

**FINAL PROGRAMME**  
**9<sup>th</sup> INTERNATIONAL CONFERENCE ON MANAGEMENT**  
(Updated: **10<sup>th</sup> June, 2019**)

**1<sup>st</sup> DAY**

**Thursday, 13<sup>th</sup> JUNE 2019**

**7.30 – 9.00 REGISTRATION** (*Building: SZIE Tudástranszfer Központ*)  
[http://www.gepmuzeum.szie.hu/SZIE\\_TK\\_prospektus.pdf](http://www.gepmuzeum.szie.hu/SZIE_TK_prospektus.pdf)

**9.00 – 9.30 CONFERENCE OPENING**

*Welcoming the guests*

- **Prof. Dr. Csaba Bálint ILLÉS** Chair of Scientific Committee  
Assoc. Prof. Anna DUNAY Chair of Organizing Committee, Gödöllő, Hungary
- **Prof. Dr. László PALKOVICS**  
Rector of Szent István University, Gödöllő, Hungary
- **Prof. h.c. Dr. József KÁPOSZTA**  
Dean of Faculty of Economics and Social Sciences, Szent István University
- **Representatives of three partner universities**
  - **Prof. Dr. Felicjan BYLOK**  
Vice-Dean of Faculty of Management, Czestochowa University of Technology, Poland
  - **Dr. h.c. Prof. Dr. Ing. Elena HORSKA**  
Dean of Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Slovakia
  - **Prof. Dr. Pavel ŽUFAN,**  
Dean of Faculty of Business and Economics, Mendel University in Brno, Czech Republic

*Conferring of Certificates*

**9.30 – 11.30 PLENARY SESSION I.** (Invited keynote speakers)

**CHAIRS: PROF. DR. JÓZSEF TÓTH, CORVINUS UNIVERSITY OF BUDAPEST, HUNGARY**  
**ASSOC. PROF. DR. HABIL ANNA DUNAY, SZENT ISTVÁN UNIVERSITY, GÖDÖLLŐ**

**SECRETARY: DR. ANITA TANGL, GÖDÖLLŐ, SZENT ISTVÁN UNIVERSITY, HUNGARY**

9.30 – 9.55: **Elena HORSKÁ**, *Slovak University of Agriculture in Nitra, Slovakia*  
The Economic Efficiency of Using Aroma Marketing as a New Possibility of In-Store Communication.

9.55 – 10.20: **Gyula BAKACSI**, *Budapest Business School - University of Applied Sciences, Budapest, Hungary*  
Cultural dynamics in social-economic transition - comparative GLOBE results of Hungary between 1995 and 2015.

10.20 – 10.45: **Agata MESJASZ-LECH**, *Częstochowa University of Technology, Poland*  
Sustainable entrepreneurship: Social expectations and global challenges.

10.45 – 11.10: **Károly BALATON and Mariann VERESNÉ SOMOSI**, *University of Miskolc*  
A Knowledge-Based Approach to Social Innovation.

11.10 – 11.30: **Discussion**

**11.35 – 11.45: Photo Session**

**11.45 – 13.00 Lunch** (at the place of Registration)

**13.15 – 14.45 PLENARY SESSION II. (Invited keynote speakers)**

**CHAIRS: PROF. DR. JÓZSEF TÓTH, CORVINUS UNIVERSITY OF BUDAPEST, HUNGARY**  
**ASSOC. PROF. DR. HABIL ANNA DUNAY, SZENT ISTVÁN UNIVERSITY, GÖDÖLLŐ**

**SECRETARY: DR. ANITA TANGL, SZENT ISTVÁN UNIVERSITY, GÖDÖLLŐ, HUNGARY**

13.15 – 13.40: *László SZERB, University of Pécs, Hungary*

A system dynamics approach for assessing SMEs' competitiveness - A competence based approach.

13.40 – 14.05: *Pavel ŽUFAN, Mendel University in Brno, Czech Republic*

Quality management at higher education institutions.

14.05 – 14.30: *Tamás KOLTAI, Budapest University of Technology and Economics*

Non-discretional variables in data envelopment analysis: Intuitive applications in the service sector.

14.30 – 14.45: **Discussion**

**14.45 – 15.00 Coffee break**

## 15.00 – 18.15 CONTRIBUTED PAPERS SESSIONS (1-8)

### *Parallel sessions (A)*

#### **15.00 – 16.30 Session 1: Knowledge and innovation management (1)**

*(Room: 10, 2<sup>nd</sup> floor)*

**CHAIRS: PROF. DR. AGATA MESJASZ-LECH, CZEŚTOCHOWA, POLAND**

**DR. MAGDALENA ZALEWSKA-TURZYŃSKA, LODZ, POLAND**

SECRETARY: DR. ATTILA ZSOLT KOVÁCS, GÖDÖLLŐ, HUNGARY

15.00 – 15.15: **Tomasz Odzimek**, Częstochowa University of Technology, Częstochowa, Poland

Creating a model of science-business-administration cooperation by way of effective management of innovations in the local economy.

15.15 – 15.30: **Magdalena Zalewska-Turzyńska**, University of Lodz, Poland

Impact of cloud computing innovations to manufacturing companies on organization structure specialization and hierarchy of authority

15.30 – 15.45: **Tomáš Dania**, Mendel University in Brno, Czech Republic

Quality destination management.

15.45 – 16.00: **Attila Zsolt Kovács**, Szent István University, Gödöllő, Hungary

The role of business games in education, with special regard to changes in environmental factors.

16.00 – 16.15: **Grzegorz Chmielarz**, Czestochowa University of Technology, Poland

Role of data security policy at higher education institution in the light of legislative changes introduced by the GDPR.

16.15 – 16.30: **Discussion**

**16.30 – 16.45 Coffee break**

#### **15.00 – 16.30 Session 2: Human resource management (1)**

*(Room: 11, 2<sup>nd</sup> floor)*

**CHAIRS: DR. HABIL MAGDALENA BSOUŁ-KOPOWSKA, CZEŚTOCHOWA, POLAND**

**DR. HABIL MAREK JAKUBIAK, WARSAW, POLAND**

SECRETARY: KONRÁD KISS, GÖDÖLLŐ, HUNGARY

15.00 – 15.15: **Alexandra Filová**, Slovak University of Agriculture in Nitra, Slovakia  
Influence of personified management on organization of managerial work in Slovakia.

15.15 – 15.30: **Magdalena Bsoul-Kopowska**, Częstochowa University of Technology, Poland

Public health management in European Union policies.

15.30 – 15.45: **Eszter Marczell-Szilágyi**, Szent István University, Gödöllő, Hungary

Global economy vs. multicultural challenges: difficulties and opportunities of knowledge management practices.

15.45 – 16.00: *Yulia Andreevna Brovkina*, National Research University Higher School of Economics, Moscow, Russia  
Leadership concept in the process of transmission from post-industrial to digital society.

16.00 – 16.15: *Marek Jakubiak*, Warsaw University of Technology, Warsaw, Poland  
Changes in management of public universities in Poland after the reform in 2018.

16.15 – 16.30: **Discussion**

**16.30 – 16.45 Coffee break**

***15.00 – 16.30 Session 3: Contemporary problems and new trends in HRM (1)***  
***Special session in honour of the 70-year-old Prof. Dr. József Poór***  
***(Room: 12, 2<sup>nd</sup> floor)***

**CHAIRS: ASSOC. PROF. DR. HABIL JÁNOS FEHÉR, BUDAPEST, HUNGARY**  
**ASSOC. PROF. DR. ANNA ALBRYCHIEWICZ-SŁOCIŃSKA, POLAND**  
**SECRETARY: DR. ILDIKÓ ÉVA KOVÁCS, GÖDÖLLŐ, HUNGARY**

15.00 – 15.15: *Waldemar Jędrzejczyk*, Częstochowa University of Technology, Częstochowa, Poland  
Coaching management style as a managerial competence.

15.15 – 15.30: *János Fehér*, Károli Gáspár University of the Reformed Church in Hungary, Budapest  
Leadership as Values Work.

15.30 – 15.45: *Anna Albrychiewicz-Słocińska*, Częstochowa University of Technology, Częstochowa, Poland  
Social and organizational determinants of intra-organizational knowledge sharing behaviour among Employees from Z generation.

15.45 – 16.00: *József Poór*, Szent István University, Gödöllő, Hungary  
Labor shortages and labor retention in CEE countries in light of three consecutive empirical surveys.

16.00 – 16.15: *Leszek Cichobłaziński*, Częstochowa University of Technology, Częstochowa, Poland  
Collective dispute resolution procedure as an integral part of industrial relation in Poland.

16.15 – 16.30: **Discussion**

**16.30 – 16.45 Coffee break**

**15.00 – 16.30 Session 4: Business management (1)**  
(Room: 210, 2<sup>nd</sup> floor)

**CHAIRS: ASSOC. PROF. DR. SERGEY VINOGRADOV, GÖDÖLLŐ, HUNGARY**  
**DR. HABIL OKSANA SEROKA-STOLKA, CZĘSTOCHOWA, POLAND**  
SECRETARY: DR. ZSUZSANNA LEHOTA, GÖDÖLLŐ, HUNGARY

15.00 – 15.15: **Farsat Ali Shaban**, Duhok Polytechnic University, Iraq  
The role of logistic service quality (LSQ) dimensions in achieving customer satisfaction: exploratory study.

15.15 – 15.30: **Anita Tolnay**, Szent István University, Gödöllő, Hungary  
Measurement of the corporate competitiveness in the Hungarian SME sector of the laboratory instrument market.

15.30 – 15.45: **Lesław Pietrewicz**, Institute of Economics, Polish Academy of Sciences, Warsaw, Poland  
Technology ecosystem coordination: The case of Ethereum blockchain ecosystem.

15.45 – 16.00: **Beata Bittner**, University of Debrecen, Hungary  
Methodological approach to the practice of strategy planning in particular the external environmental analysis.

16.00 – 16.15: **Tímea Beatrice Dóra**, Budapest University of Technology and Economics, Budapest, Hungary  
The specifics of services of prevention in the case of addictions.

16.15 – 16.30: **Discussion**

**16.30 – 16.45 Coffee break**

*Parallel sessions (B)*

**16.45 – 18.15 Session 5: Marketing management and consumer behaviour**  
**Special session in honour of the 70-year-old Prof. Dr. József Lehota**  
*(Room: 10, 2<sup>nd</sup> floor)*

**CHAIRS: DR. h.c. PROF. DR. ING. ELENA HORSKA, NITRA, SLOVAKIA**  
**ASSOC. PROF. DR. ANNA DUNAY, GÖDÖLLŐ, HUNGARY**

**SECRETARY: ÁDÁM HORVÁTH, SZENT ISTVÁN UNIVERSITY, GÖDÖLLŐ, HUNGARY**

16.45 – 17.00: **Ildikó Kovács**, Budapest Business School - University of Applied Sciences, Budapest, Hungary  
Quantitative study among local beekeepers in the Central Hungary region

17.00 – 17.15: **Ádám Horváth**, Szent István University, Gödöllő, Hungary  
Modelling cultural consumption of movies: a theoretical analysis of consumer behaviour, service process and cultural consumption models

17.15 – 17.30: **Tamás Iványi**, Budapest University of Technology and Economics, Hungary  
Measuring customer satisfaction and factors of experience in the case of tourism events and festivals.

17.30 – 17.45: **Imola Szabó**, Szent István University, Gödöllő, Hungary  
Values and consumption – Paradoxes in fruit and vegetable consumption

17.45 – 18.00: **Bodor Nóra**, Nyilas Vinery, Gyöngyössolymos, Hungary  
Luxury marketing in the case of Champagne.

18.00 – 18.15: **Titanilla Oravecz**, Budapest Business School - University of Applied Sciences, Budapest, Hungary  
Consumer behaviour towards honey products in the Central Hungary region

18.15 – 18.30: **Discussion**

**16.45 – 18.15 Session 6: Human resource management (2)**  
*(Room: 11, 2<sup>nd</sup> floor)*

**CHAIRS: DR. MONIKA ŽAK, KATOWICE, POLAND**  
**ASSOC. PROF. DR. MIKLÓS DARÓCZI, GÖDÖLLŐ, HUNGARY**

**SECRETARY: SAADI SHAHBAZ, SZENT ISTVÁN UNIVERSITY, HUNGARY**

16.45 – 17.00: **Silvia Lenčėšová**, Slovak University of Agriculture in Nitra, Slovakia  
Planning as the basic pillar of the effective time management.

17.00 – 17.15: **Monika Žak**, University of Silesia in Katowice, Poland  
Management style and employee relations. Sociological analysis based on the example of the professional environment of police officers.

17.15 – 17.30: **Nalina Ganapathi**, International Labour Organisation, Geneva, Switzerland  
Employee Engagement - The Role of Communication in Multicultural Settings.

17.30 – 17.45: *Aleksandra Czarnecka*, Częstochowa University of Technology, Poland  
Talent management as a way to build a competitive advantage of an enterprise.

17.45 – 18.00: *Ugur Filiz*, Szent István University, Gödöllő, Hungary  
Role of human resources management in the implementation of e-governance.

18.00 – 18.15: **Discussion**

**16.45 – 18.15 Session 7: Contemporary problems and new trends in HRM (2)**  
**Special session in honour of the 70-year-old Prof. Dr. József Poór**  
(Room: 12, 2<sup>nd</sup> floor)

**CHAIRS: DR. HABIL WALDEMAR JĘDRZEJCZYK, CZĘSTOCHOWA, POLAND**

**DR. LESZEK CICHOBŁAZIŃSKI, CZĘSTOCHOWA, POLAND**

SECRETARY: DR. ILDIKÓ ÉVA KOVÁCS, GÖDÖLLŐ, HUNGARY

16.45 – 17.00: *Ildikó Éva Kovács*, Szent István University, Gödöllő, Hungary  
Examining the relationship between innovation and HRM in international comparison.

17.00 – 17.15: *Igor Borisov*, Szent István University, Gödöllő, Hungary  
The Impact of Social Capital on the Quality of Workplace Environment in the European Union.

17.15 – 17.30: *Krisztina Némethy*, Óbuda University, Budapest, Hungary  
HRM and Industry 5.0.

17.30 – 17.45: *Mehrzad Abdi Khalife*, Szent István University, Gödöllő, Hungary  
Project team and human resource model in digitization era.

17.45 – 18.00: **Discussion**

**16.45 – 18.15 Session 8: Supply chain management**  
(Room: 210, 2<sup>nd</sup> floor)

**CHAIRS: ASSOC. PROF. DR. ZITA FODOR, GÖDÖLLŐ, HUNGARY**

**ASSOC. PROF. DR. PATRIK ROVNY, NITRA, SLOVAKIA**

SECRETARY: BEATRIX TURZAI-HORÁNYI, GÖDÖLLŐ, HUNGARY

16.45 – 17.00: *Patrik Rovny, Maria Hambalkova*, Slovak University of Agriculture in Nitra, Slovakia  
The evaluation of foreign trade with agricultural and food products in the Slovak Republic.

17.00 – 17.15: *Konrád Kiss*, Szent István University, Gödöllő, Hungary  
The role and effectiveness of marketing in the local producers' trade – Results of a survey from the region of Northern Hungary.

17.15 – 17.30: *Zita Fodor*, Szent István University, Gödöllő, Hungary  
Presence of supply chain management approach in domestic small and medium enterprises.

17.30 – 17.45: *Enikő Lencsés*, Szent István University, Gödöllő, Hungary  
Product diagnostics, information supply and trust in the Hungarian food supply chain.

17.45 – 18.00: *Balázs Máté*, Szent István University, Gödöllő, Hungary  
Defining efficient online marketing tools in tourism marketing based on wellness hotel choosing habits.

18.00 – 18.15: **Zsuzsanna Lehota**, Szent István University, Gödöllő, Hungary  
Information asymmetry, fears of opportunistic customer behaviour and uncertainty risk in the Hungarian food supply chain.

18.15 – 18.30: **Discussion**

**18.30** *Departure to the Lázár Equestrian Park from the building of Registration*

**18.45 – 23.00** **Conference dinner & cultural performances at the Lázár Equestrian Park**

**23.00** *Departure from the Lázár Equestrian Park to the University*

***PRESENTATION GUIDELINES***

***All Sessions are in English.***

***Please prepare contributed paper presentation (ppt) for maximum 11-12 minutes!***

***For the paper presentation, standard audio-visual devices are available.***

***We ask participants to submit presentations at least 5 minutes before session opening.***



## 2<sup>nd</sup> DAY - FRIDAY, 14<sup>th</sup> JUNE, 2019

7.30 – 9.00 **REGISTRATION** (Building: SZIE Tudástranszfer Központ))  
[http://www.gepmuzeum.szie.hu/SZIE\\_TK\\_prospektus.pdf](http://www.gepmuzeum.szie.hu/SZIE_TK_prospektus.pdf)

### SPECIAL PLENARY SESSION

8.30 – 09.00 **Teaching and learning Business with Pearson's e-learning solutions**  
*Erzsébet CSIBI, Pearson (Room: 10, 2<sup>nd</sup> floor)*  
<https://www.pearsonmylabandmastering.com/global/>  
<https://learningcatalytics.com>

### 9.00 – 12.30 CONTRIBUTED PAPERS SESSIONS (9-19)

#### *Parallel sessions (C)*

**9.00 – 10.45 Session 9: Agricultural and food management (1)**  
(Room: 10, 2<sup>nd</sup> floor)

**CHAIRS: ASSOC. PROF. DR. ZUZANA KAPSDORFEROVÁ, NITRA, SLOVAKIA**  
**DR. ENIKŐ LENCSÉS, GÖDÖLLŐ, HUNGARY**

**SECRETARY: ASSOC. PROF. DR. SERGEY VINOGRADOV, GÖDÖLLŐ, HUNGARY**

9.00 – 9.15: *Monika Hudáková*, Slovak University of Agriculture in Nitra, Slovakia  
Development of consumer and processing price of grain and beef in the Slovak Republic and their impact on consumption and food safety.

9.15 – 9.30: *Anikó Kovács*, InDeRe Nonprofit Ltd, Budapest, Hungary  
Traceability and cross-contamination – Food safety knowledge of Hungarian foodservice workers.

9.30 – 9.45: *Zuzana Kapsdorferová*, Slovak University of Agriculture in Nitra, Slovakia  
Food waste challenges in Slovak Republic.

9.45 – 10.00: *András Bittsánszky*, InDeRe Nonprofit Ltd, Budapest, Hungary  
Microbial status of food contact surfaces in school kitchens.

10.00 – 10.15: *Kevin Serrem Kimeli*, Szent István University, Gödöllő, Hungary  
Food safety and sanitation knowledge, attitude and practices of Kenyan university students.

10.15 – 10.30: *Viktor Szili*, NARIC Research Institute of Agricultural Economics, Budapest, Hungary  
Formulation of the optimum crop structure for pig producers in Hungary.

10.30 – 10.45: **Discussion**

**10.45 – 11.00 Coffee break**

**9.00 – 10.45 Session 10: Human Capital**  
(Room: 11, 2<sup>nd</sup> floor)

**CHAIRS: DR. AGATA PRZEWOŻNA-KRZEMIŃSKA, CZĘSTOCHOWA, POLAND**  
**PROF. DR. JÓZSEF POÓR, GÖDÖLLŐ, HUNGARY**

SECRETARY: FERENC ZSIGRI, GÖDÖLLŐ, HUNGARY

9.00 – 9.15: *Agata Przewoźna-Krzemińska*, Częstochowa University of Technology, Poland

Analysis of competence resources as a key recruitment tool in organizations.

9.15 – 9.30: *László Horváth*, Institute of Education, ELTE Eötvös Loránd University, Budapest, Hungary

Reframing student evaluation of teaching as a customer satisfaction problem – A new HR development tool for academics professional development.

9.30 – 9.45: *Dana Országhová*, Slovak University of Agriculture in Nitra, Slovakia  
E-learning courses in the process of acquisition and development of digital competences.

9.45 – 10.00: *Sebastian Skolik*, Częstochowa University of Technology, Poland  
Non-formal networks and formal organizational structures as products of bio-cultural evolution.

10.00 – 10.15: *Ferenc Zsigri*, Szent István University, Gödöllő, Hungary  
Ego depletion and decision making.

10.15 – 10.30: *Natalia Ivanova*, National Research University Higher School of Economics, Moscow, Russia  
Implementations of innovations in the focus of social identity approach.

10.30 – 10.45: **Discussion**

**10.45 – 11.00 Coffee break**

**9.00 – 10.30 Session 11: Marketing and management (1)**  
(Room: 12, 2<sup>nd</sup> floor)

**CHAIRS: PROF. DR. JÓZSEF LEHOTA, GÖDÖLLŐ, HUNGARY**  
**PROF. DR. AGATA MESJASZ-LECH, CZĘSTOCHOWA, POLAND**

SECRETARY: ÁGNES URBÁNNÉ TREUTZ, GÖDÖLLŐ, HUNGARY

9.00 – 9.15: *Mohammed Abdalrahman*, Szent István University, Gödöllő, Hungary  
Political Animosity and Consumer Boycotting Movements

9.15 – 9.30: *Filip Tkáč*, Slovak University of Agriculture in Nitra, Slovakia  
Exploring differences in logos perception with emphasis to respondent's characteristics.

9.30 – 9.45: *Nesrine Khazami*, Szent István University, Gödöllő, Hungary  
Role of imagination in the perception of tourist destination: Exploratory study for tourist in Hungary.

9.45 – 10.00: *Ágnes Urbánné Treutz*, Szent István University, Gödöllő, Hungary  
Examination of place identity models.

10.00 – 10.15: **Saadi Shahbaz**, Szent István University, Gödöllő, Hungary  
“One Belt One Road” – An analysis of relations between China and Hungary.

10.15 – 10.30: **Olga Patosha**, National Research University Higher School of Economics,  
Moscow, Russia  
Obscene Vocabulary in Advertising: psychological effectiveness.

10.30 – 10.45: **Discussion**

**10.45 – 11.00 Coffee break**

**9.00 – 10.45 Session 12: Entrepreneurship and SMEs**  
(Room: 210, 2<sup>nd</sup> floor)

**CHAIRS: DR. HABIL ROBERT JANIK, CZĘSTOCHOWA, POLAND**  
**ASSOC. PROF. DR. DANKA MORAVČIKOVÁ, NITRA, SLOVAKIA**

**SECRETARY: SHEILA KORLEY, GÖDÖLLŐ, HUNGARY**

9.00 – 9.15: **Tuan-anh Tran**, Szent István University, Gödöllő, Hungary  
Optimizing resources assignment for balancing KSK production line.

9.15 – 9.30: **Danka Moravčíková**, Slovak University of Agriculture in Nitra, Slovakia  
Youth – Entrepreneurship - Farming.

9.30 – 9.45: **Sheila Korley**, Szent István University, Gödöllő, Hungary  
Innovation activities in the SME sector.

9.45 – 10.00: **Robert Janik**, Częstochowa University of Technology, Częstochowa, Poland  
Role of Philosophy in Contemporary Entrepreneurship.

10.00 – 10.15: **David Kosztyi**, Szent István University, Gödöllő, Hungary  
Special competitiveness enhances stock management model for engineering SMEs.

10.15 – 10.30: **Balázs Patyi**, University of Sopron, Sopron, Hungary  
Establish an early warning system in newly established companies, or recognize the crisis  
by analyzing balance sheet and income statement data.

10.30 – 10.45: **Discussion**

**10.45 – 11.00 Coffee break**

**9.00 – 10.30 Session 13: Special Session of Society and Economy: Social responsibility and Sustainability (1)**

*(Room: 9, 1<sup>st</sup> floor)*

**CHAIRS: PROF. DR. URSZULA SWADŹBA, KATOWICE, POLAND  
DR. SYLVIE FORMÁNKOVÁ, BRNO, CZECH REPUBLIC**

**SECRETARY: ASSOC. PROF. DR. ZSUZSANNA NAÁR-TÓTH, HUNGARY**

9.00 – 9.15: *Mária Holienčinová*, Slovak University of Agriculture in Nitra, Slovakia  
Sustainable innovations in context of CSR: sustainable production and consumption.

9.15 – 9.30: *Urszula Swadźba*, Silesian University, Katowice, Poland  
Money does not bring happiness, but... Polish and Hungarian students attitude towards money.

9.30 – 9.45: *Imane, Samir Allam*, University of Torino, Italy  
Sustainability-leader companies: Do they dare to report their wrongdoing? Evidence from Inditex SA.

9.45 – 10.00: *Tibor László Csegődi*, Szent István University, Gödöllő, Hungary  
Why energy efficiency is a significant factor for local governments and households?

10.00 – 10.15: *Tashfeen Ahmad*, The University of the West Indies, Mona, Kingston, Jamaica  
Students reflect on the role of ethics in developing sustainable business and society.

10.15 – 10.30: **Discussion**

**10.30 – 11.00 Coffee break**

### *Parallel sessions (D)*

#### **11.00 – 12.45 Session 14: Agricultural and food management (2)** (Room: 10, 2<sup>nd</sup> floor)

**CHAIRS: PROF. DR. MÁRIA KADLEČÍKOVÁ, NITRA, SLOVAKIA**  
**ASSOC. PROF. DR. ANNA DUNAY, GÖDÖLLŐ, HUNGARY**

SECRETARY: ZSUZSANNA LEHOTA, HUNGARY

11.00 – 11.15: **Mária Kadlečíková**, Slovak University of Agriculture in Nitra, Slovakia  
Quality of stakeholder's cooperation within agricultural innovation system and present barriers for improvement in Slovakia.

11.15 – 11.30: **István Fodor**, University of Veterinary Medicine Budapest, Hungary  
Management of replacement heifers to improve profitability on dairy farms.

11.30 – 11.45: **Enikő Lencsés**, Szent István University, Gödöllő, Hungary  
Artificial intelligency in the agriculture.

11.45 – 12.00: **Dorottya Ivanyos**, University of Veterinary Medicine Budapest, Hungary  
Milking technology on the Hungarian dairy farms.

12.00 – 12.15: **László Ózsvári**, University of Veterinary Medicine Budapest, Hungary  
Production losses due to swine parasites.

12.15 – 12.30: **Alexandra Andocsová**, Slovak University of Agriculture in Nitra, Slovakia  
Consumer behaviour of selected generations on the milk market.

12.30 – 12.45: **Discussion**

#### **11.00 – 12.30 Session 15: Finance and accounting** (Room: 11, 2<sup>nd</sup> floor)

**CHAIRS: ASSOC. PROF. DR. ANITA TANGL, GÖDÖLLŐ, HUNGARY**  
**ASSOC. PROF. DR. SERGEY VINOGRADOV, GÖDÖLLŐ, HUNGARY**

SECRETARY: KONRÁD KISS, GÖDÖLLŐ, HUNGARY

11.00 – 11.15: **Musaab Mousa**, Szent István University, Gödöllő, Hungary  
The relationship between governance and transparency and capital market performance in Visegrad group.

11.15 – 11.30: **Zsolt Dupcsák**, Eszterházy Károly University, Hungary  
Analysis of SMEs capital structural characterizations in Heves county.

11.30 – 11.45: **Muhammad Masyhuri**, University of Pécs, Pécs, Hungary  
Corporate Governance Impact on Small Medium Enterprises' Firm Performance in Emerging Countries (evidence from Indonesia).

11.45 – 12.00: **Duc Phong Nguyen**, Szent István University, Gödöllő, Hungary  
Opportunities and challenges of Vietnamese universities in introduction and teaching international financial reporting standards.

12.00 – 12.15: **Maris Freifalts**, RISEBA University of Applied Sciences, Riga, Latvia  
Insolvency prediction with or without cash flow indicators: the case of Latvia.

12.15 – 12.30: **Discussion**

**11.00 – 12.30 Session 16: Knowledge and innovation management (2)**  
(Room: 12, 2<sup>nd</sup> floor)

**CHAIRS: DR. TOMASZ ODZIMEK, CZEŚTOCHOWA, POLAND**  
**DR. ATTILA ZSOLT KOVÁCS, GÖDÖLLŐ, HUNGARY**

SECRETARY: MEHRZAD ABDI KHALIFE, SZENT ISTVÁN UNIVERSITY, GÖDÖLLŐ, HUNGARY

11.00 – 11.15: **Hasan Mansur**, Szent István University, Gödöllő, Hungary  
The effect of audit fees on financial reporting quality.

11.15 – 11.30: **Petronela Tarinová, Pavol Grman, Mária Kecskés Mráziková**, Slovak University of Agriculture in Nitra, Slovakia  
Effective team building in project management using „whole brain thinking “method.

11.30 – 11.45: **Mehrzad Abdi Khalife**, Szent István University, Gödöllő, Hungary  
Agile Project Management model compatible for the technological advancement and evolution.

11.45 – 12.00: **Jochen Nürk**, SAP SE, Ettlingen, Germany  
A Framework for Managing Dynamic Capabilities of Supply Chain Management Information Systems.

12.00 – 12.15: **Anna Pamula**, University of Lodz, Lodz, Poland  
Trends in IT staff competences while implementing cloud computing in manufacturing companies.

12.15 – 12.30: **Sami Sader**, Szent István University, Gödöllő, Hungary  
Knowledge management and innovation management.

12.30 – 12.45: **Discussion**

**11.00 – 12.45 Session 17: Business management (2)**  
(Room: 210, 2<sup>nd</sup> floor)

**CHAIRS: DR. HABIL OKSANA SEROKA-STOLKA, CZEŚTOCHOWA, POLAND**  
**ASSOC. PROF. DR. MIKLÓS DARÓCZI, SZENT ISTVÁN UNIVERSITY, HUNGARY**

SECRETARY: BEATRIX HORÁNYI, HUNGARY

11.00 – 11.15: **Csaba Szuda**, Szent István University, Gödöllő, Hungary  
Industry 4.0 opportunities and challenges and consulting answers to them.

11.15 – 11.30: **Houda Qasim Aleqadat**, Szent István University, Gödöllő, Hungary  
The influence of Hofstede's cultural dimensions in the Jordanian working environment.

11.30 – 11.45: **Oksana Seroka Stolka**, Czestochowa University of Technology, Poland  
The influence of stakeholder pressure and legal requirements on corporate environmental strategies – case of Poland.

11.45 – 12.00: **Beatrix Turzai-Horányi**, Szent István University, Gödöllő, Hungary  
Strategic thinking of the Hungarian car dealerships.

12.00 – 12.15: *Aleksandra Angeloska*, Szent István University, Hungary  
Measuring benefits of FDI in Republic of Serbia; correlation between FDI, employment rate and export.

12.15 – 12.30: *Amina A. M. Darougi*, Eötvös Loránd University, Budapest, Hungary  
Libya as a tourism destination – The results of an international survey.

12.30 – 12.45: **Discussion**

***11.00 – 12.30 Session 18: Special Session of Society and Economy: Social responsibility and Sustainability (2)***  
*(Room: 9, 1<sup>st</sup> floor)*

**CHAIRS: DR. MONIKA ZAK, KATOWICE, POLAND**

**PROF. DR. FELICJAN BYLOK, CZĘSTOCHOWA, POLAND**

SECRETARY: ASSOC. PROF. DR. ZSUZSANNA NAÁR-TÓTH, HUNGARY

11.00 – 11.15: *Sylvie Formánková*, Mendel University in Brno, Czech Republic  
Perception of the university social responsibility from the stakeholder perspective.

11.15 – 11.30: *Ahmad Juratli*, Szent István University, Gödöllő, Hungary  
The Role of Social Media in the Social Responsibility in Syria Evidence from Bank Bemo Saudi Fransi BBSF.

11.30 – 11.45: *Felicjan Bylok*, Czestochowa University of Technology, Poland  
Patterns of sustainable consumption in behaviour of elderly people on the market in Poland

11.45 – 12.00: *Ali Alammari*, Szent István University, Gödöllő, Hungary  
Restructuring the Libyan economy with available and unexploited resources of the tourism sector

12.00 – 12.30: **Discussion**

***11.00 – 12.30 Session 19: Marketing and management (2)***  
*(Room: 224, 2<sup>nd</sup> floor)*

**CHAIRS: ASSOC. PROF. DR. NATALIA ANTONOVA, MOSCOW, RUSSIA**

**PROF. DR. CSABA BÁLINT ILLÉS, SZENT ISTVÁN UNIVERSITY, HUNGARY**

SECRETARY: EMESE TATÁR, HUNGARY

11.00 – 11.15: *Natalia Antonova*, National Research University Higher School of Economics, Moscow, Russia  
Economic nationalism and brand loyalty of Russian consumers.

11.15 – 11.30: *Marek Petriľák, Erik Janšto*, Slovak University of Agriculture in Nitra, Slovakia  
Use of marketing tools in retail shops selling local and fresh products.

11.30 – 11.45: *Zsuzsanna Lehota*, Szent István University, Hungary  
Consumer willingness-to-pay to price premium characteristics in the Hungarian food supply chain.

11.45 – 12.00: **Andrej Géci**, Slovak University of Agriculture in Nitra, Slovakia  
Impact of senses of young generation on consumer behaviour (generation Z).

12.00 – 12.15: **Tatiana Evteeva, Snezhanna Guziy, Patrik Rovny**, Slovak University of Agriculture in Nitra, Slovakia  
Evaluation of consumer behaviour in the market of selected agricultural commodities in the Slovak Republic and the Russian Federation.

12.15 – 12.30: **István Pető**, Szent István University, Hungary  
Analyzing online learning behaviours by the example of ‘Basics of Computer Science’ university course.

12.30 – 12.45: **Discussion**

**12.45 – 13.00 SUMMARY AND CONCLUSIONS OF THE CONFERENCE**  
(Room: 12, 2<sup>nd</sup> floor)

**13.00 – 14.00 LUNCH** (at place of Registration)

**14.10** *Departure to the Gödöllő Royal Palace from the building of Registration*

**14.30 – 16.30 Visiting the Gödöllő Royal Palace**  
(Summer Residence of Sissi)  
<http://www.kiralyikastely.hu/index.php?l=english>

**16.30** *Departure from the Gödöllő Royal Palace to the University*

***PRESENTATION GUIDELINES***

***All Sessions are in English.***

***Please prepare contributed paper presentation (ppt) for maximum 11-12 minutes!***

***For the paper presentation, standard audio-visual devices are available.***

***We ask participants to submit presentations at least 5 minutes before session opening.***