

# 3<sup>rd</sup> International Week

09<sup>th</sup> – 12<sup>th</sup> November 2015.

Óbuda University

Keleti Faculty of Business and Management

*”New Challenges of the 21<sup>st</sup> Century”*



Óbuda University  
Pro Scientia et Futuro



## **Lecturers**

Kaija Arhio, Ph.D.

Ksenia Baimakova

Jacques Bazen

Józef Dziechciarz, Ph.D.

Christine Heinzl

Sander Hupkes, Ph.D.

Drita Kruja, Ph.D.

Nathalie Lecocq, Ph.D.

Prof. Dr. Ivan Mihajlovic

Luljeta Minxhozi, Ph.D.

Kari Pieniniemi, Ph.D.

Dina Popluga, Ph.D.

Pascal Ricordel, Ph.D.

Tom Sander

Bistra Vassileva, Ph.D.

Martin Wenke



## **Kaija Arhio Ph.D.**

kaija.arhio@centria.fi

*entrepreneurship, entrepreneurship education,  
SMEs, networking*

Centria University of Applied Sciences,  
Ylivieska, Finland

## **Innovation – a key to the future**

Innovations, innovativeness - basic knowledge about the phenomenon. Innovations in business. Different innovations. Innovations management. Practical examples.

**Népszínház str. 8., 2<sup>nd</sup> floor, room 224.**

10<sup>th</sup> November TUESDAY 13:30-15:10, 15:20-17:00, 2x90 minutes





**Ксения Баймакова (Ksenia Baimakova)**

k.baimakova@gmail.com

*Cooperation in the sphere of innovation, the EU economy, venture business*

State University of Aerospace Instrumentation  
Saint-Petersburg  
Saint-Petersburg, Russia

## **Venture business: world experience and Russian practice**

Discussing this topic, firstly, the history of creation of this business will be shown. Its development and all specialties in different countries. We will speak about world experience of doing this business. Of course, venture financing will be also discussed. And, moreover, peculiarities of doing such business in Russia will be shown.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”,**  
10<sup>th</sup> November TUESDAY 13:30-15:10, 15:20-17:00, 2x90 minutes





## Jacques Bazen

j.c.bazen@saxion.nl

*regional economic development*

Saxion University, Enschede,  
Netherlands

### **Effect of entrepreneurship on regional development**

The lecture deals with the development of rural tourism in the Twente region in the Netherlands. It reveals the current situation, the potential and the problems of the rural tourism development. A comparison is made between Twente and the Leningrad region in terms of economic performance of the tourist sector and the government policies and strategies to develop rural tourism in both regions.

**Népszínház str. 8., ground floor, room 45. “Tanácsterem”,**  
11<sup>th</sup> November WEDNESDAY 08:00-09:40, 90 minutes





## **Józef Dziechciarz Ph.D.**

jozef.dziechciarz@ue.wroc.pl.

*market research*

Wroclaw University of Economics,  
Poland

## **Business Phenomena Measurement and Data Collection**

Course content business data, facts, descriptive demographics, sociological information, behavioral information, quasi-facts, knowledge, attitudes, opinions, ideas, intentions, behaviour motives.

Business data are attributed to functions: causal, effect, of the actions of other variables (causes). Descriptive, identification

Statistical data, quantitative or qualitative

Classification of business data, periodic data, ad hoc data,

Data obtained through studies fall into secondary data, and primary data.

Collection of secondary business data – merit problems.

Methods of obtaining primary data

Methods of obtaining survey data

Basic errors in the construction of questionnaire

The use of open-ended questions

Disadvantages of open-ended questions

The use of closed questions – cafeteria

The advantages of closed questions

Disadvantages of closed questions

**Népszínház str. 8., ground floor, room 45. “Tanácsterem”,**  
11<sup>th</sup> November WEDNESDAY 09:50-11:30, 11:40-13:20, 2x90 minutes





## **Prof. Christine Heinzl**

Christine.Heinzl@hs-lu.de

*Marketing, Human Resource Management*

Hochschule Ludwigshafen,  
Germany

### **Affiliate Marketing – what will the future**

The affiliate marketing industry has undergone numerous changes - but it is still seen as a cornerstone of online business. What does the future hold for affiliate marketing? Will it continue to define modern marketing and if so, what will be the trends to watch and follow?

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12<sup>th</sup> November THURSDAY 09:50-11:30, 11:40-13:20, 2x90 minutes





## **Drs. Sander Hupkes**

s.h.hupkes@nhl.nl

*labour relations, (business) ethics and  
Corporate Social Responsibility (CSR)*

NHL University of Applied Sciences  
Leeuwarden, Netherlands

### **Corporate Social Responsibility, from ethical perspective**

Corporate social responsibility (CSR) is a part of the core business of every enterprise. It involves consciously creating long-term value in terms of Profit, People and Planet. This entails transparency and dialogue with the various stakeholders. Even those who think CSR is merely a marketing tool or PR instrument (and that companies that claim to be social responsible are hypocrite, or are very clever) are judging CSR from the moral perspective.

The aim of the lecture is getting to know different views on the social responsibility of enterprises. What are the arguments of, for example, Milton Friedman (minimal responsibility) on the one hand of The Body Shop (social activism) on the other?

We will go into theories to explain why public opinion is supporting CSR and sustainability and why many people are convinced that big companies really are only interested in making profit. What makes that we think that our human essence fundamentally transforms when they are employed by big companies. Or is evilness an important criterion for engagement for these companies?

And what is students' opinion on these issues? We will also go into the opinions of your own countries and whether there might be some cultural aspects relevant as well.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”,  
9<sup>th</sup> November MONDAY 8:00-9:40, 90 minutes**







## **Drita Kruja Ph.D.**

krujadrita@yahoo.com

*marketing, services marketing*

Faculty of Business Administration  
European University of Tirana, Albania

### **New trends in marketing research**

Managers all over the world make decisions on customer, firm, product, and service related issues on a regular basis. In a highly competitive world, marketing research is the key to success in decision making.

Defining, generating, managing, and interpreting information through relevant marketing intelligence becomes an integral part of every organization. Since the marketing research is the integral part of marketing intelligence, it is necessary to better understand the tools of marketing research.

The scope of marketing research has expanded in this technological era. In the presence of forces such as increased globalization and ever-changing technology, the boundaries of market research have expanded. It has become all the more critical to understand the process of marketing research.

In this module, we will introduce marketing research and discuss the practical case studies of some successful companies.

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## **Nathalie Lecocq Ph.D.**

nathalie.lecocq@univ-artois.fr

*corporate social responsibility,  
sustainable development, life cycle analysis*

IUT de Béthune,  
France

### **New business models for responsible economy**

We will present new business models, such as circular, functional or collaborative, by showing successful examples all over the world both to reduce the environmental footprint and to improve social well-being for a responsible economy. We will use the life cycle approach to understand if these models are really more sustainable.

**Népszínház str. 8., ground floor, room 45. “Tanácsterem”,**  
10<sup>th</sup> November TUESDAY 8:00-09:40, 90 minutes





## **Prof. Dr. Ivan Mihajlovic**

imihajlovic@tf.bor.ac.rs

*operations management, general management  
development of entrepreneurial potential*

Technical Faculty in Bor,  
University of Belgrade, Serbia

## **Corporate Social Responsibilities vs Social Entrepreneurship**

During the course, students will obtain main descriptions of the Corporate Social Responsibilities - CSR and Social Entrepreneurship - SE. Subsequently, the students will have opportunity to realize the main differences in between two concepts: CSR and SE. The differences will be defined in the aspect of five important dimensions of CSR. During the course, the main business models of social entrepreneurship will be presented, evidenced with adequate case studies for each of presented model.

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11<sup>th</sup> November WEDNESDAY 13:30-15:10, 15:20-17:00, 2x90 minutes





## **Luljeta Minxhozi Ph.D.**

luljetaminxhozi@gmail.com

*economics, macroeconomics*

Faculty of Business Administration  
European University of Tirana, Albania

### **Theory and models of economic development**

This course is designed to understand the specifics of occurrences economy, and strategies to respond to them as well developing countries "economies in transition ". The program is constructed in three parts.

We first discussed about the nature and meaning of development and underdevelopment as economic phenomenon and specifications that these categories in different countries of the world. Economic analysis in this section is accompanied by theoretical confrontation main theoretical models of development.

The second part of the program focuses on the main problems faced by developing countries and policies by which they fit in the process of economic development. Fundamental problems that are analyzed in this section are economic growth , poverty and inequality in income distribution, population, migration, urbanization, agriculture and rural development , state intervention in the economy, foreign trade etc.

The third part aim to teach the students to be able to answer questions such as: What kind of development model is the most acceptable and which provides easier separation of the phases of economic underdevelopment and poverty to prosperity of wealth. The course uses a research approach combining the problems of development on one side economic policies for their applications This allows the student to not only understand the problems faced by countries in the way of economic development but also to develop its independent opinion to achieve their resolution

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## **Kari Pieniniemi Ph.D.**

kari.pieniniemi@centria.fi

*environmental management, energy efficiency,  
renewable energy*

Centria University of Applied Sciences,  
Ylivieska, Finland

## **Carbon Footprint**

Carbon footprint (CF) can be defined as the overall amount of carbon dioxide (CO<sub>2</sub>) and other greenhouse gas (GHG) emissions (e.g. methane, etc.) associated with a product along its supply-chain. During the lectures different types of CF along with the Greenhouse Gas Protocol will be discussed. Lectures contain exercises on product CF calculation using a computer program CCaLC Carbon Footprint Tool.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122.**

11<sup>th</sup> November WEDNESDAY 08:00-09:40, 90 minutes





## **Dina Popluga Ph.D.**

dina.popluga@llu.lv

*agricultural and regional economics, food and entrepreneurship, bioeconomy*

Latvia University of Agriculture,  
Jelgava, Latvia

### **Introduction with concept of bioeconomy**

Course will introduce students with the development, definition and approach of bioeconomy, it will also give explanation why bioeconomy is important for European Union rural areas and their further development, and will give insight into Latvia's experience in the identifying and developing bioeconomy sectors.

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## Pascal Ricordel Ph.D.

pascal.ricordel@univ-lehavre.fr

*Region and urban policy towards entrepreneurship*

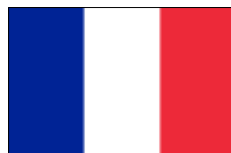
Institute of Technology, Le Havre University  
France

### **The territorial and sectorial dynamics of entrepreneurship in France**

As stressed initially by Baumol (1990), there may be productive, unproductive or destructive entrepreneurship and the quality of the entrepreneurial eco-system is now on the agenda (Stam, 2015) for assessing regional policy towards entrepreneurship.

The course deals first with the territorial and sectorial dynamics of entrepreneurship in France. The very well documented studies released by INSEE (French data bureau) show the accuracy of the new base approach coined by Davezies (2002) that stress the importance of "amenity migration" and the presence economy in the value created on a territory. The role of entrepreneur in local development theory should then be revised and is emphasized in the second point of the course that draw guidelines for regional and urban policy involved in attracting entrepreneurs. The last point deals with a pragmatic topic : do a region should favor inner entrepreneur or attract outer ones?

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## Tom Sander

tomsander@hotmail.de

*social network sites, human resources*

Hochschule Ludwigshafen,  
Germany

### How we prepare for our bachelor thesis?

I would like to do a full day workshop with some practical work for the students. The idea is to prepare the students for their Bachelor thesis and to gain some experience with scientific work. The time schedule would be:

1. Research Methodology under consideration research social network sites,
  2. Presenting results of social network sites research
  3. Field work for students to distribute short questionnaire to other participants / students of the international week
  4. Data collection and practical analysis as preparation for bachelor thesis
  5. Preparing presentation with the results for conference at the next day
  6. presenting results at FIKUSZ conference
- Students requirement to write a report about their question (one to two page including diagram, tables ....).

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## **Bistra Vassileva Ph.D.**

bistravas@gmail.com

*Marketing, International marketing , TQM,  
Entrepreneurial Marketing, marketing  
management*

University of Economics, Varna,  
Bulgaria

## **Global Marketing Strategies: Challenges and Opportunities**

Globalisation was the quintessence of the last decade of the 20th century. The effect of globalisation on marketing strategies has been outstanding. The main purpose of the lecture is to analyse the international marketing strategies in the light of globalisation processes. First, the globalisation process and its effect on markets will be discussed. The discussion will focus on the shifting locus of economic activity and dynamism to emerging markets, which gives rise to a new class of global competitors, both companies and brands. Second, theoretical background of global market entry strategies will be presented with the focus on the turnkey projects as global market entry mode. Next, analysis of BRICS countries as potential host markets will be showed. Finally, global vs local branding debate will be discussed with a focus on the dynamics of global brands values.

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11<sup>th</sup> November WEDNESDAY 13:30-15:10, 15:20-17:00, 2x90 minutes





## **Martin Wenke Ph.D.**

[martin.wenke@hs-niederrhein.de](mailto:martin.wenke@hs-niederrhein.de)

*Macroeconomics, Econometrics, Regional Economic Research, Corporate Environmental Management and Environmental Policy Instruments, Applied Business Ethics and CSR*

Hochschule Niederrhein, University of Applied Sciences, Germany

### **After the VW disaster: How to discover the “real” CSR activities of companies**

Despite of multipages of nicely pictured and coloured CSR reports, after the recent VW disaster it became much more relevant to discuss the possibilities and challenges discovering the real CSR activities of businesses behind those reports. Based on the CSR guideline of ISO26000, the "CSR maturity model" (Schneider 2012) is discussed regarding its ability to at least find proofs for serious actions of companies to induce positive impacts to the society.

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## Syllabus for the International Week "New Challenges of the 21<sup>st</sup> Century" at Óbuda University, Budapest

	<b>09<sup>th</sup> November</b> MONDAY Tavaszmező str.17.	<b>10<sup>th</sup> November</b> TUESDAY Tavaszmező str.17.	<b>10<sup>th</sup> November</b> TUESDAY Népszínház str.8.	<b>11<sup>th</sup> November</b> WEDNESDAY Tavaszmező str.17.	<b>11<sup>th</sup> November</b> WEDNESDAY Népszínház str. 8.	<b>12<sup>th</sup> November</b> THURSDAY Tavaszmező str.17	<b>13<sup>th</sup> November</b> FRIDAY Tavaszmező str.17
8:00 – 9:40	<b>Sander Hupkes</b> Corporate Social Responsibility from ethical perspective	<b>Martin Wenke</b> After the VW disaster: How to discover the "real" CSR activities of companies	<b>Nathalie Leqock</b> New business models for responsible economy.	<b>Kari Pieniniemi</b> Carbon Footprint	<b>Jacques Bazen</b> Effect of entrepreneurship on regional development		<b>FIKUSZ SYMPOSIUM</b>
9:50 – 11:30	<b>Pascal Ricordel</b> The territorial and sectorial dynamics of entrepreneurship in France	<b>Luljeta Minxhozi</b> Theory and models of economic development	<b>Drita Kruja</b> New trends of marketing research	<b>Dina Popluga</b> Introduction with concept of bioeconomy	<b>Józef Dziechciarz</b> Business Phenomena Measurement and Data Collection	<b>Christine Heinzel</b> Affiliate Marketing – what will the future	
11:40 – 13:20	<b>Pascal Ricordel</b> The territorial and sectorial dynamics of entrepreneurship in France	<b>Luljeta Minxhozi</b> Theory and models of economic development	<b>Drita Kruja</b> New trends of marketing research	<b>Dina Popluga</b> Introduction with concept of bioeconomy	<b>Józef Dziechciarz</b> Business Phenomena Measurement and Data Collection	<b>Christine Heinzel</b> Affiliate Marketing – what will the future	
13:30 – 15:10		<b>Ksenia Baimakova</b> Venture business: world experience and Russian practice	<b>Kaija Arhio Ph.D</b> Innovation – a key to the future business success (N.2.224.)	<b>Ivan Mihajlovic</b> Corporate Social Responsibilities vs Social Entrepreneurship	<b>Bistra Vassileva</b> Global Marketing Strategies: Challenges and Opportunities	<b>Tom Sander</b> How we prepare for our bachelor thesis?	
15:20 – 17:00		<b>Ksenia Baimakova</b> Venture business: world experience and Russian practice	<b>Kaija Arhio Ph.D</b> Innovation – a key to the future business success (N.2.224.)	<b>Ivan Mihajlovic</b> Corporate Social Responsibilities vs Social Entrepreneurship	<b>Bistra Vassileva</b> Global Marketing Strategies: Challenges and Opportunities	<b>Tom Sander</b> How we prepare for our bachelor thesis?	
17:00 -		16:00-18:00 INTERNATIONAL FAIR		17:00 CULTURAL PROGRAMME			
18:00 -	WELCOME & DINNER					FAREWELL PARTY	

**Staff meetings at the International Week "New Challenges of the  
21<sup>st</sup> Century"**

**at Óbuda University, Budapest**

**KA1 CSR project meetings**

<b>Date</b>	<b>Room</b>	<b>Participant</b>
Monday 10:00-17:00	TA125	Kari Pieniniemi, Nathalie Leqock, Sander Hupkes, Martin Wenke, Kornélia Lazányi, Melinda Majláth, Agata Branowska, Malgorzata Spsychala
Tuesday 10:00-16:00	TA125	Kari Pieniniemi, Nathalie Leqock, Sander Hupkes, Martin Wenke, Kornélia Lazányi, Melinda Majláth, Agata Branowska, Malgorzata Spsychala

**Erasmus and Internationalisation staff meetings**

<b>Date</b>	<b>Room</b>	<b>Participant</b>
Tuesday 13:30-15:00	TA123	Dina Popluga, Ivan Mihajlovic, Pascal Ricordel, Modrite Pelse, Mária Dudás, Ildikó Marosi

**Roundtable discussion about potential future scientific  
collaboration**

<b>Date</b>	<b>Room</b>	<b>Participant</b>
Thursday 15:00-17:00	TA125	all participants

## Staff delegations



**dr. habil. Helena Kościelniak**  
Director of the Institute of  
Business Administration  
Czestochowa University of  
Technology  
Poland



**Malgorzata Spychala**  
senior lecturer, Faculty  
Engineering Management  
Politechnika Poznańska  
Poland



**dr. Agata Przewoźna-  
Krzemińska**  
Czestochowa University of  
Technology  
Poland

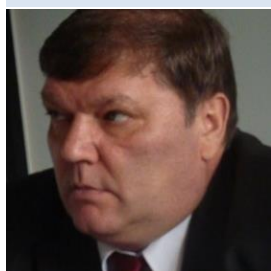
**Agata Branowska**  
senior lecturer, Faculty of  
Engineering Management  
Politechnika Poznańska  
Poland



**Prof. Jerzy Szkutnyik**  
vice-rector for education  
Czestochowa University of  
Technology  
Poland

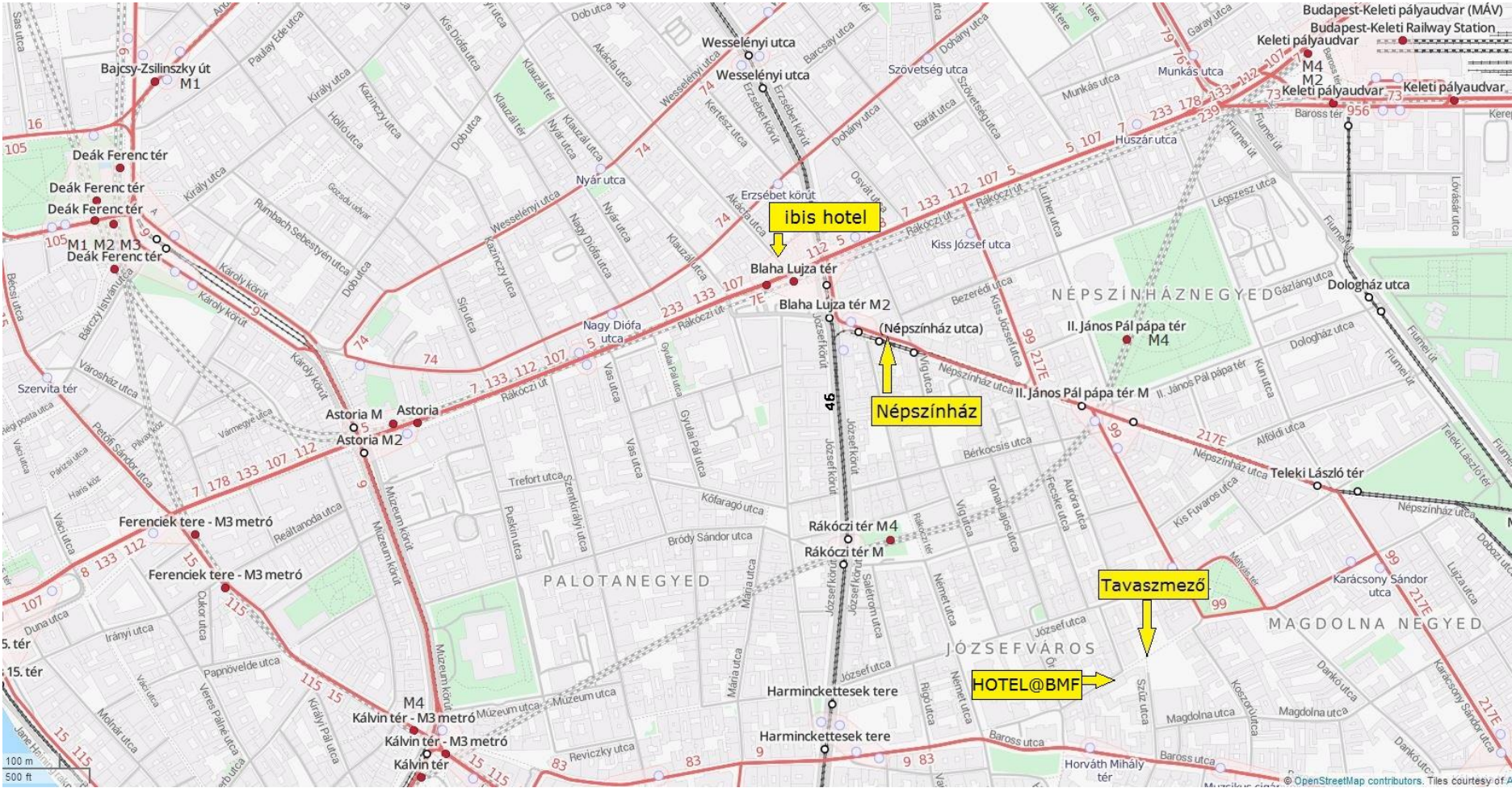


**Prof. Modrite Pelse**  
Director of Institute of  
Economics and Regional  
Development  
Latvia University of Jelgava  
Latvia



**Mr. Miroslav Nikolov**  
Expert on European projects at  
Centre Innovation and  
Development (CID)  
Varna University of Economics  
Bulgaria

# Map of the buildings



## Organizers



**András Medve, Ph.D**  
dean, professor  
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**Mária Dudás**  
director of Centre for International Mobility  
dudas.maria@rh.uni-obuda.hu



**Kornélia Lazányi, Ph.D**  
associate professor  
lazanyi.kornelia@kgk.uni-obuda.hu



**Ildikó Marosi, Ph.D**  
senior lecturer  
marosi.ildiko@kgk.uni-obuda.hu