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- **Maik SCHERRER** – University of St. Gallen, Switzerland
- **Stefan SEURING** – University of Kassel, Germany
- **Vatroslav ŠKARE** – University of Zagreb, Croatia
- **Agneš SLAVIĆ** – University of Novi Sad, Serbia
- **Mária Magdolna VINCZE** – Transylvanian Museum Society / Babeş–Bolyai University, Cluj-Napoca, Romania

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Marketing Section

Mónika Anetta ALT
Zsuzsa SĂPLĂCAN
László SEER

PROGRAM

Saturday, 23rd of November

- 08.30–09.30** **Registration of participants** (Lobby 1st floor)
- 09.30–10.30** **Plenary session 1** (Room 118)
- 09.30–09.45 Welcome speeches
- 09.45–10.30 Panel discussion: *Inductive versus deductive research approaches in the business and management sciences: Challenges and potentials*
Mihály GÖRÖG (University of Pannonia, Hungary) – moderator
László BERÉNYI (University of Miskolc, Hungary)
Lady GAVIRIA-OCHOA (Universidad Pontificia Bolivariana, Columbia)
Ioana MANAFI (Bucharest University of Economic Studies, Romania)
József POÓR (J. Selye University, Slovakia)
Levente SZÁSZ (Babeş–Bolyai University, Romania)
- 10.30–11.00** **Coffee break** (Lobby 1st floor)
- 11.00–12.30** **Plenary session 2** (Room 118)
- 11.00–11.45 **Álmos TELEGDY** (National Bank of Hungary): *Foreign firms, expatriate managers: Accounting for the effects of domestic and foreign CEOs in Hungarian enterprises*
- 11.45–12.30 **Krisztina DEMETER** (Corvinus University of Budapest, Hungary): *Understanding the phenomenon and challenges of Industry 4.0: An analysis based on case studies*
- 12.30–14.00** **Lunch** (Lobby 1st floor)
- 14.00–15.45** **Panel sessions 1**
Business Information Systems (Room 218), Economics (Room 127), Management (Room 118), Marketing (Room 217)
- 15.45–16.15** **Coffee break** (Lobby 1st floor)
- 16.15–18.30** **Panel sessions 2**
Accounting and Finance (Room 217), Economics (Room 127), Management (Room 118)
- 19.30–21.00** **Conference dinner**
Location: Restaurant “Maimuța Plângătoare”, Str. Sindicatelor, No. 1

ACCOUNTING AND FINANCE SECTION

Location: Room 217

Moderator: Szilveszter FEKETE

16.15–16.30 Piroska DOBOS, István TAKÁCS, Katalin TAKÁCS-GYÖRGY: *Do managers have tax awareness?*

16.30–16.45 Bálint Zsolt NAGY, Botond BENEDEK: *Higher-moment asset pricing for cryptocurrencies*

16.45–17.00 Erzsébet-Mirjám ORBAN: *The effect of mathematical thinking on foreign equity portfolio bias*

17.00–17.15 Melinda FRIESZ, Kata VÁRADI: *Simulation on a central counterparty's default waterfall system*

17.15–17.30 Ottó CSÍKI, Bálint Zsolt NAGY, Levente SZÁSZ: *An applicative study of customer lifetime valuation in the car repair industry*

17.30–17.45 Szilveszter FEKETE: *Taxation in Transylvania: Opportunities and challenges*

17.45–18.00 Alina Beatrice CUZDRIOREAN-VLADU, Dan Dacian CUZDRIOREAN: *Assessment of the ethicality of short-term earnings management under the influence of Machiavellianism*

18.00–18.15 Ildikó-Réka CARDOŞ, Szilveszter FEKETE, István FÁBIÁN: *How does the industrial revolution change the accounting profession: Ideas for future research*

18.15–18.30 Discussion

BUSINESS INFORMATION SYSTEMS SECTION

Location: Room 218

Moderator: Ákos GUBÁN

14.00–14.15 Richárd KÁSA, Miklós GUBÁN: *Method for measuring innovation performance*

14.15–14.30 Ákos GUBÁN, Ágnes SÁNDOR: *Digital competence of SMEs*

14.30–14.45 Ákos GUBÁN, József UDVAROS: *Drone controlled management system*

14.45–15.00 Mihai-Constantin AVORNICULUI, Sebastian George CÎRSTEA: *The legal and physical perspective by viewing the forensic analysis of storage media: The crime scene or the crime weapon*

15.00–15.15 Norbert FORMAN, Mihai-Constantin AVORNICULUI: *Optimal project management for a start-up*

15.15–15.45 Discussion

15.45–16.15 **Coffee break**

ECONOMICS SECTION

Location: Room 127

Economics Section 1

Moderator: Mária Magdolna VINCZE

14.00–14.15 Ioana MANAFI, Zsuzsanna DABASI-HALÁSZ, Dániel OROSZ, Zsolt PÉTER: *The relationship between Europe's real estate market and the youth mobility: Reasons and motivation*

14.15–14.30 Zsuzsanna DABASI-HALÁSZ: *The impact of youth mobility on social sensitivity with special regard to solidarity economy and social innovations*

14.30–14.45 Beáta FEHÉRVÖLGYI, Zsolt T. KOSZTYÁN, Tibor CSIZMADIA, Mária PÁL, Kinga KERÉKES: *Measuring third mission activities of the universities by multi-layer networks*

14.45–15.00 Réka HORVÁTH: *Richer regions more EU funds? The case of Romania*

15.00–15.15 Emese BALLA: *EU rural development supports in the 2014–2020 programming period: A Transylvanian overview*

15.15–15.30 Zoltán András DÁNIEL, Tamás MOLNÁR: *Were EU funds received for territorial convergence useful in Hungary?*

15.30–15.45 Discussion

15.45–16.15 Coffee break

Economics Section 2

Moderator: Imre SZÉKELY

16.15–16.30 Andrea Magda NAGY: *A bibliometric analysis of the field of Economics in Hungary*

16.30–16.45 Zoltán András DÁNIEL, Dorottya Edina KOZMA: *Micro-level Sustainable Development Goals in the perspective of SMEs*

16.45–17.00 Dorottya Edina KOZMA: *Reduction of the indicators of the EU Sustainable Development Strategy (EU SDS) and Sustainable Development Goals (SDGs) through Principal Component Analysis*

17.00–17.15 Nikolett DEUTSCH: *Note on the link between circular economy and the technology-oriented theories of sustainable development: A literature review*

17.15–17.30 István BESSENYEI: *Reducing environmental pollution in linear activity analysis framework*

17.30–17.45 Katalin LIPTÁK, Ekaterina VOYKINA: *Changing labour market: New trends and the atypical employment*

17.45–18.00 Iudita MOLNÁR, Tamás BUKUR: *Approaches towards inequality*

18.00–18.30 Discussion

MANAGEMENT SECTION

Location: Room 118

Management Section 1

Moderator: Gábor RÉTHI

14.00–14.15 László BERÉNYI: *Perception of well-run companies: The opinion of master-level business students in Hungary*

14.15–14.30 Ildikó CSAPÓ, Ágnes SZADAI TOKÁR, Erzsébet NOSZKAY, József POÓR: *Management consultancy under changes in Hungary*

14.30–14.45 Levente SZÁSZ, Béla-Gergely RÁCZ, Anca BORZA: *Industry 4.0: The context and performance impact of implementing novel manufacturing technologies*

14.45–15.00 Sára CSILLAG, Péter CSIZMADIA, Anna HIDEGH, Karina SZÁSZVÁRI: *Small rain lays great dust? Workplace learning in small firms*

15.00–15.15 Mirkó GÁTI, Marcin HABERLA: *Barriers of innovation of MSMEs in Poland and Hungary*

15.15–15.30 Katalin TAKÁCS-GYÖRGY, István TAKÁCS, Piroska DOBOS: *How to manage successful businesses: Types and attitudes to innovation*

15.30–15.45 Discussion

15.45–16.15 Coffee break

Management Section 2

Moderator: Lehel-Zoltán GYÖRFY

16.15–16.30 Gábor RÉTHI, Lady GAVIRIA-OCHOA: *The Paisa pathway to intercultural interaction: Lessons from the past to the future*

16.30–16.45 Lady GAVIRIA-OCHOA, Natalia Eugenia ACEVEDO GÓMEZ: *Graduate research degree projects of Colombian Afro descendants and indigenous students as the gateway to local social and economic transformation*

16.45–17.00 Evelin VONSZ, Kinga KEREKES, Ildikó-Réka CARDOŞ, Gyöngyvér-Emese KOVÁCS, Réka HORVÁTH: *Project Management teaching in Romanian universities*

17.00–17.15 Annamária DÉZSI-BENYOVSZKI, Tünde Petra SZABÓ: *Intrapreneurs vs. employees: A human capital approach*

17.15–17.30 Richárd KÁSA: *Gravity method applied in OCAI for identification of organizational subcultures*

17.30–17.45 Tünde SZABÓ: *A museum management issue: How following the trends can influence museum attendance?*

17.45–18.00 Csaba DEÁK: *Innovative start-ups in the financial sector*

18.00–18.30 Discussion

MARKETING SECTION

Location: Room 217

Moderator: Mónika Anetta ALT

14.00–14.15 Tamás CSORDÁS, Éva MARKOS-KUJBUS, Kitti BOROS: *"If they get accustomed to this being family-friendliness, then they will become unwilling to pay for it": Practitioners' perception of family-friendliness of hotels*

14.15–14.30 Edit KŐVÁRI, Gerda BAK: *Digital competences: FOMO, the conscious presence and use of social media among future managers*

14.30–14.45 Ibolya VIZELI, László SEER: *Factors affecting the adoption of artificial intelligence-based digital assistants: A preliminary study*

14.45–15:00 Ibolya VIZELI, Mónika Anetta ALT: *Transylvanian generation Z consumers' attitude toward mobile payment technology*

15.00–15.15 Mónika Anetta ALT, Zsuzsa SÄPLĂCAN, Botond BENEDEK: *Online vs. offline channel usage in life-insurance buying decision: The case of Romanian actual and potential consumers*

15.15–15.30 Noémi HAJDÚ, Katalin LIPTÁK: *Trade war between China and United States of America*

15.30–15.45 Discussion

15.45–16.15 **Coffee break**

LIST OF REGISTERED PARTICIPANTS

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