

Symposium for Young Researchers

Budapest, 29 November 2019

8:30-9:00	Registration	TA 1st Floor
9:00-9:10	Opening ceremony: Monika Fodor-Garai, Conference Chair	TA 1st Floor 122
9:10-9:20	Welcome speech: Kornelia Lazanyi, Dean	
9:20-11:00	Plenary Session	TA 1st Floor 122
	"The influence of the import substitution policy on the marketing strategies of the international companies in the Russian FMCG market" by Valentina Kalygina Is India a reformed Economy : In my previous mail it was wrongly written as Emparics by Nalin Bharti Innovative Integration of the Supply Chain – From Rationalization to Synergy by Vojko Potocan	
11:00-11:20	Coffee break	TA 1st Floor
11:20-12:30	Session I.	
	Business and Management Session chair: Vojko Potocan, Istvan Takacs	TA. 1. 122.
	Revisiting Input-Output relation in Textile and Clothing: A Comparison between Indian and the European Union by Kislay Kashyap, Nalin Bharti The soft factors behind the company success at SMEs by Aniko Almasi Entrepreneurs and small businesses: International expansion strategies by Ivana Marinovic Matovic How we play? by Daniel Simon	
	HR and Marketing Session chair: Valentina Kalygina , Monika Fodor-Garai	TA. 2. 214.
	Telecommunication customer service with the eyes of the consumer by Nikolett Madarasz, Krisztina Belso, Barnabas Pasztor Workplace selection preferences of Electrical Engineering students in Hungary by Szabolcs Kiss CSR content on hotel websites by Hager Saker Better online? Efficiency of E-learning by Vivien Kondas, Peter Szikora	
	Business and Development Session chair: Pascal Ricordel, Regina Zsuzsanna Reicher	TA.2.202.
	New product pricing strategy: Skimming Vs. Penetration by Sahoum Ali Fayyad AlJazzazeen The influence of different marketing channels in the small producers' trade by Konrad Kiss What's next? What about the famous Hungarian apple? by Diana Szucs, Eszter Nagy The Propensity for mandatory audit rotation and its impact on earnings management: an evidence from the United Kingdom by Tran Nguyen Bao Ngo, Regina Zsuzsanna Reicher	
	Sustainability and Innovation Session chair: Nalin Barti, Katalin Gyorgy Takacsne	TA.2.207.
	Poster Presentation - Supporting innovation by public sector - case of Poland by Niki Derlukiewicz, Anna Tolnay, Ildiko Bartus, Etelka Kerekes, Andras Koris The role of entrepreneurship in innovation by Milan Stevanovic Protected Areas and sustainable development in rural areas: The Albania case by Anila Boshnjaku PPPs for climate change by Kevin Zoltan Barta, Mungunzaya Ganbat, Pedro Kropf, Jolan Velencei	
12:30-13:30	Lunch	Hall in Building 'G'
13:30-15:30	Afternoon Session I.	
	HR and Social Sciences Session chair: Kislay Kashyap, Csilla Kohlhoffer-Mizser	TA.2.204.
	Challenges and lessons learned in alternative dispute resolution by Csilla Kohlhoffer-Mizser Dishonest behavior in organizations: making a case for business ethics in Hungary by Tamas Scheider An analysis of leadership competency models by Tunde Tothne Teglas, Reka Saary Analysis of the construct of competence from a managerial perspective by Tunde Tothne Teglas, Reka Saary The Urge of Share & Fear of Missing Out - Connection Between Culture Shock and Social Media Activities During Erasmus Internship by Gerda Bak, Judit Pasztor Alternative Dispute Resolution in Hungary and in Spain. Are conflicts expensive for us? by Csilla Kohlhoffer-Mizser, Sandra Lizzeth Hernandez Zelaya , Felix Puime Guillen, Fernando Enrique Reyes Reina	
	Marketing and Communication Session chair: Eniko Korcsmaros, Aniko Kelemen Erdos	TA.1.122.
	Sustainability actions in employer branding by Nikolett Madarasz, Barnabas Pasztor Insight into the theoretical background of the role of social media in SME sector by Eniko Korcsmaros, Bence Csinger Transformation Model from Traditional Business to Online Marketing by Mert Mentes Consumer attitudes toward health and food characteristics: Quantifications for Albanian consumers by Ledia Thoma, Anila Boshnjaku Innovation in the rural development with Hungarian Examples by Gabor Gyarmati	

	<p>Macroeconomics and Business Issues Session chair: Tony Sharma, Janos Varga TA. 2.214.</p> <p>India's clothing exports to selected European Union Economies: What next for India and Hungary by Tony Sharma, Nalin Bharti</p> <p>Connections between basic infrastructure and industrial commons in Hungary by Arpad Duczon</p> <p>Do we really want to pay taxes? by Gabor Toth</p> <p>HTA in CEE countries: A Bibliometric analysis of research by Rashdan Omar, Alshafeey Mutaz</p> <p>Successful Transgenerational Entrepreneurship Practices -The role of demographic changes on family business succession&governance by Agnes Mosolygo-Kiss, Aron Szennay</p> <p>Measuring the Social Capital in Albania by Adela Danaj</p>
	<p>Information Technology Session chair: Vilagi Stefan, Tick Andra TA.1.207.</p> <p>Mobile security by Sara Wakim, Tibor Forro</p> <p>World Top 500 Companies efficiency by RefIT ratio by Richard Szabo</p> <p>Influence of robotization and AI on HR by Vilagic Stafan</p> <p>The entrepreneurial willingness of IT professionals by Aniko Biro, Igor Almasi, David Janos Feher</p>
15:30-15:45	Coffee break TA 1st Floor
15:45-17:45	<p>Afternoon Session II.</p> <p>HR and Social Sciences Session chair: Florence Terrin, Jolan Velencei TA.2.204.</p> <p>Decision-Making Process of Prospective International Students: a Proposed Generic Complementary Model by Florence Terrin</p> <p>An instructive case study about Good Work by Vastag Tímea, Jolan Velencei</p> <p>Communication problems arising from cultural differences during English negotiations by Alexandra Meszaros</p> <p>Kairos and Chronos: The Concept of Time in the Contemporary Personal Development Discourse by Andrea Gemesi</p> <p>The Washington Conference Hundred Years Ago or The Aims and Consequences of The Washington Naval Treaty by Levente Sziklay</p> <p>Leave or stay? School leaving problems by Balazs Gyorffy, Peter Szikora</p>
	<p>Macroeconomics and Business Issues Session chair: Florin Duma, Agnes Csiszarik- Kocsir TA.1.122.</p> <p>Features of sport organizations in the changed sport-financing environment by Zsuzsanna Gosy</p> <p>EAEU: current state and development perspectives by Kseniia Baimakova, Ekaterina Dvortsova</p> <p>Bibliometric Analysis eHealth and mHealth Studies in Southeast Asian Countries by Vixaty Phompanya</p> <p>The effect of mathematical skills on foreign equity portfolio bias by Erzsebet-Mirjam Orban</p> <p>Smart retirement or the pension system of the future by Zsolt Mihaly Szabo</p> <p>An outlook on crisis indicators then and now by Albert Molnar</p> <p>Considerations regarding the evolution of the Romanian SMEs ten years after the Small Business Act by Florin Duma</p>
17:45-18:00	Closing ceremony TA.1.122
18:00-22:00	Banquet Hall in Building 'G'

