

# Symposium for Young Researchers

## Final Programme

Budapest, 24 November 2017

9:00-9:30	<b>Registration</b>	<b>TA 2nd Floor</b>
9:30-9:50	<b>Opening ceremony: Monika Fodor, Conference Chair</b>	<b>TA 2nd Floor 214</b>
	Welcome speech: <b>Jozsef Tick</b> , Deputy Rector for Regional Innovation, Óbuda University	
9:50-10:40	<b>Plenary Session</b>	<b>TA 2nd Floor 214</b>
	How does trust influence the HR practices of companies by <b>Kornelia Lazanyi</b>	
	Preference-based buying decisions - a multidisciplinary approach by <b>Zoltan Veres</b>	
	Cherry-Picking in SCRUM - Hybrid approaches in IT product development and innovation by <b>Philipp Rosenberger</b>	
10:40-11:00	<b>Coffee break</b>	<b>TA 2nd Floor</b>
11:00-12:40	<b>Session I.</b>	
	<i>Small and medium enterprises</i> Session chair: <b>Philipp Rosenberger, Anita Kolnhofer-Derecskei</b>	<b>TA. 2. 07.</b>
	HOW CAN THE COMPETITIVENESS OF A HUNGARIAN AGRICULTURAL ENTERPRISE BE INCREASED? by <b>Fanni Ildiko Fodor, Maohua Li, Tibor Pal Szilagyi, Bernadett Almadi</b>	
	Gradual recovery of small and medium-sized enterprises in Serbia by <b>Alexander Kosutic, Miroљjub Hadzic</b>	
	HOW SHOULD I TELL YOU - ENTERPRISE COMMUNICATION IN THE SME SECTOR by <b>Sandor Gaspar, Seyyed Amir Vafaei, Monika Fodor, Bernadett Almadi</b>	
	Thinking fast and slow in business decisions by <b>Tamas Sneider</b>	
	Development opportunities of the short supply chains by <b>Konrad Kiss</b>	
	<i>Sustainability</i> Session chair: <b>Daniel Kwabena Twerefou, Janos Tibor Karlovitz</b>	<b>TA. 2. 122.</b>
	The role of change management in sustainable operation of organizations by <b>Peter Kartyas</b>	
	The influence factors of the rational production in the hungarian agriculture by <b>Diana Szucs</b>	
	Innovations connected to methanol in the service of Blue Economy by <b>Judit Toth</b>	
	Stakeholders' involvement in sustainable tourism by <b>Grisilda Miftari</b>	
	The situation of young farmers in the sand ridges (Homokhátság) by <b>Iren Koszegi</b>	
12:40-13:30	<b>Lunch</b>	<b>Caterland Restaurant</b>
13:30-15:30	<b>Afternoon Session I.</b>	
	<i>Finance</i> Session chair: <b>Florin Duma, Agnes Csiszarik-Kocsir</b>	<b>TA. 2. 07.</b>
	The ethics of tax rates by <b>Gabor Toth</b>	
	Financial awareness of retirement savings: analysis of a survey in Hungary by <b>Zsolt Szabo</b>	
	Financial independence of commune as a determinant of local development by the example of Poland by <b>Mateusz Lajewski</b>	
	How do we pay tax? - Taxation-related behaviors by <b>Piroska Dobos</b>	
	Factor based investment by <b>Zsombor Szatmary</b>	
	How to finance renewable energy projects - facts and trends by <b>Agnes Csiszarik-Kocsir</b>	
	<i>HR</i> Session chair: <b>Ertila Druga, Monika Fodor</b>	<b>TA. 2. 122.</b>
	Human capital accounting - the case of Albania by <b>Krisela Ngjela, Ertila Druga</b>	
	Gendering technical professions and secondary school science education in Hungary by <b>Valeria Szekeres</b>	
	Employee benefits practice in Slovakia by <b>Zsuzsanna Szeiner, Adam Szobi</b>	
	Methods of alternative dispute resolution-from conflict to connection by <b>Csilla Kohlhoffer-Mizser</b>	
	Career path, and the generation-specific perspective system of successful career starting by <b>Monika Fodor, Katalin Jackel, Tibor Pal Szilagyi</b>	
	Training for improving staff performance in light empirical experience from Qatar by <b>Khaloud Abdulla Al-Sulaiti</b>	
	<i>Business and economics</i> Session chair: <b>Elvira Tabaku, Kornelia Lazanyi</b>	<b>TA. 2. 04.</b>
	SME Moral Hazard by <b>Gyorgy Vas</b>	
	Characteristics of consumers in electronic retailing in the Danube region countries by <b>Sonja Vucenovic, Zita Petrovic Katai</b>	
	Hunlywood - the most important challenges of the hungarian film industry by <b>Cyntia Valocikova</b>	
	Relationship between human decisions and an expert system by <b>Peter Racz</b>	
	Project management practice in Hungarian bank sector by <b>Istvan Norbert Papp</b>	
	Innovative marketing strategies of a small domestic enterprise on the continuously changing laboratory market by <b>Anita Tolnay</b>	
15:30-15:45	<b>Coffee break</b>	<b>TA 2nd Floor</b>

15:45-17:45	<b>Afternoon Session II.</b>	<b>TA. 2. 07.</b>
<p><b>Macroeconomics</b> <i>Session chair: Aleksandra Fedajev, Viktor Nagy</i></p> <p>Examination of economic indicators influencing export by <b>Janos Loblin, Peter Foldi, Anna Szephegyi-Jonas</b></p> <p>Europe after Brexit: effects on Hungary by <b>Ferenc Bartok</b></p> <p>Ethical understanding in Turkey by <b>Abdulkerim Yavuzaslan, Ahmet Bariscil</b></p> <p>Drivers of shadow economy in transition countries during the post-crisis period: the results of structural model by <b>Milica Arsić, Aleksandra Fedajev</b></p> <p>Changes in former industrial areas by <b>Franciska Gubacsi</b></p> <p>The raise of populism in Central and Eastern Europe - A quantitative approach by <b>Adela Danaj</b></p>		
<p><b>Consumer behaviour</b> <i>Session chair: Grisilda Miftari, Aniko Kelemen-Erdos</i> <b>TA. 2. 122.</b></p>		
<p>The consumption of organic products according to a survey by <b>Gabor Gyarmati</b></p> <p>Why the Apple? Preferences of the „Z” generation for communications tools in the light of Apple products by <b>Balint Botos, Bernadett Almadi, Tibor Pal Szilagyi</b></p> <p>Assimilation-contrast theory: Support for the effect of brand in consumer preferences by <b>Elena Kokthi, Aniko Kelemen-Erdos</b></p> <p>Change of demands in the real-estate market by <b>Andras Vass</b></p> <p>Consumer preferences analysis for reduced pesticides in Albania by <b>Grisilda Miftari</b></p> <p>Gender and generational investigation of shopping locations by <b>Peter Nemeth</b></p>		
<p><b>IT</b> <i>Session chair: Djordje Nikolic, Andras Keszthelyi</i> <b>TA. 2. 04.</b></p>		
<p>Integrated framework for analysis of supplier selection problem by using hybrid AHP – topsis methodology in fuzzy environment by <b>Djordje Nikolic, Ivan Mihajlovic, Zivan Zivkovic, Dejan Bogdanovic, Goran Stojanovic</b></p> <p>Adoption of biometrics in mobile devices by <b>Esmeralda Kadena, Lourdes Ruiz</b></p> <p>Background data mining for an information security awareness education program - Reasons, possibilities, methodologies by <b>Jeno Duchon</b></p> <p>How we choose our apps? by <b>Kata Rebeka Szucs</b></p> <p>Fear of autonomous vehicles by <b>Peter Szikora, Nikolett Madarasz</b></p> <p>Recorded speech and the call center work by <b>Beata Hajdu</b></p>		
17:45-18:00	<b>Closing ceremony</b>	<b>TA 2nd Floor</b>
18:00-22:00	<b>Banquet</b>	<b>Caterland Restaurant</b>

