

FINAL PROGRAMME OF THE CONFERENCE

(Updated: 25th October, 2018)

1st DAY

Thursday, 25th OCTOBER 2018

8.00 – 9.00 REGISTRATION (*Building: SZIE Tudástranszfer Központ*)
http://www.gepmuzeum.szie.hu/SZIE_TK_prospektus.pdf

9.00 – 10.00 CONFERENCE OPENING

◆ *Welcoming the guests*

• **Prof. Dr. Csaba Bálint ILLÉS**

Chair of Organizing Committee, Szent István University, Hungary

• **Prof. Dr. János TÓZSÉR**

Rector of Szent István University, Hungary

• **Prof. Dr. Lajos HELYES**

Vice Rector, President of Doctoral and Habilitation Council, Szent István University

• **Prof. h. c. Dr. József KÁPOSZTA**

Dean of Faculty of Economics and Social Sciences, Szent István University

• **Prof. Dr. József LEHOTA**

Head of Doctoral School of Management and Business Administration, Szent István University

◆ *25 Years of the Doctoral School of Management and Business Administration at Gödöllő (1993-2018) - The History of the Doctoral School*

• **Prof. Dr. József LEHOTA**

Head of Doctoral School

◆ *Awarding medals “For the PhD School”*

10.00 – 12.00 PLENARY SESSION

CHAIRS: PROF. DR. JÓZSEF POÓR DSC, GÖDÖLLŐ, HUNGARY

PROF. DR. IMRE FERTŐ DSC, BUDAPEST, HUNGARY

SECRETARY: DR. ANITA TANGL, GÖDÖLLŐ, HUNGARY

10.00 – 10.25: *József POÓR, Szent István University, Hungary*

HRM at Foreign Owned Firms in CEE Countries and Russia, Kazakhstan.

10.25 – 10.50: *Miklós ILLÉSSY and Csaba MAKÓ, Szent István University, Hungary*

Innovation as a Tool of Inclusive Growth.

10.50 – 11.15: *Dorota JELONEK, Częstochowa University of Technology, Poland*

The Meaning of Big Data in the Support of Business Management.

11.15 – 11.35: *Csaba Bálint ILLÉS, Anna DUNAY and Beatrix TURZAI-HORÁNYI, Szent István University, Hungary*

Lifecycle of enterprises: organizational lifecycle of car dealerships in Hungary.

11.35 – 12.00: **Discussion**

12.05 – 12.15: Photo Session

12.15 – 13.30 Lunch (at the place of registration)

14.00 – 18.00 CONTRIBUTED PAPERS SESSIONS
Thursday, 25th OCTOBER 2018

Parallel sessions (A)

14.00 – 15.30 Session 1: Competitiveness, Management and Innovation in Agriculture
(Room: 10, 2nd floor)

CHAIRS: PROF. DR. MARIA FEKETE-FARKAS, GÖDÖLLŐ, HUNGARY
ASSOC. PROF. DR. SZERGEJ VINOGRADOV, GÖDÖLLŐ, HUNGARY

SECRETARY: DR. ENIKŐ LENCSÉS, HUNGARY

14.00 – 14.10: *Aleksandra Angeloska, Nikola Trendov, Laszlo Vasa*
Tole of government funding to ensure sustainable technology innovation in agricultural sector.

14.10 – 14.20: *Ádám Pál Sőreg, Zsuzsanna Tóth-Naár*
The Evaluation of Agricultural Land as an Investment.

14.20 – 14.30: *Amar Uuld, Robert Magda*
The factors affecting of wheat production in Mongolia.

14.30 – 14.40: *Mantas Svazas, Valentinas Navickas*
Biomass clusters competitive advantage in modern economy.

14.50 – 15.00: *Judit Tóth, Róbert Magda*
The possibility of producing biomass-based methanol - Hungarian projections.

15.00 – 15.30: **Discussion**

15.30 – 16.00 Coffee break

14.00 – 15.30 Session 2: Information Analysis and Theoretical Models for Competitiveness
(Room: 11, 2nd floor)

CHAIRS: PROF. DR. DOROTA JELONEK, CZĘSTOCHOWA, POLAND
ASSOC. PROF. DR. MIKLÓS DARÓCZI, GÖDÖLLŐ, HUNGARY

SECRETARY: BEATRIX TURZAI-HORÁNYI, HUNGARY

14.00 – 14.10: *Márton Attila Boda*
Current usage levels of computer- based business simulation games in academia focusing Hungary.

14.10 – 14.20: *Miklós Daróczi, Tuan-anh Tran, Khai Luu*
An architecture for LEAN-TPM CMMS.

14.20 – 14.30: *Imre Dimény, Tamás Koltai*
Mapping the objective value function of LP models to support management decisions.

14.30 – 14.40: *Sidney Soares Filho, Rafael Garcia Barbosa*
A case study about the application of gamification as a tool to improve the employees' knowledge concerning the strategic plan of a public organization.

14.50 – 15.00: *Nikolett Mihály*
The use of Akerlof and Kranton's utility model in higher education.

15.00 – 15.10: *Alexandra Tamás, Tamás Koltai*
A special application of the learning effect in operations management.

15.10 – 15.30: **Discussion**

15.30 – 16.00 Coffee break

14.00 – 15.30 Session 3: Marketing, fogyasztói magatartás
(Room: 12, 2nd floor)

CHAIRS: PROF. DR. JÓZSEF LEHOTA, SZENT ISTVÁN UNIVERSITY, HUNGARY

PROF. DR. ISTVÁN FEHÉR, GÖDÖLLŐ, HUNGARY

SECRETARY: ÁDÁM HORVÁTH, HUNGARY

14.00 – 14.10: *Amberg Nóra, Gyenge Balázs*

A kozmetikumok vásárlására ható trendek bemutatása, különös tekintettel a környezettudatosságra.

14.10 – 14.20: *Horváth Ádám, Gyenge Balázs*

A filmnézés mint kultúrafogyasztói magatartás elméleti vizsgálata és modellezése.

14.20 – 14.30: *Tiago Manuel*

Vásárlói döntéshozatal vizsgálata egy feltörekvő gazdaság élelmiszerpiacán.

14.30 – 14.40: *Népešy Noémi*

Múzeumi látogatók, látogatókutatások.

14.50 – 15.00: *Urbánné Treutz Ágnes*

Az identitás megjelenése a településmarketingben.

15.00 – 15.10: *Farkasné Fekete Mária, Hegyesné Görgényi Éva*

A társadalmi felelősségvállalás (CSR) és az egészségtudatosság kapcsolatának vizsgálata.

15.10 – 15.30: **Discussion**

15.30 – 16.00 Coffee break

14.00 – 15.30 Session 4: Contemporary Issues of Economy
(Room: 210, 2nd floor)

CHAIRS: PROF. DR. ZOLTÁN ZÉMAN, GÖDÖLLŐ, HUNGARY

DR. MIKLÓS ILLÉSSY, BUDAPEST, HUNGARY

SECRETARY: DR. ATTILA KOVÁCS, HUNGARY

14.00 – 14.10: *Edmund Bwire Mallinguh*

A comparative study of Hungarian and Kenyan stock markets.

14.10 – 14.20: *Mario Malouin, Csaba Makó*

Innovation generating role of the state: new reflexion in historical perspective.

14.20 – 14.30: **Musaab Mousa, Judit Sagi, Zoltan Zeman**
Market power of stocks and its impact on market performance: evidence from Budapest Stocks Exchange.

14.30 – 14.40: **Daniel Oigo Ogachi, Zoltán Zéman**
Effect of dividend pay out ratio on financial performance of companies listed on the Nairobi Securities Exchange

14.50 – 15.00: **Anita Tolnay, Ildikó Bartus, András Koris**
Investigation on capacity utilization factors of two analytical laboratory instruments acquired from EU funds.

15.00 – 15.10: **Angele Lileikiene, Jurgita Martinkiene**
The main problems of sustainability financial system in Lithuania.

15.10 – 15.30: **Discussion**

15.30 – 16.00 Coffee break

Parallel sessions (B)

16.00 – 18.00 Session 5: Food Quality and Food Safety Management (Room: 10, 2nd floor)

CHAIRS: ASSOC. PROF. DR. ADA ROCHA, PORTO, PORTUGAL
PROF. h. c. DR. ANDRÁS BITTSÁNSZKY, BUDAPEST, HUNGARY
SECRETARY: ÁDÁM HORVÁTH, HUNGARY

16.00 – 16.10: **Cláudia Neves Afonso, Angélica Cruz, Ana Paula Pinto, Bruno MPM Oliveira, Sandra Araújo, Catarina Malheiro, Cláudia Afonso**
Food Safety Practices Among Older Adults with a Home-Delivered Meal Program.

16.10 – 16.20: **András Bittsánszky, András J. Tóth, Csaba Bálint Illés**
Legume consumption in Hungarian schools.

16.20 – 16.30: **Boglárka Herczeg, András Tóth, Csaba Bálint Illés, András Bittsánszky**
Reduction of food wastage in school catering.

16.30 – 16.40: **Ana Goios, Margarida Liz Martins, Lígia Ferreira, Antónia Nunes, Ada Rocha**
Food safety and food allergy - Food handlers' knowledge.

16.40 – 16.50: **Kevin Kimeli Serrem, Csaba Bálint Illés**
The Influence of Food Environment on Healthy Food Consumption Among Consumers.

16.50 – 17.00: **András József Tóth, Csaba Bálint Illés, András Bittsánszky**
Food allergy knowledge of foodservice workers in Hungarian school catering.

17.00 – 17.30: **Discussion**

16.00 – 18.00 Session 6: Human Resource Management, And Leadership

(Room: 11, 2nd floor)

CHAIRS: PROF. DR. JÓZSEF POÓR, GÖDÖLLŐ, HUNGARY

ASSOC. PROF. DR. LESZEK CICHOBŁAZIŃSKI, CZĘSTOCHOWA, POLAND

SECRETARY: DR. ZSUZSANNA LEHOTA, HUNGARY

16.00 – 16.10: **Csapó Ildikó**

Management Consulting Management Consulting trends, tendencies in Central and Eastern Europe 2000-2018.

16.10 – 16.20: **Gifty Kenetey, Samuel Kwakye, Josephine Yeboah Addo, Isaac Onumah and Konadu Mavis**

Stress and its Effects on Employess' Productivity: A Case Study of Barclays Bank, Accra Main Branch.

16.20 – 16.30: **Vita Mayastinasari, Benyamin Lufpi**

Performance Management in Career Management Perspective.

16.30 – 16.40: **Amelia Naim, Adi Zakaria Afiff, Tengku Ezni Balqiah, Riani Rachmawati**

The Importance of Spiritual Leadership and Spirit at Work as Intangible Resource Capabilities in the Service Industry: A Resource Based View Framework.

16.40 – 16.50: **Ugur Filiz**

Importance of strategic human resources management in organizational performance.

16.50 – 17.00: **Chairul Muriman Setyabudi, Novi Indah Earlyanti**

The affect use of information technology to performance police at Human Resources Bureau of South Sulawesi Regional Police.

17.00 – 17.10: **Archana Yadav**

Effective Leadership Styles

17.10 – 17.50: **Discussion**

16.00 – 18.00 Session 7: Accounting and Finance

(Room: 12, 2nd floor)

CHAIRS: ASSOC. PROF. DR. ANITA TANGL SZENT ISTVÁN UNIVERSITY, HUNGARY

PROF. DR. CSABA SZÉKELY, SOPRON, HUNGARY

SECRETARY: PÉTER FÖLDI, HUNGARY

16.00 – 16.10: **Wisam Neema Hussein, Satam Salih Hussein And Tariq Khalid Khorsheed**

The use of donation to NGO'S as a means of tax avoidance – UN agencies as an example.

16.10 – 16.20: **Hasan Mohammad Anwar Mansur, Anita Tangl**

Using business model canvas to determine the impact of environmental accounting on competitive advantage and financial performance in industrial firms.

16.20 – 16.30: **Duc Phong Nguyen, Nguyen Duc Phong, Anita Tangl**

Introducing International Financial Reporting Standards (IFRS) in accounting syllabus into Vietnam universities.

16.30 – 16.40: **Tigor Sitorus**, *Andre Kristianto, Supardi Hamid, Syafruddin*
Liquidity, leverage, asset usage effectiveness and financial pressure prediction: The role of profitability.

16.40 – 16.50: **Kristina Puleikiene**
The influence of capital structure on the business companies' performance in the maritime sector.

16.50 – 17.00: **Małgorzata Łęgowik-Malolepsza, Paula Bajdor, Anna Wiśniewska-Satek, Tomasz Szczepaniak**
The importance of cost management in moderating the efficiency of a manufacturing enterprise.

17.00 – 17.30: **Discussion**

16.00 – 18.00 Session 8: Human Capital, Tourism
(Room: 210, 2nd floor)

CHAIRS: PROF. DR. URSZULA SWADŹBA, KATOWICE, POLAND

ASSOC. PROF. DR. ANNA ALBRYCHIEWICZ SŁOCIŃSKA, POLAND

SECRETARY: BERNADETT ALMÁDI, HUNGARY

16.00 – 16.10: **Rafał Cekiera, Urszula Swadźba**
From passivity to activity and mobility. Social attitudes of the young generation Visegrad Countries towards professional work.

16.10 – 16.20: **Igor Borisov, Szergej Vinogradov**
The impact of social cohesion on economic and social outcomes.

16.20 – 16.30: **Ahmad Juratli, Viktoria Khanouf, Majd Khoudari**
The impact of the organizational culture on the NGO's leadership orientation in Syria. Evidence from the Syrian Arab Red Crescent SARC, and the Danish Refugee Council DRC.

16.30 – 16.40: **Nicholas Imbeah**
The Study of the Role of Tourists' Safety in selected sites in the Central Region of Ghana.

16.40 – 16.50: **Nesrine Khazami**
The motivation of equestrian tourists in rural areas: A proposed model.

16.50 – 17.00: **Zsuzsanna Tóth-Naár, Eszter Szilágyi-Marczell**
Bridges are created to be used - The importance of the continuous communication in the effective HR-practices.

17.00 – 17.10: **Éva Görgényi Hegyes, Lisa Chillingworth Watson, Mária Fekete-Farkas**
Analysis of health awareness raising through the use of social media applications.

17.10 – 17.45: **Discussion**

16.00 – 18.00 Session 9: Information Management, Big Data and IT Applications
(Room:224, 2nd floor)

CHAIRS: ASSOC. PROF. DR. CSABA FOGARASSY, GÖDÖLLŐ, HUNGARY
ASSOC. PROF. DR. ZSUZSANNA NAÁR-TÓTH, GÖDÖLLŐ, HUNGARY
SECRETARY: DR. ENIKŐ LENCSEÉS, HUNGARY

16.00 – 16.10: **Gergő Barta**

Artificial Intelligence: blessing or curse?

16.10 – 16.20: **Selim Corekcioglu, Molnár Márk**

Forecasting of Stock Market Movements.

16.20 – 16.30: **Nils Engelhardt**

Comparison of Agile and Traditional Project Management by Simulation: Criteria for Evaluation of the result.

16.30 – 16.40: **Csaba Fogarassy, Miriam Bahna, Bálint Horváth, Éva Neubauer**
Bigdata system using in case of circular economic business model development.

16.40 – 16.50: **Gergely Görcsi**

Information Management and Corporate Life Cycles.

16.50 – 17.00: **Enikő Lencsés, Mihály Zalai, László Kovács, Attila Kovács**

A stochastic simulation of the unmanned aerial vehicles in weed management.

17.00 – 17.10: **Zsigmond Gábor Szalay, István Pető**

Students' attitude to teaching-learning materials and techniques in online learning environment.

17.10 – 17.20: **Mohannad Abu Daqar**

The impact of Customers Relationship Management on Customers Satisfaction in the banking industry operated in Palestine North West Bank.

17.20 – 17.50: **Discussion**

18.45 – 23.00 CONFERENCE DINNER & CULTURAL PERFORMANCES

2nd DAY - FRIDAY, 26th OCTOBER 2018

8.00 – 9.00 REGISTRATION (Building: SZIE Tudástranszfer Központ))
http://www.gepmuzeum.szie.hu/SZIE_TK_prospektus.pdf

9.00 – 12.00 Contributed papers Sessions

Parallel sessions (C)

9.00 – 10.30 Session 10: Marketing, Consumer Behaviour and Supply Chain Management (Room: 10, 2nd floor)

CHAIRS: PROF. DR. JÓZSEF LEHOTA, GÖDÖLLŐ, HUNGARY
PROF. DR. DOROTA JELONEK, CZĘSTOCHOWA, POLAND

SECRETARY: ÁDÁM HORVÁTH, HUNGARY

9.00 – 9.10: *Maral Jamalova, Milán Constantinovits*

The relationship of the mobile phone market players and other macroeconomic variables in Azerbaijan and Hungary.

9.10 – 9.20: *Murad Khudiyev*

Uniqueness of football consumers.

9.20 – 9.30: *Aida Kinga Stępnia*

Social media as a tool for the promotion of the philharmonic.

9.30 – 9.40: *Povilas Švogžlys, Ilona Skačkauskienė*

The influence of consumer behavior on the development of new services.

9.40 – 9.50: *Yelena Alaskarova*

Lean production application in supply chain management.

9.50 – 10.00: *Marwa Ben Abdallah*

Examining price volatility along the meat supply chain.

10.00 – 10.10: *Imola Szabó, József Lehota*

Analysis of vegetables and fruits consumption trends in Hungary since the crisis.

10.10 – 10.30: **Discussion**

10.30 – 11.00 Coffee break

9.00 – 10.30 Session 11: Management of Enterprises (Room: 11, 2nd floor)

CHAIRS: PROF. DR. IMRE FERTŐ, BUDAPEST, HUNGARY
ASSOC. PROF. DR. ANNA DUNAY, GÖDÖLLŐ, HUNGARY

SECRETARY: SAADI AHMAD SHAHBAZ, PAKISTAN

9.00 – 9.10: *Mohammed Salem Abdalrahman*

SMEs supply chain challenges in turbulence markets: Case study of Palestinian SMEs.

9.10 – 9.20: *Saeed Nosratabadi, Csaba Bálint Illés*

Designing Business Models: Tools and Applications.

9.20 – 9.30: *Felicjan Bylok, Anna Albrychiewicz-Słocińska, Leszek Cichobłaziński*
Counter-productive behavior and personnel management in small and medium-sized enterprises.

9.30 – 9.40: **Imre Fertő**

Extensive and intensive margin in Hungarian agri-food trade.

9.40 – 9.50: *Tamas Kopolyay, Hilda Hurta, Hamed Motaghi, Mario Malouin*

Market trends and the life cycle.

9.50 – 10.00: **Marcus Störkel, Martin Fontanari**

Market study on the economic impact of a "Sunday open for business" in Cologne/Germany.

10.00 – 10.10: **Waleed Ali Hussein Al-Zaidi, Csaba Bálint Illés**

The Relationship Between Some Supplier Service Quality Dimensions and Waste in Supply Chain.

10.10 – 10.30: **Discussion**

10.30 – 11.00 Coffee break

9.00 – 10.30 Session 12: Agrár- és élelmiszerágazat aktualitásai, kihívásai
(Room: 12, 2nd floor)

CHAIRS: PROF. DR. ISTVÁN FEHÉR, SZENT ISTVÁN UNIVERSITY, GÖDÖLLŐ, HUNGARY
ASSOC. PROF. DR. SZERGEJ VINOGRADOV, GÖDÖLLŐ, HUNGARY

SECRETARY: KONRÁD KISS, HUNGARY

9.00 – 9.10: **Almádi Bernadett, Li Maohua, Dunay Anna**

Kínai gombavertikum helyzete és fejlesztési lehetőségei.

9.10 – 9.20: **Battay Márton, Dobos Attila, Illés Bálint Csaba, Ózsvári László**

Az afrikai sertéspestis hatása a hazai vadgazdálkodásra.

9.20 – 9.30: **Erdeiné Késmárki-Gally Szilvia, Gulyás Zoltán**

Gépüzemeltetési kihívások a magyar mezőgazdaságban. (Challenges of operation of agricultural machinery in Hungary.)

9.30 – 9.40: **Fehér Ilona, Lehota József**

Új kihívások a száraztészta piacon - Hosszútávú versenyképesség elemzése.

9.40 – 9.50: **Kiss Konrád**

Budapest és a Mátra térségének összehasonlító vizsgálata a termelői értékesítés szempontjából.

9.50 – 10.00: **Lehota Zsuzsanna, Lehota József, Illés Bálint Csaba, Komáromi Nándor**

Az élelmiszerfogyasztói információ-ellátottság, a bizalom és a fogyasztói magatartás kapcsolatrendszer.

10.00 – 10.30: **Discussion**

10.30 – 11:00 Coffee break

9.00 – 10.30 Session 13: Számvitel és pénzügy

(Room: 210, 2nd floor)

**CHAIRS: ASSOC. PROF. DR. ANITA TANGL, SZENT ISTVÁN UNIVERSITY, HUNGARY
ASSOC. PROF. DR. LÁSZLÓ PATAKI, GÖDÖLLŐ, HUNGARY**

SECRETARY: PÉTER FÖLDI, HUNGARY

9.00 – 9.10: **Földi Péter, Hegedűs Szilárd, Molnár Petronella**

Tőkeszerkezeti elméletek érvényesülésének vizsgálata a Nógrád megyei cégeknél.

9.10 – 9.20: **Gyurcsik Petronella, Pataki László, Tóth Róbert**

A primer és szekunder szektor finanszírozásának és pénzügyi helyzetének elemzése Magyarországon példáján.

9.20 – 9.30: **Szijártó Boglárka, Fördös Fanni, Sisa Krisztina**

A magyarországi gazdaságtudományi képzést nyújtó felsőoktatási intézmények összehasonlítása - A felsőoktatási intézmények önköltségszámítási módszertana és nehézségei.

9.30 – 9.40: **Tóth Gábor**

A könyvvizsgálat számviteli beszámolók minőségére gyakorolt hatásának elemzése.

9.40 – 9.50: **Tóth Róbert, Gyurcsik Petronella, Mester Éva, Túróczi Imre**

A KKV szektor finanszírozási stratégiáinak vizsgálata a pénzügyi tudatosság tükrében.

9.50 – 10.00: **Török Martina Zsófia**

Könyvvizsgálati minőségértelmezés és annak egy lehetséges mérési modellje.

10.00 – 10.30: **Discussion**

10.30 – 11:00 Coffee break

9.00 – 10.30 Session 14: Challenges of Enterprise Management

(Room: 224, 2nd floor)

**CHAIRS: ASSOC. PROF. DR. MIKLÓS DARÓCZI, GÖDÖLLŐ, HUNGARY
ASSOC. PROF. DR. RAFAŁ CEKIERA, KATOWICE, POLAND**

SECRETARY: SHEILA MERLEY KORLEY, GHANA

9.00 – 9.10: **Sylwia Łęgowik-Świącik**

How does the effect of intellectual leverage shape of the company's profitability.

9.10 – 9.20: **Éva Balázs**

Emotion and motivation in the economic organisations.

9.20 – 9.30: **Sheila Merley Korley**

The hardships of medium and small enterprises: Comparison between the European Union and the African Union.

9.30 – 9.40: **Nasib Jafarov**

Economics and Entrepreneurship: Review of the Current Approaches.

9.40 – 9.50: **Marcin Stepień**

International enterprises cooperation management in the aspect of elimination of base erosion and profit shifting.

9.50 – 10.00: *Jurgita Martinkiene*

Assessment of development of managerial competences in a business enterprise.

10.00 – 10.30: **Discussion**

10.30 – 11:00 Coffee break

Parallel sessions (D)

11.00 – 12.00 Session 15: Új trendek, kihívások a vállalati gyakorlatban I.

(Room: 10, 2nd floor)

CHAIRS: ASSOC. PROF. DR. ZOLTÁN HORVÁTH, GÖDÖLLŐ, HUNGARY

ASSOC. PROF. DR. ZSUZSANNA NAÁR-TÓTH, GÖDÖLLŐ, HUNGARY

SECRETARY: DR. ÉVA ILDIKÓ KOVÁCS, HUNGARY

11.00 – 11.10: *Horváth Zoltán*

Lean menedzsment módszereinek adaptálása nonprofit szervezetek irányítása során.

11.10 – 11.20: *Kovács Ildikó Éva, Karoliny Mártonné, Poór József*

Az emberi erőforrás menedzsment regionális és hazai sajátosságainak vizsgálata két egymást követő Cranet kutatás tükrében.

11.20 – 11.30: *Löblin János*

Néhány empirikus kutatási megközelítés a 2007-ben indult válság kapcsán.

11.30 – 11.40: *Gonda György, Farkasné Fekete Mária*

Kihívások és válaszok: Munkaerőhiány és digitalizáció a ruházati kiskereskedelmi üzletekben.

11.40 – 11.50: *Áldorfai György, Áldorfainé Czabadai Lilla*

Magyarország gazdasági helyzetének vizsgálata LAU2-es szinten.

11.50 – 12.00: **Discussion**

11.00 – 12.00 Session 16: Új trendek, kihívások a vállalati gyakorlatban II.

(Room: 11, 2nd floor)

CHAIRS: PROF. DR. CSABA SZÉKELY, SOPRON, HUNGARY

ASSOC. PROF. DR. ZITA FODOR, GÖDÖLLŐ, HUNGARY

SECRETARY: RÓBERT TÓTH, HUNGARY

11.00 – 11.10: *Fodor Zita, Molnár Attila*

Nemzetközi „Big Data” trendek a vállalati gyakorlatban.

11.10 – 11.20: *Korsós-Schlessner Ferenc*

Fenntarthatóság és környezetvédelem a klímaváltozás tükrében.

11.20 – 11.30: *Székely Csaba*

Döntéshozatal a digitalizáció korában.

11.30 – 11.40: **Zsigri Ferenc**, Szalay Zsigmond, Poór József
E-learning körkép.

11.40 – 11.50: **Tangl Anita**, Vajna István
Átfogó termelékenységnövelés és minőségfejlesztés lean eszközök komplex alkalmazásával makro és mikro szinten.

11.50 – 12.00: **Discussion**

11.00 – 12.00 Session 17: Sustainable Society, Sustainable Enterprises (CSR)
(Room: 210, 2nd floor)

CHAIRS: PROF. DR. FELICJAN BYLOK, CZĘSTOCHOWA, POLAND
PROF. DR. JÓZSEF POÓR, SZENT ISTVÁN UNIVERSITY, HUNGARY

SECRETARY: SAEED NOSRATABADI, IRAN

11.00 – 11.10: **Houda Qasim Aleqadat**
The Role of Corporate Social Responsibility and sustainability in achieving the corporate goals and their impact on profitability.

11.10 – 11.20: **Gabriella Buda**, Barbara Pethes, Manolisz Karajannisz, József Lehota
Collaborative transportation sharing services within the city.

11.20 – 11.30: **Zsolt Horbulák**
Corporate Social Responsibility of SMEs in Slovakia.

11.30 – 11.40: **Radka Vaničková**, Dagmar Škodová Parmová
Corporate social responsibility and sustainable entrepreneurship: The effects and competitive advantages.

11.40 – 11.50: **Mehmet Sercan Onalan**, Róbert Magda
An empirical analysis on uncertainty tolerance and motivational persistence for female entrepreneurs in Turkey.

11.50 – 12.00: **Discussion**

12.10 – 12.30 SUMMARY AND CONCLUSIONS OF THE CONFERENCE
(Room: 12, 2nd floor)

12.40 Departure to the Lázár Equestrian Park from the building of Registration

13.00 – 16.30 Visiting the Lázár Equestrian Park

13.00 – 14.45 Lunch

15.00 – 16.00 Horse show and carriage rides

16.00-16.30 Departure from the Lázár Equestrian Park to the University

PRESENTATION GUIDELINES

The Plenary Session and Sessions 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 14, 17 are in English.

Sessions 3, 12, 13, 15, 16 are in Hungarian.

Please prepare (ppt) presentation for maximum 10 minutes!

For the paper presentation, standard audio-visual devices are available.

We ask participants to submit presentations at least 5 minutes before session opening.