
Csegezi	Noémi Szidónia	BSc	Babeş-Bolyai University	MSc Student
Csillag	Sára	PhD	Budapest Business School - University of Applied Sciences	Associate Professor, Vice Rector
Czékus	Ábel	PhD absolutorium	University of Szeged	PhD Student
Erdeiné Késmárki-Gally	Szilvia	PhD, habilitation	Budapest Metropolitan University	Professor, Head of Department
Fábián	Botond	MSc	Transylvanian Museum Society	Finance Director
Fărcaş	Teodora	PhD	Babeş-Bolyai University	Researcher
Fekete	Szilveszter	PhD	Babeş-Bolyai University	Assistant Professor
Fieldsend	Andrew	PhD	Research Institute of Agricultural Economics	Head of Scientific Excellence Group
Görcsi	Gergely	PhD Student	Szent István University	PhD Student
Gubán	Miklós	PhD	Budapest Business School - University of Applied Sciences	College Professor, Vice Dean
Gubán	Ákos	PhD	Budapest Business School - University of Applied Sciences	College Professor, Head of Department
Györfy	Lehel-Zoltán	PhD	Babeş-Bolyai University	Associate Professor
Heidrich	Balázs	PhD, habilitation	Budapest Business School - University of Applied Sciences	Professor, Rector
Horváth	Csaba	PhD, habilitation	Óbuda University	Associate Professor, Director of Institute
Horváth	Réka	PhD	Babeş-Bolyai University	Assistant Professor
Hua	Nam Son	PhD	Budapest Business School - University of Applied Sciences	Associate Professor
Ilyés	Ágnes	MSc	Babeş-Bolyai University	Graduate
Kása	Richárd	PhD	Budapest Business School - University of Applied Sciences	Senior Researcher
Kenesei	Zsófia	PhD	Corvinus University of Budapest	Professor, Director of Institute

Surname	Name	Academic degree	Institution	Position
Kerekes	Kinga	PhD	Babeş-Bolyai University	Associate Professor
Kis	Krisztián	PhD	University of Szeged	Associate Professor
Kovács	Endre	PhD	Budapest Business School - University of Applied Sciences	Associate Professor
Kovács	Gyöngyvér	PhD	Babeş-Bolyai University	Assistant Professor
Kozma	Dorottya Edina	PhD Student	University of Pannonia	PhD Student
Kozma	Miklós	PhD	Corvinus University of Budapest	Assistant Professor
Litan	Cristian Marius	PhD	Babeş-Bolyai University	Associate Professor, Vice Rector
Madaras	Szilárd	PhD	Sapientia Hungarian University of Transylvania	Assistant Professor
Măgdaş	Nicolae	PhD Student	Babeş-Bolyai University	PhD Student
Molnár	Iudita	PhD	Babeş-Bolyai University	Assistant Professor
Nagy	Bálint Zsolt	PhD	Babeş-Bolyai University	Associate Professor
Nagy	Ágnes	PhD	Babeş-Bolyai University	Associate Professor
Németh	Julianna	PhD Student	University of Pécs	PhD Student
Páll	Renáta	MSc	Babeş-Bolyai University	Graduate
Paşcalău	Valentina Simona	PhD Student	West University of Timișoara	Teaching Assistant
Pete	Stefan	PhD	Babeş-Bolyai University	Associate Professor
Pintér	Miklós	PhD	University of Pécs	Associate Professor
Rácz	Béla-Gergely	PhD Student	Babeş-Bolyai University	Teaching Assistant
Réthy	Gábor	PhD	Budapest Business School - University of Applied Sciences	Senior Lecturer
Săplăcan	Zsuzsa	PhD	Babeş-Bolyai University	Assistant Professor
Seer	László	PhD	Babeş-Bolyai University	Assistant Professor
Sereg	Nikolett	PhD Student	Budapest University of Technology and Economics	PhD Student
Seuring	Stefan	PhD, habilitation	University of Kassel	Professor
Siy	Jay Stephen	PhD Student	Corvinus University of Budapest	PhD Student, Teaching Fellow
Suciu	Marta-Christina	PhD	Bucharest University of Economic Studies	Professor, Vice Dean
Szabó	Zoltán	PhD, habilitation	Budapest Business School - University of Applied Sciences	Director of International Affairs

Surname	Name	Academic degree	Institution	Position
Szász	Erzsébet	PhD	Partium Christian University	Associate Professor
Szász	Levente	PhD	Babeş-Bolyai University	Associate Professor, Vice Dean
Székely	Imre	PhD	Babeş-Bolyai University	Assistant Lecturer
Széles	Zsuzsanna	PhD	Budapest Metropolitan University	Associate Professor
Szilágyi	Ágnes	MSc	Babeş-Bolyai University	Graduate
Tiron-Tudor	Adriana	PhD	Babeş-Bolyai University	Professor
Tóth	Katalin	MSc	Szent István University	Assistant Professor
Tóth	Zita	BSc	Corvinus University of Budapest	Student
Várallyai	László	PhD, habilitation	University of Debrecen	Associate Professor
Veres	Edit	PhD candidate	Partium Christian University	Assistant Lecturer
Vincze	Mária Magdolna	PhD	Babeş-Bolyai University / Transylvanian Museum Society	Professor Emerita
Zsigmond	Száva	PhD absolutorium	Budapest Business School - University of Applied Sciences	Team Coach, Assistant Lecturer
Zsigri	Ferenc	PhD student	Szent István University	PhD Student