

# 4<sup>th</sup> International Week

25<sup>th</sup> – 28<sup>th</sup> April 2016.

Óbuda University

Keleti Faculty of Business and Management

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

**SUPPLY CHAIN** STOCK MARKET  
ENTREPRENEURSHIP BUSINESS  
**TAXATION** COMPUTER SECURITY  
FINANSIALISATION RESEARCH  
INNOVATION MANUFACTURING SYSTEMS  
**OPERATION MANAGEMENT**  
SOCIAL INNOVATION SOCIAL POLICY  
BANKING DECISION MAKING METHODS  
**MANAGEMENT** REGIONAL ECONOMIC  
**BUSINESS DATA ANALYSIS**



Óbuda University  
Pro Scientia et Futuro



## **Lecturers**

PhD Eng. Michał Adamczak

Jacques Bazen

doc. dr. Eng. Piotr Cyplik

Dr. oec. Lāsma Dobeļe

Prof. Józef Dziechciarz, Ph.D.

Ass. prof. Matthijs Hammer

Prof. Inguna Leibus

Prof. Dr. Ivan Mihajlovic

Ass. prof. Djordje Nikolic

Tom Sander

Elona Shehu

Prof. Assoc. Dr. Selami Xhepa

Prof. Assoc. Dr. Arlinda Ymeraj



## **PhD Eng. Michał Adamczak**

michal.adamczak@wsl.com.pl

*planning in supply chains, inventory management, modelling and simulation of logistics process*

Poznan School of Logistics

Poznan, Poland

### **Sales and Operations Planning in Polish manufacturing companies I-II.**

Presentation of results of research conducted in Polish manufacturing companies. The aim of the research was to identify structure of planning processes in these companies. Result of this research was the base to develop complex model of integration of planning processes in manufacturing companies.

**Tawaszmező str. 17., 1<sup>nd</sup> floor, room 122, “Tanácsterem”,**  
27<sup>th</sup> April WEDNESDAY 08:00-09:40, 9:50-11:30 2x90 minutes

### **Introduction to inventory management in supply chains I-II.**

Theoretical background to inventory management in supply chain. Main aspects: forecasting, service level, safety stock, replenishment systems.

**Tawaszmező str. 17., 1<sup>nd</sup> floor, room 122, “Tanácsterem”,**  
27<sup>th</sup> April WEDNESDAY 11:40-13:20 1x90 minutes





## Jacques Bazen

j.c.bazen@saxion.nl

*regional economic development,  
entrepreneurship*

Saxion University, Enschede,  
Netherlands

## Regional Economic Development – Policies & Problems

This lecture will indicate both the possibilities and problems of regional economic development by means of stimulating high tech innovative entrepreneurship. Most innovative businesses are clustered together in relatively small areas, of which Silicon Valley is the most famous. Is it actually possible to transform any given region into an economic powerhouse with a well-functioning innovation ecosystem? And if so, what kind of instruments do you need for that?

**Népszínház str. 8., ground floor, room 45. “Tanácsterem”,**  
26<sup>th</sup> April TUESDAY 09:50-11:30, 1x90 minutes

## Entrepreneurship – Entrepreneurial behavior, the innovation journey

This lecture is about establishing an innovative company, more in particular about the development of innovations, and how the so-called innovation funnel works in preparing innovations for the market.

**Népszínház str. 8., ground floor, room 45. “Tanácsterem”,**  
26<sup>th</sup> April TUESDAY 11:40-13:20 1x90 minutes





**doc. dr. Eng. Piotr Cyplik**

piotr.cyplik@wsl.com.pl

*manufacturing systems, supply chain management, inventory management*

Poznan School of Logistics  
Poznan, Poland

## **Simulation game – inventory management I – II.**

Simulation game is the best way to check your skills in inventory management. Players have to make a decision in real time about time and quantity of order to supplier. Be careful! Environment of organization could be really turbulent.

**Tavaszmező str. 14., New Building “TG”, 1<sup>nd</sup> floor, room 1.05.**  
28<sup>th</sup> April THURSDAY 8:00-09:40, 09:50-11:30 2x90 minutes





## Lāsma Dobele

lasma.dobele@llu.lv

*management, social innovation, human resource management, entrepreneurship, social entrepreneurship*

Latvia University of Agriculture  
Jelgava, Latvia

### Challenges with human resource management

1. Tendencies in society and economics influencing management of human resources in organizations: how to cope with the fact that number of population is decreasing and young people emigrate? Where to get high level professionals, especially in engineering sector?
2. Gender differences (X, Y, Z) and ability to work together: how to make effective teams base on existing human resources in organization?
3. Case studies: success stories about human resource management.

**Tavaszmező str. 17., 1<sup>nd</sup> floor, room 122, “Tanácsterem”.**  
28<sup>th</sup> April THURSDAY 11:40-13:20 1x90 minutes

### Social entrepreneurship – opportunity for different business

1. The essence and importance of social entrepreneurship.
2. Social business examples in Latvia and around the world.
3. Social entrepreneurship – challenges and opportunities.

**Tavaszmező str. 17., 1<sup>nd</sup> floor, room 122, “Tanácsterem”.**  
28<sup>th</sup> April THURSDAY 13:30-15:10 1x90 minutes





## **Prof. Józef Dziechciarz Ph.D.**

jozef.dziechciarz@ue.wroc.pl.

*market research*

Wroclaw University of Economics,  
Poland

### **Multivariate statistical analysis tools for business decisions**

Business data, descriptive statistics, data analysis, basic concepts and terms statistics, data analysis dimension, measurement scales, frequency distribution, illustration, multidimensional analysis, statistical data analytical measures calculation, multi-dimensional comparative analysis task, descriptors values, examples.

**Népszínház str. 8., ground floor, room 45. “Tanácsterem”**,  
28<sup>th</sup> April THURSDAY 11:40-13:20 1x90 minutes

### **Strategic analysis for marketing**

Marketing management task, market types, strategic analyses, alternative marketing strategies, operative marketing plan (four or five P), marketing controlling, marketing planning.

**Népszínház str. 8., ground floor, room 45. “Tanácsterem”**,  
28<sup>th</sup> April THURSDAY 13:30-15:20 1x90 minutes





## Matthijs Hammer

m.h.m.hammermsc@saxion.nl

*entrepreneurship & innovation*

Saxion University of Applied Sciences  
School of Business, Building & Technology  
Research Centre for Innovation and  
Entrepreneurship  
Enschede, the Netherlands

### What business managers can learn from entrepreneurs

Business managers are VIP's in today's world. But will they be in the future? What lessons can be learned from the past and how to survive as leader in tomorrow's society? In this course these questions will be answered and the participants will experience what entrepreneurship is.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”,**  
27<sup>th</sup> April WEDNESDAY 13:30-15:10 1x90 minutes

### Circular Economy; play the game!

Today's society is facing some pretty big challenges: price fluctuations of raw materials, questions of energy security, and climate change. Does our current focus allow us to solve these problems effectively? Maybe we're inclined to label things too fast and think of challenges as only political, environmental, social or economic affairs. This course is designed as a table-top game, where the principles and opportunities of the circular economy explored.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”,**  
27<sup>th</sup> April WEDNESDAY 15:20-17:55 3x45 minutes







## **Inguna Leibus**

inguna.leibus@llu.lv

*taxation*

Latvia University of Agriculture  
Jelgava, Latvia

### **Taxation trends in the European Union I-II.**

Taxation trends in the European Union. Main features of the tax system. Structure and development of tax revenues. Indirect taxation trends. Direct taxation trends. The tax burden and the differences among EU Member States. The tax burden on labour, consumption, capital and environmental. Latvian and Hungarian tax systems comparison. Tax supports.

**Népszínház str. 8., ground floor, room 45. “Tanácsterem”,**

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





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

imihajlovic@tf.bor.ac.rs

*operations management*

Technical Faculty in Bor,  
University of Belgrade, Serbia

### **Contemporary methods for solving problems in management based on scientific modeling approach**

At this course students will be informed about contemporary methods that can be used for modeling business processes with the aim of their optimization. Accordingly, the difference between classical scientific approach and General systems theory (systematic approach) will be discussed. Students will get familiar with scientific, mathematical and numerical modeling. During the course, examples of applied systems models based on linear and nonlinear statistics and the MCDA will be presented.

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

### **Case Study: Safety climate measurements at workplaces in production industries in Serbia**

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”**,  
26<sup>th</sup> April TUESDAY 15:20-17:00 1x90 minutes





## Prof. Dr. Djordje Nikolic

djnikolic@tf.bor.ac.rs

*quantitative methods (multi-criteria decision making)*

Technical Faculty in Bor,  
University of Belgrade, Serbia

### **Development and application of the hybrid multi-criteria decision making models in fuzzy environment**

This course will provide an introduction to multi-criteria decision making (MCDM) models. One of the primary purposes of the course is to provide a set of powerful decision making methods that will help the students to gain critical awareness and ability in choosing and using these methods in order to solve various decision making problems. The focus of this course is on the state of art methods that are commonly used in MCDM literature, as well as their application in fuzzy environment.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”,**  
26<sup>th</sup> April TUESDAY 09:50-11:30 1x90 minutes

### **An illustrative example: supplier prioritization in supply chain management**

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”,**  
26<sup>th</sup> April TUESDAY 11:40-13:20 1x90 minutes





## Tom Sander

tomsander@hotmail.de

*quantitative methods(multi-criteria*

Hochschule Ludwigshafen,  
Germany

### Methods to investigate social network sites

This lecture explains the use of methods to use social Network sites. The mechanism of social network sites are an interesting Topic to explain behaviour and use of individuals. This knowledge can be used by management and companies to have an advantage.

**Népszínház str. 8., ground floor, room 45. “Tanácsterem”**,  
28<sup>th</sup> April THURSDAY 08:00-09:40 1x90 minutes

### Preparation for scientific work

The lecture is about the preparation of scientific works e.g. Bachelor or Master Thesis. The Topic is about different methods and how to prepare and make a scientific work.

**Népszínház str. 8., ground floor, room 45. “Tanácsterem”**,  
28<sup>th</sup> April THURSDAY 09:50-11:30 1x90 minutes





## **Elona Shehu**

elona.shehu@uet.edu.al

*banking sector, financial restructuring*

Faculty of Business Administration  
European University of Tirana, Albania

### **Behavioural finance and decision making; A gender approach**

Here the students will learn more about what drives their decisions based to their gender, weather, self-confidence etc. The course will be focused only on a narrow but the most interesting part of the course which is related to behavioural foundations. One of the most common cases is “bias”. To explain this type of behaving in finance these concepts will be used: a) Excessive optimism – Overconfidence b) Confirmation bias c) Illusion of control d) Heuristics (Representativeness, Availability, Anchoring and Affect), and Framing Effects. They will also learn about Neuro-economics and Psychology of Investor behaviour based on their gender.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”**  
25<sup>th</sup> April MONDAY 08:00-09:40 1x90 minutes

### **A case study about investing in stock markets. Workshop**

During the first part of the class it will be explained about the main factors influencing investing decisions (risk, return, information, rationality et) and how to read the stock market indexes. During the second part, the students will divided into small groups based on their gender and will be given a case study. Each of the groups will choose a card, where the amount they can invest is given. In the screen monitor they can read the stock market.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”,**  
26<sup>th</sup> April TUESDAY 08:00-09:40 1x90 minutes





## Selami Xhepa

selami.xhepa@uet.edu.al

*international trade, monetary policy, banking, finance*

Faculty of Business Administration  
European University of Tirana, Albania

### **Financialisation, financial sector stability and economic development I-II.**

The lecture will cover topics including (a) measuring the financialisation and how such a process of important structural change took place during the last forty years, (b) what is the relationship between the high levels of financialisation of the economy and economic development; and (c) how financial stability is affected by the growing role of finance in today's economy. The lecture will then proceed to reforms and new regulations undertaken after the crisis of 2008 intending to prevent systemic crisis in the financial sector.

Given that credit to economy is the core business of the financial sector, the lecture will develop theories relating credit to economy with economic growth and try to analyse how fundamentals drive the credit growth process. From here we move to analyse 'credit booms' as levels exceeding the 'line of sustainability', as justified by fundamentals. We will illustrate this analysis using data for Albania and a model build on such data to distinguish the levels of credit helping growth with dangerous levels when credit can hurt growth. Experiences of transition economies and developing countries will be discussed, using as control group developments of high income countries.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. "Tanácsterem",**  
25<sup>th</sup> April MONDAY 13:30-15:10, 15:20-17:00 2x90 minutes





## **Arlinda Ymeraj**

arlinda.ymeraj@uet.edu.al

*analysis and management of public policies, social policy analysis, poverty research, program evaluation and monitoring,*

Faculty of Business Administration  
European University of Tirana, Albania

### **Social policy during transition from socialism to capitalism**

The lecture deals with the role of social protection mechanism in general in EEC and in particular in Albania. The question of transformation of the current system into a ‘social protection, integration and development mechanism’ is of utmost importance

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25<sup>th</sup> April MONDAY 09:50-11:30, 1x90 minutes

### **Boosting growth through Social Business in former communist countries: a state’s or a market’s function – The case of Albania**

Post-socialist societies, newly emerging from totalitarianism and centralized economy, have been trying and continue to try to design frameworks to regulate the market economy and income distribution. Albania, too, since the fall of the communist system in 1991, has lived through a deep and radical transformation. After 45 years of isolation and oppression under the harshest communism of the region, it embarked on the road to building democracy through human rights protection and livelihood improvement in the context of a free market economy.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”,**  
25<sup>th</sup> April MONDAY 11:40-13:20, 1x90 minutes



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

	<b>25<sup>th</sup> April</b> MONDAY Tavaszmező str.17.	<b>26<sup>th</sup> April</b> TUESDAY Tavaszmező str.17.	<b>26<sup>th</sup> April</b> TUESDAY Népszínház str.8.	<b>27<sup>th</sup> April</b> WEDNESDAY Tavaszmező str.17.	<b>28<sup>th</sup> April</b> THURSDAY Tavaszmező str.17.	<b>28<sup>th</sup> April</b> THURSDAY Népszínház str.8.	<b>29<sup>th</sup> April</b> FRIDAY Népszínház str.8.
8:00 – 9:40	<b>Elona Shehu</b> Behavioural finance and decision making; A gender approach	<b>Elona Shehu</b> A case study about investing in stock markets. Workshop		<b>Michal Adamczak</b> Sales and Operations planning in Polish manufacturing companies	<b>Piotr Cyplik / Michal Adamczak</b> Simulation game – inventory management I. (TG.1.05)	<b>Tom Sanders</b> Methods to investigate social network sites	<b>MEB International Conference</b>
9:50 – 11:30	<b>Arlinda Ymeraj</b> Social Policy during transition from socialism to capitalism	<b>Djordje Nikolic</b> Development and application of the hybrid multi-criteria decision making models in fuzzy environment	<b>Jacques Bazen</b> Regional Economic Development – Policies & Problems	<b>Michal Adamczak</b> Sales and Operations planning in Polish manufacturing companies.	<b>Piotr Cyplik / Michal Adamczak</b> Simulation game – inventory management II. (TG.1.05)	<b>Tom Sanders</b> Preparation for scientific work	
11:40 – 13:20	<b>Arlinda Ymeraj</b> Boosting growth through Social Business in former communist countries: a state's or a market's function – the Case of Albania	<b>Djordje Nikolic</b> An illustrative example: supplier prioritization in supply chain management	<b>Jacques Bazen</b> Entrepreneurship – entrepreneurial behavior, the innovation journey	<b>Michal Adamczak</b> Introduction to inventory management in supply chains I.	<b>Lāsma Dobele</b> Challenges with human resource	<b>Józef Dziechciarz</b> Multivariate statistical analysis tools for business decisions	
13:30 – 15:10	<b>Selami Xhepa</b> Financialisation, financial sector stability and economic development I.	<b>Ivan Mihajlovic</b> Contemporary methods for solving problems in management based on scientific modelling approach	<b>Inguna Leibus</b> Taxation trends in the European Union I.	<b>Matthijs Hammer</b> What business managers can learn from entrepreneurs	<b>Lāsma Dobele</b> Social entrepreneurship – opportunity for different business	<b>Józef Dziechciarz</b> Strategic analyses for marketing	
15:20 – 17:00	<b>Selami Xhepa</b> Financialisation, financial sector stability and economic development II.	<b>Ivan Mihajlovic</b> Case study: safety climate measurements at workplaces in production industries in Serbia	<b>Inguna Leibus</b> Taxation trends in the European Union I.	<b>Matthijs Hammer</b> Circular Economy; play the game!  <i>till 17:55!</i> <i>(3x45 minutes)</i>	<i>Staff meeting</i>		
17:00 - 18:00 -	WELCOME & DINNER	17:00 CULTURAL PROGRAMME		<i>PhD Roundtable</i>	FAREWELL PARTY		



**Staff meeting for international coordinators**

**at Óbuda University, Budapest**

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

**28<sup>th</sup> April THURSDAY 15:20 – 17:00**

**Roundtable for PhD-students**

**at Óbuda University, Budapest**

**Népszínház str. 8., groundfloor, room 45. “Tanácsterem”,**

**27<sup>th</sup> April WEDNESDAY 17:00 – 18:30**

## Staff delegations



**Bistra Vassileva PhD**

Department of Marketing  
Varna University of Economics  
Bulgaria



**Pascal Ricordel PhD**

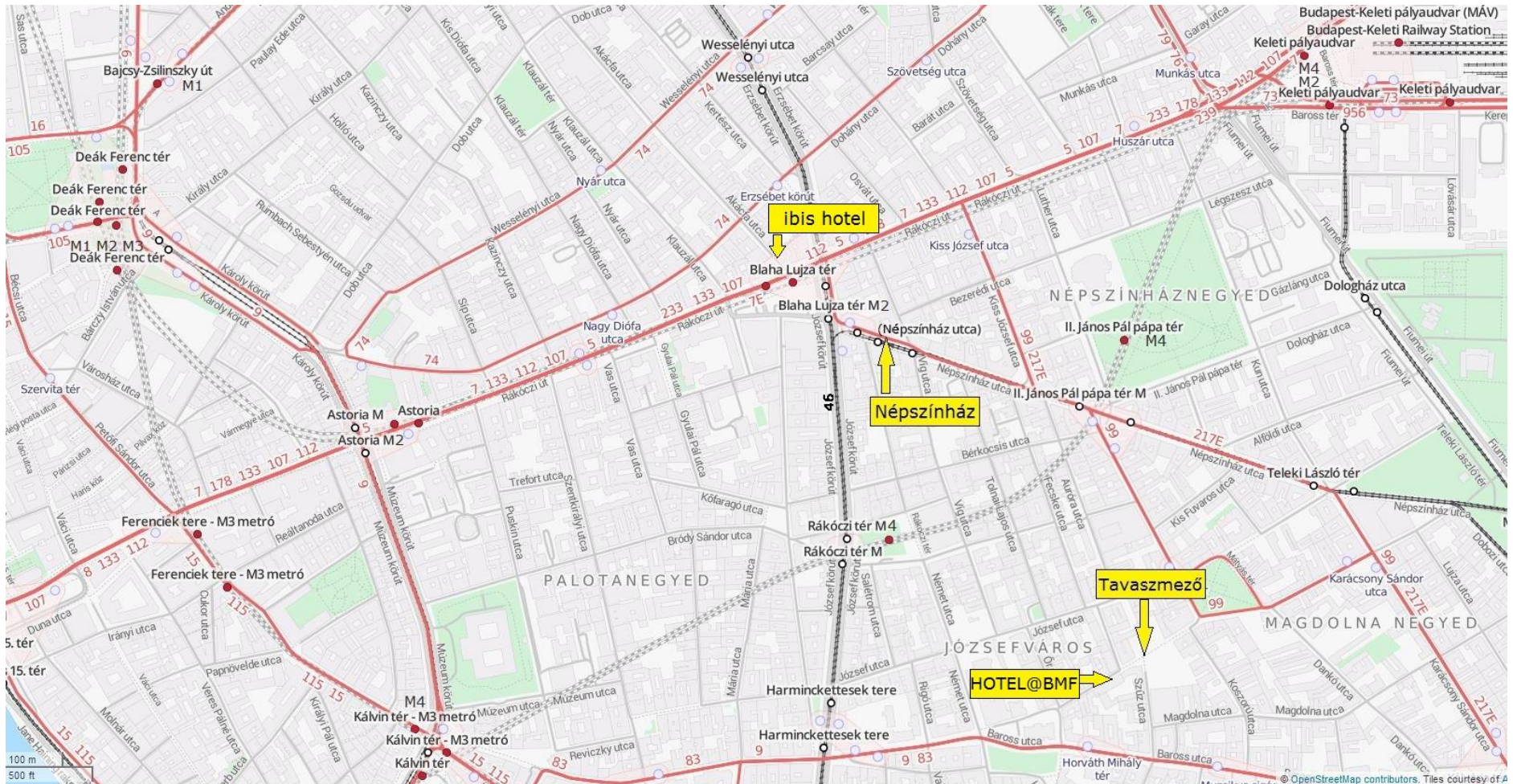
Institute of Technology, Le Havre University  
France



**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**  
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**Mária Dudás**  
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**Kornélia Lazányi, Ph.D**  
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