

Óbuda University

MEB 2015

13th International Conference

on

**MANAGEMENT, ENTERPRISE AND
BENCHMARKING**

PROGRAMME

29-30 May

2015

BUDAPEST

VENUE

The Conference will be held at the building of Óbuda University (address: 8 Népszínház St., H-1081 Budapest).

REGISTRATION

The registration desk will be open from 8:30 on May 29.

LANGUAGE

The official languages of the Conference are English and Hungarian. All the camera-ready manuscripts should be submitted in one of the official languages.

PRESENTATIONS

Conference rooms are equipped with OHP and data projector with PC. Authors are kindly asked to take their presentation on flash drive, and not to use their own laptop.

SOCIAL EVENTS

All registered participants are cordially invited for lunch and banquet. Banquet will be held in Rákóczi Grillház Restaurant (address: 57 Rákóczi St. H-1081 Budapest, www.rakoczigrillhaz.hu)

COMMITTEES

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Óbuda University

Honorary Committee

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University of Pécs

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PROGRAMME

Friday, 29 May 2015

9.00– 9.25 OPENING CEREMONY

Room 252

Chairman: **Pál Michelberger**
Óbuda University, Hungary

9.05

Welcome speech

János Fodor
Rector - Óbuda University, Hungary

9.30 – 10.30 MORNING SESSION I. – SME

Room 252

Session Chair: **Antal Szabó**
UN ret. Regional Adviser, Scientific Director of ERENET

9.30

Small Farms and SMEs in Agrobusiness

Antal Szabó
UN ret. Regional Adviser, Scientific Director of ERENET

9.50

SMEs are Facing with Recession Trends

Miroljub Hadžić*, Petar Pavlović**
**University Singidunum, Republic of Serbia,
** Public Policy Secretariat of the Republic of Serbia*

10.10

The Role of SMEs in the European Entrepreneurship Policy

László Borbás
Óbuda University, Hungary

10.30 – 10.45

COFFEE BREAK

Session Chair: **Lubica Lesáková**

Matej Bel University, Slovak Republic

- 10.45** **Main Trends in B2C E-commerce in the Slovak Republic**
Lubica Lesáková
Matej Bel University, Slovak Republic
- 11.05** **A Possible Categorization of Product Placement based on its Position within the Film or TV programme**
Árpád Papp-Váry
BKF University of Applied Sciences, Hungary
- 11.25** **Trends of the Sales Force Monitoring Development in Multinational Firms**
Tibor Erményi
University of Miskolc, Hungary

11.45 – 12.00**COFFEE BREAK**

Session Chair: **András Farkas**

Óbuda University, Hungary

- 12.00** **Examining Young Entrant Motivations and their Connection to the Learning Organization of Family Businesses**
Ildkó Marosi, Ferenc Katona
Óbuda University, Hungary
- 12.20** **Moving from Information to Knowledge for Water Quality Management Worldwide**
Andrew C. Gross
Cleveland State University, USA
- 12.40** **The Usage of Geotagging in Hungary**
Károly Szommer, Zoltán Balogh***
**Óbuda University, Hungary,*
***Corvinus University of Budapest, Hungary*

12.00– 13.00 MORNING SESSION III. B – Organisational Strategy Room 225

Session Chair: **Miroljub Hadžić**

University Singidunum, Serbia

12.00 Organisational Safety in Health-Care Setting - Literature Review

Kornélia Lazányi

Óbuda University, Hungary

12.20 Conceptual Frameworks for Safety Culture and its Manifestation in Organisations

Ildikó Kertai-Kiss

Óbuda University, Hungary

12.40 „Unconscious” CSR as a Strategic Tool to Enhance the Enterprise's Competitiveness

Wioletta Skibińska, Iga Kott, Tomasz Szczepanik, Katarzyna Sukiennik

Czestochowa University of Technology, Poland

13.00– 14.30

LUNCH

Room 318

14.30 –15.30 AFTERNOON SESSION I. A - Innovation

Room 252

Session Chair: **Walter Ruda**

Kaiserslautern University of Applied Sciences, Germany

14.30 Controlling in Germany from the View of Practitioners and Students - An Empirical Study

Walter Ruda, Bernhard Dackiw

Kaiserslautern University of Applied Sciences, Germany

14.50 The Potential of Innovativeness and Eco-innovativeness of Small and Medium Manufacturing Companies in Poland

Katarzyna Sukiennik, Katarzyna Grondys, Iga Kott, Oksana Seroka-Stolka

Czestochowa University of Technology, Poland

15.10 The Place of the Business Models as a Part of the Innovation Process

Radostina Ruseva

Sofia University, Bulgaria

14.30 –15.30 AFTERNOON SESSION I. B - Macroeconomic Issues Room 225

Session Chair: **Agata Mesjasz-Lech**
Czestochowa University of Technology, Poland

- 14.30** **Development of Suburbanization in the Context of Socio-economic Changes in Urban Areas on the Example of Poland**
Agata Mesjasz-Lech, Aleksandra Szczepańska
Czestochowa University of Technology, Poland
- 14.50** **The Position of Agriculture in Hungary from the Time of the Political System Transformation (1990), with Specific Regard to the Outstanding Debt**
Imre Zoltán Nagy
Óbuda University, Hungary
- 15.10** **Place and Role of Public Employment in Improving the Situation of the Homeless of Budapest**
Károly Pirisi, Norbert Szalay-Komka**, Tea Erdélyi***
**Budapest Business School, **Budapest Esély Nonprofit Kft., Hungary*

15.30 – 15.45 COFFEE BREAK

15.45 -17.05 AFTERNOON SESSION II. A - Business Economics Room 252

Session Chair: **Zsuzsanna Katalin Szabó**
Petru Maior University of Tirgu Mures, Romania

- 15.45** **Challenges and Barriers in Romanian Agribusiness**
Zsuzsanna Katalin Szabó
Petru Maior University of Tirgu Mures, Romania
- 16.05** **Risk Management of the Hungarian Grain Trading Sector - the Risk Diagrams**
Csaba Ottó
Óbuda University, Hungary
- 16.25** **Evaluating Investment Profitability and Business Controlling Methods**
Tibor Erményi
University of Miskolc, Hungary
- 16.45** **Leverage and Profitability in the Automotive Industry**
Richard Szabó
Óbuda University, Hungary

Session Chair: **Marc Piazolo**
Kaiserslautern University of Applied Sciences, Germany

15.45 Fairness Dominating Human Behavior in Ultimatum Bargaining Game
Marc Piazolo
Kaiserslautern University of Applied Sciences, Germany

16.05 The Effects of Corporate Coaching Process
Zsolt Járdán
University of Miskolc, Hungary

16.25 User Preference and Channels use in the Employment Seeking Process
Tom Sander*, Phoey Lee Teh, Melinda Majláth***, Biruta Sloka******
Ludwigshafen University, Germany, ** Sunway University, Malaysia, * Óbuda University, Hungary, **** University of Latvia, Latvia*

PROGRAMME

Saturday, 30 May 2015

9.30 -10.50 I. SZEKCIÓ – Vállalkozásgazdaságtan 252

Szekcióelnök: **Nagy Imre Zoltán**
Óbudai Egyetem

- 9.30 **A hazai kkv politika az európai célok tükrében**
Borbás László
Óbudai Egyetem
- 9.50 **A gabonakereskedelmi szektor kockázatai a 21. században Magyarországon**
Ottó Csaba
Óbudai Egyetem
- 10.10 **Agrárvállalkozások kintlévőségének képződése és hatékony kezelése**
Nagy Imre Zoltán
Óbudai Egyetem

10.30-10.40 KÁVÉSZÜNET

10.40-11.40 II. SZEKCIÓ – Innováció 252

Szekcióelnök: **Francsovics Anna**
Óbudai Egyetem

- 10.40 **Innovatív ötlet: források és feltételek**
Derecskei Anita, Reicher Regina
Óbudai Egyetem
- 11.00 **Nemzeti Kutatás-fejlesztési és Innovációs Stratégia - Egy valóra vált álom?**
Vécsey Alexandra
Óbudai Egyetem
- 11.20 **A szervezeteken belüli tudásterjedés hálózatalméleti modellezése**
Szilágyi Győző Attila
Óbudai Egyetem

Moderator: ***Kornélia Lazányi***
Óbuda University

Discussion of further collaboration opportunities:

Invited participants are requested to prepare a short (5-10 minutes) overview of their:

- research interests,
- potential ways of collaboration,
- coming conferences,
- publication opportunities.

12.30 –**LUNCH****Rákóczi Grillház Restaurant**