



15TH INTERNATIONAL CONFERENCE ON MANAGEMENT,
ENTERPRISE AND BENCHMARKING
“GLOBAL CHALLENGES – LOCAL ANSWERS”

Program
Friday, 28 April 2017

Helyszín: Óbudai Egyetem, 1081 Budapest, Tavaszmező utca 15-17.

9.30-10.00	Registration	
10.00-10.30	Opening Ceremony: TAKÁCS István, (Óbuda University) Conference Chair	Room 122
	Welcome speech: Representative of Óbuda University	
10.30-12.00	Plenary Session Session Chair: RICORDEL, Pascal (University of Le Havre-Normandy)	Room 122 'A' Building
	FLORKOWSKI, Wojciech (University of Georgia): Constraints in implementing quality assurance programs in food manufacturing firms in Shanghai, China	
	NOWORÓL, Aleksader (Jagiellonian University in Krakow): Revitalization as the Instrument of Local development in Poland	
	WIMMER Ágnes (Corvinus University of Budapest): Stakeholder Approach in Business Education and in Management Practice	
12.00-12.30	Cofee Break	
12.30-14.00	Panel Session A/1 – Finance Session Chair: EGE, Ilhan (Mersin University) Host Chair: FODOR Mónika (Óbuda University)	Room 2.01. 'G' Building
	EGE, Ilhan (Mersin University): Fighting Poverty and Microfinance: Comparison of Hungary and Turkey Microfinance Sector	
	VAS György (Corvinus University of Budapest): Moral hazard of SME financing	
	SZÚCS Gábor (Creditreform Kft.): The effect of the financial crisis on the V4 Banks profitability	
	TÓTH Gábor (Óbuda University) – Tóth Katalin (ELTE): George, Jumurdzsak and the Tax (The influence of migration on taxes)	
	ANDRASICS Márkó (Óbuda University): Hungarian retirement plan of the future	
12.30-14.00	Panel Session A/2 – Safety & Security Session Chair: POKORÁDI László (Óbuda University) Host Chair: VARGA János (Óbuda University)	Room 2.04. 'G' Building
	KADĚNA, Esmeralda (Óbuda University): Smartphone Security Threats	
	SZÚCS Kata Rebeka – REICHER Regina Zsuzsanna (Óbuda University): Data security of mobile applications	
	HOXHA, Nertila (Óbuda University): Password Based Cryptography	
12.30-14.00	Panel Session A/3 – ERENET Network Session Chair: SZABÓ Antal (ERENET Network) Host Chair: NAGY-KOVÁCS Zsuzsanna (Óbuda University)	Room 2.06. 'G' Building
	SZABÓ Antal (ERENET Network): Green SMEs in the European Union	
	HADZIC, Mirosljub (Singidunum University Belgrade): The economic recovery, including SMEs sector, is secured	
	NAGY-KOVÁCS Zsuzsanna (Óbuda University): Water – the essence of growth	
	STEFANESCU, Daniela (Petru Maior University of Tirgu Mures): New orientation on entrepreneurship and business education at Petru Maior University	
	RADOVIC MARKOVIC, Mirjana (Institute of Economic Sciences): Strengthening the Resilience of Small and Medium-Sized Enterprises	
12.30-14.00	Panel Session A/4 – Marketing & research Session Chair: FLORKOWSKI, Wojciech (University of Georgia) Host Chair: KOLNHOFER-DERECSKEI Anita (Óbuda University)	Room 2.07. 'G' Building
	KRUJA, Drita – KOKTHI, Elena (European University of Tirana): Customer Based Brand Equity Analysis: An Empirical Analysis to Geographical Origin	
	FEHÉR Ilona, NÉMETH Nikolett (Szent István University): Analysis of the situation and competitiveness of Hungarian pasta industry (based on Porter's Five Forces Model)	
	KOLNHOFER-DERECSKEI Anita (Óbuda University): Risk taker and non risk taker foreign students (Risk perceptions and risk preferences among different cultures)	
	KOLNHOFER-DERECSKEI Anita (Óbuda University): How would you decide instead of your friend?	
	KOLNHOFER-DERECSKEI Anita (Óbuda University): Endowment effect - would you risk other's property?	
	RUDA, Walter – KELLER, Pierre G. (Hochschule Kaiserslautern University of Applied Sciences): Controlling in Germany from practitioners' and students' point of view – An Empirical Time Series Analysis	
14.00-15.00	Lunch	Caterland Restaurant

15.00-17.00	<p align="center">Panel Session B/1 – Human Resource</p> <p align="center">Session Chair: LAZÁNYI Kornélia (Óbuda University) Host Chair: ANDÓ Ildikó (Óbuda University)</p>	Room 2.01. 'G' Building
	<p>MOSOLYGÓ-KISS Ágnes (Budapest Business School): Roles and values in the Family Business Succession Process ANDÓ Ildikó (Óbuda University): The puzzle motivation ÁSVÁNYI Katalin (Corvinus University of Budapest): CSR for local communities</p> <p>CENIGA, Pavel – ŠUKALOVÁ, Viera (University of Žilina): Older employees in sustainable human resources management</p> <p>MAROSI Ildikó – KARLOVITZ Tibor János (Óbuda University): Opportunities and problems of students' mobilities</p>	
15.00-17.00	<p align="center">Panel Session B/2 – Sustainability</p> <p align="center">Session Chair: BANDLEROVA, Anna (Slovak University of Agriculture) Host Chair: GYARMATI Gábor (Óbuda University)</p>	Room 2.04. 'G' Building
15.00-17.00	<p>BANDLEROVA, Anna (Slovak University of Agriculture): Agricultural Land Protection – the Case of Slovakia SADOWSKI, Adam (University of Bialystok): Are we doomed to production and consumption of GMO plants GYARMATI Gábor (Óbuda University): The questions of the effects of wheat production SZABÓ Zsuzsanna Katalin (Petru Maior University): Transition towards green economy: barriers and challenges for Romanian SMEs</p> <p align="center">Panel Session B/3 – Cooperation & Trust</p> <p align="center">Session Chair: PRZYGODZKA, Renata (University of Bialystok) Host Chair: TAKÁCSNÉ GYÖRGY Katalin (Óbuda University)</p>	Room 2.06. 'G' Building
15.00-17.00	<p>PRZYGODZKA, Renata (University of Bialystok): Role of the intersectoral cooperation in regional development BARANYAI Zsolt (Budapest Metropolitan University): Drivers of trust - Some experiences of an empirical survey at 'Paprikakertész' producer organisation KISS Konrád (Szent István University): Sale opportunities of the small-scale producers at the concentrated food commerce PIRICZ Noémi (Institute of Social Sciences): The role and impact of fairness on cooperation in Hungarian metal and machinery supply chains BUDA Gabriella – LEHOTA József (Szent István University): Attitudes and motivations of consumers in sharing economy TAKÁCSNÉ GYÖRGY Katalin (Óbuda University): Strategies for SMEs – innovative solutions</p> <p align="center">Panel Session B/4 – Business and Management</p> <p align="center">Session Chair: MICHELBERGER Pál (Óbuda University) Host Chair: BOGÁTH Ágnes (Óbuda University)</p>	Room 2.07. 'G' Building
17.00-17.30	<p>CSAPÓ Ildikó – ZSIGRI Ferenc – POÓR József – BARASIC Anton (Szent István University): Management Consultancy in Hungary and in Croatia in Light of Empirical Research – Market and Human Factors KRUJA, Drita – KOKTHI, Elena (European University of Tirana): The knowledge and students' readiness to join the business services sector in Albania MESJASZ-LECH, Agata (Czestochowa University of Technology): Environmental protection expenditures and effects of environmental governance of sustainable development in manufacture enterprise BOGÁTH Ágnes (Óbuda University): Opportunities and limitations of business planning of SME ČINJAREVIĆ, Merima (School of Economics and Business): The interplay of socioeconomic development, entrepreneurship, national culture and innovation performance</p>	Room 122
18.00-	<p align="center">Closing Ceremony</p>	Room 122
	<p align="center">Banquet</p>	Caterland Restaurant



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2017. április 29. szombat

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9.30-10.00 **Registration**

I. Szekció

10.00-12.00

Szekció elnök: **KESZTHELYI András** (Óbuda University)
Szekció társelnök: **SZIKORA Péter** (Óbuda University)

A' Épület
122. Terem

HORNYÁK Miklós (University of Pécs): Kis- és középvállalkozások digitális jelenlétének mérése

SZABÓ-BENEDEK Andrea (Eszterházy Károly University): Cooperation as the basis of modern startup ecosystem

KOLNHOFER-DERECSKEI Anita – NAGY Viktor (Óbuda University): A magyar és a belga hallgatók kockázatról alkotott fogalmának összehasonlítása

LOSONCZI György (Szent István University): Nemzeti könyvtárak honlapjainak vizsgálata EU28 tekintetében

KATONA Ferenc (Óbuda University): Marketing-controlling a magyar családi vállalkozásoknál

KESZTHELYI András (Óbuda University): Régi szabályok, új kérdések az IT biztonság tekintetében

KEVEHÁZI Kata (JÓL-LÉT Alapítvány): Nem-ügy; Nemi alapú diszkrimináció a munkahelyeken és a vállalkozási szférában

KÁRPÁTI-DARÓCZI Judit – KARLOVITZ Tibor János (Óbuda University): Vállalkozói kompetenciák fejlesztése a magyarországi oktatási rendszerben

MESTER Éva – TÓTH Róbert – KOZMA Tímea (Szent István University): A versenyképesség értelmezése a bankszektorban

RÁCZ-KÓSA Eperke – OTTI Csaba (Óbuda University): Hogyan érezzük magunkat a munkahelyen?

12.00-12.30

Konferencia zárása

12.30-13.30

Ebéd

**Caterland
Étterem**