

## PROGRAMME OF THE CONFERENCE

(Updated: 17<sup>th</sup> June, 2015)

### 1<sup>ST</sup> DAY - THURSDAY, 18<sup>TH</sup> JUNE, 2015

8.00 – 9.30 **Registration** (at the Main Building)

9.30 – 10.00 **Conference Opening / Welcoming the guests**

- **Prof. Dr. Csaba Bálint Illés**  
Co-Chair of Scientific Committee, Szent István University, Hungary
- **Prof. Dr. János Tózsér**  
Rector of Szent István University, Hungary
- **Prof. h.c. Dr. József Káposzta**  
Dean of Faculty of Economics and Social Sciences, Szent István University, Hungary
- **Prof. Dr. Maria Nowicka-Skowron**  
Rector of Czestochowa University of Technology, Poland
- **Jaroslav Bajaczyk**  
Deputy director, Polish Institute, Budapest, Hungary
- **Prof. Dr. Ing. Elena Horska**  
Dean of Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Slovakia
- **Prof. Dr. Felician Bylok**  
Co-Chair of Scientific Committee, Czestochowa University of Technology, Poland
- **Dr. Sylvie Formánková**  
Member of the Organizing Committee, Mendel University in Brno, Czech Republic
- **Assoc. Prof. Dr. Anna Dunay**  
Co-Chair of Organizing Committee, Szent István University, Hungary

### 10.00 – 12.00 PLENARY SESSION

**CHAIRS: ASSOC. PROF. DR. LESZEK CICHOBŁAZIŃSKI, CZĘSTOCHOWA, POLAND**  
**PROF. DR. JÓZSEF LEHOTA DSC, GÖDÖLLŐ, HUNGARY**

SECRETARY: DR. OLGA MARKÓ, HUNGARY

10.00 – 10.20: **György Bógel**, CEU Business School, Budapest, Hungary  
Competing in a Smart World

10.20 – 10.40: **Elena Horska**, Slovak University of Agriculture in Nitra, Slovakia  
Consumer neuroscience solutions: towards innovations, marketing effectiveness and customer driven strategies

10.40 – 11.00: **László Szerb**, University of Pécs, Hungary  
Entrepreneurship and entrepreneurial ecosystem in the V4 countries: The Global Entrepreneurship Index perspective

11.00 – 11.20: **Dorota Jelonek**, Czestochowa University of Technology, Poland  
The chosen determinants of e-entrepreneurship development

11.20 – 11.40: **József Lehota, Erika Könyves, Anna Dunay**, Szent István University, Hungary  
Key factors of a successful restaurant strategy in Hungary

11.40 – 12.00: **Discussion**

**12.05 – 12.15: Photo Session by the main entrance of the Szent István University**

**12.15 – 13.30 Lunch** (at the place of registration)

## 14.00 – 17.45 CONTRIBUTED PAPERS SESSIONS

### *Parallel sessions (A)*

#### **14.00 – 15.30 Session 1: Leadership and management**

*(Room: Conference Room of the Faculty)*

**CHAIRS: ASSOC. PROF. DR. LESZEK CICHOBŁAZIŃSKI, CZĘSTOCHOWA, POLAND**

**PROF. DR. GYÖRGY BÖGEL CSC, CEU, BUDAPEST, HUNGARY**

SECRETARY: DR. HILDA HURTA, HUNGARY

14.00 – 14.15: **Leszek Cichoblaziński**, Częstochowa University of Technology, Częstochowa, Poland

The dark side of organization – Management in the face of counterproductive behaviour (Theoretical background and empirical implications)

14.15 – 14.30: **Waldemar Jędrzejczyk, Robert Kucęba**, Częstochowa University of Technology, Poland

The issue of intuition in management - established knowledge and perspective of evolution

14.30 – 14.45: **Zoltán T. Nagy, Hilda Hurta, Anna Dunay, Csaba Bálint Illés**, Szent István University, Gödöllő, Hungary

The comparison of the organizational culture of an Austrian and a Hungarian chemical engineering company.

14.45 – 15.00: **János Fehér**, Károli Gáspár University of the Reformed Church in Hungary, Budapest

Leadership and value work

15.00 – 15.15: **Lai Wan Hooi**, The University of Nottingham Malaysia Campus, Malaysia

Relationship between organisational justice and organisational citizenship behaviour: Examining the mediating role of job satisfaction.

15.15 – 15.30: **Discussion**

**15.30 – 15.45 Coffee break**

#### **14.00 – 15.30 Session 2: Human resource management in SMEs (Room: 103)**

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

**PROF. DR. JÓZSEF POÓR, GÖDÖLLŐ, HUNGARY**

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

14.00 – 14.15: **Elżbieta Robak, Anna Słocińska**, Częstochowa University of Technology, Poland

Work determinants of Work-Life Balance in the small and medium-sized enterprises

14.15 – 14.30: **Mădălina Camelia Olteanu (Adam), Alina Eliza Dabija**, University of Craiova, Romania

An analysis of the implementation stage of the professional training programmes in SMEs in Dolj county

14.30 – 14.45: **János Hárskuti**, King Sigismund College Budapest, Hungary

Human capital efficiency in the payment transfer system of the SMEs

14.45 – 15.00: **Katarzyna Tracz-Krupa**, Wroclaw University of Economics, Poland  
European social fund in the perspective 2014-2020 in Poland. New challenges for human resource development

15.00 – 15.15: **Sathya Narayanan Sivaprakasam**, *Manikandan Vel Rajan*, Higher Colleges of Technology, United Arab Emirates  
Antecedents to knowledge sharing behaviour: trust climate as the facilitator and attachment to knowledge as the detractor

15.15 – 15.30: **Discussion**

**15.30 – 15.45 Coffee break**

**14.00 – 15.30 Session 3: Agriculture and Food industry (Room: 102)**

**CHAIRS: DR. SYLVIE FORMÁNKOVÁ, MENDEL UNIVERSITY IN BRNO, CZECH REPUBLIC  
DR. ANDRÁS BITTSÁNSZKY, BUDAPEST, HUNGARY**

SECRETARY: DR. ATTILA KOVÁCS, HUNGARY

14.00 – 14.15: **István Fodor**, *László Ózsvári*, Szent István University, Hungary  
The evaluation of reproductive performance in dairy herds

14.15 – 14.30: **Sylvie Formánková**, *Helena Chládková, Nad'a Hanusová*, Mendel University in Brno, Czech Republic  
Organic production as a trend in wine industry? – The case of Czech Republic and New Zealand

14.30 – 14.45: **Adrienn Hegyi**, *Tünde Kuti, Zsófia Kertész, András Sebők, Sara De Pelsmaeker, Xavier Gellynck, József Lehota*, Campden BRI Hungary, Budapest, Hungary; Ghent University, Belgium, Szent István University, Hungary  
Consumer behaviour at the impulse product with product defect

14.45 – 15.00: **András Bittsánszky**, *Csaba Bálint Illés, Lajos Fülöp, András J. Tóth*, InDeRe, Budaörs and Szent István University, Hungary  
Surveying the hygienic conditions of canteens by means of surface microbiological analyses

15.00 – 15.15: **László Ózsvári**, *Gyula Kasza, Zoltán Lakner*, Szent István University, Hungary  
The history and importance of bioterrorism

15.15 – 15.30: **Discussion**

**15.30 – 15.45 Coffee break**

### *Parallel sessions (B)*

#### **15.45 – 17.30 Session 4: Social capital and corporate social responsibility** (Room: Conference Room of the Faculty)

**CHAIRS: ASSOC. PROF. DR. ANNA SŁOCIŃSKA, CZĘSTOCHOWA, POLAND**  
**ASSOC. PROF. DR. HENRIETTA NAGY, GÖDÖLLŐ, HUNGARY**

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

15.45 – 16.00: **Felicjan Bylok**, Częstochowa University of Technology, Poland  
Corporate social responsibility as an element of the strategies of SMEs in Poland

16.00 – 16.15: **Diana Corina Gligor-Cimpoieru**, West University of Timișoara, Romania  
The human resources dimension of corporate social responsibility in a strategic approach

16.15 – 16.30: **Katarzyna Kukowska, Sebastian Skolik**, Częstochowa University of Technology, Poland  
Sharing the common good in the context of the flow of social capital in social networks

16.30 – 16.45: **Iveta Ubrežiová, Elena Horská, Andrzej Krasnodębski**, Slovak University of Agriculture in Nitra, Slovakia  
Perception of corporate social responsibility in the context of internationalization process in the selected company

16.45 – 17.00: **Katarzyna Zadros**, Częstochowa University of Technology, Poland  
Factors promoting workers involvement in building the socially responsible organization illustrated by the example of health institutions

17.00 – 17.15: **Lukasz Skiba**, Częstochowa University of Technology, Poland  
Ethics in negotiations

17.15 – 17.30: **Discussion**

#### **15.45 – 17.45 Session 5: Human Resource and Entrepreneurship (Room:102)**

**CHAIRS: PROF. DR. DOROTA JELONEK, CZESTOCHOWA, POLAND**  
**ASSOC. PROF. DR. ANITA VAJNA-TANGL, GÖDÖLLŐ, HUNGARY**

SECRETARY: EMESE TATÁR, SZENT ISTVÁN UNIVERSITY, HUNGARY

15.45 – 16.00: **Urszula Swadźba, Rafał Cekiera**, University of Silesia, Katowice, Poland  
Entrepreneurship as part of the socio-cultural capital. A sociological analysis.

16.00 – 16.15: **Enikő Lencsés**, Szent István University, Gödöllő, Hungary  
The precision farming technology like a modern tool of agricultural innovation

16.15 – 16.30: **Matthias Reich, Jürgen Fonger**, (Germany) Szent István University, Gödöllő  
The integration of disabled people into the German labor market - how the workplace health management is able to complement the existing tools

16.30 – 16.45: **Saad S. Issa, Satam S. Hussein, Wisam N. Hussein**, Tikrit University, Iraq and Szent István University, Gödöllő, Hungary  
The effect of earning quality on liquidity risk by applying on banks registered in Iraqi Stock Exchange

16.45 – 17.00: **Mounia Utzeri**, Corvinus University, Budapest, Hungary  
The double-edged sword of gender equality programmes: a comparative case study at the management of a German and a French auto manufacturer

17.00 – 17.15: **Ali Alammari, Abdussalam Ashour Khalif, Ghazala Othman**, (Lybia)  
Role of SMEs in Libyan Tourism Sector

17.15 – 17.30: **Dima Bogdan, Barna Flavia, Miruna Lucia Nachescu**, West University of Timișoara, Romania  
The capital markets and the rule of law

17.30 – 17.45: **Discussion**

### **15.45 – 17.45 Session 6: Contemporary questions of SMEs (Room: 103)**

**CHAIRS: PROF. DR. ING. ELENA HORSKA, NITRA, SLOVAKIA**

**PROF. DR. MÁRIA FEKETE-FARKAS, SZENT ISTVÁN UNIVERSITY, HUNGARY**

**SECRETARY: ZSUZSANNA LEHOTA, HUNGARY**

15.45 – 16.00: **Mohamad Zaini Abu Bakar**, Universiti Sains, Malaysia  
Small and medium enterprises and restructuring the society in Penang, Malaysia: local wisdom perspectives

16.00 – 16.15: **Joanna Purgal-Popiela**, Cracow University of Economics, Poland  
Role of international assignments in knowledge flow in small and medium companies with foreign ownership

16.15 – 16.30: **Robert Kuceba, Waldemar Jedrzejczyk** Częstochowa University of Technology, Poland  
Pro-ecological activities of SMEs barriers, determinants, financial support mechanisms

16.30 – 16.45: **Farsat Ali Shaban, Dilgash Q. Mohamed Salih, Waleed Ali Hussein al-Zaidi**, Duhok Polytechnic University, Iraq and Szent István University, Hungary  
The impact of creativity elements on educational service quality dimensions – an exploratory study of academic staff perceptions in Duhok Polytechnic University

16.45 – 17.00: **Urban Pauli**, Cracow University of Economics, Poland  
Investing in relations as an opportunity for SMEs growth.

17.00 – 17.15: **Márk Molnár, Zsuzsanna Naár-Tóth**, Szent István University, Hungary  
Applying alternative metrics in the quantification of news

17.15 – 17.30: **Grażyna Karmowska, Mirosława Marciniak**, West Pomeranian University of Technology, Szczecin, Poland  
Small and medium-sized enterprises in European Union.

17.30 – 17.45: **Discussion**

### **18.45 – 22.45 Conference dinner & cultural performances**

## 2<sup>ND</sup> DAY - FRIDAY, 19<sup>TH</sup> JUNE, 2015

7.30 – 8.30 Registration (at the Main Building)

### Special session

8.30 – 08.50 Personalized teaching and learning

*Erzsébet Csibi, Pearson (Room: Conference Room of the Faculty)*

### 9.00 – 12.30 Contributed papers Sessions

#### Parallel sessions (C)

9.00 – 10.45 *Session 7: Human Capital*

*(Room: Conference Room of the Faculty)*

CHAIRS: ASSOC. PROF. DR. ANNA SŁOCIŃSKA, CZĘSTOCHOWA, POLAND

ASSOC. PROF. DR. JÁNOS FEHÉR, GÖDÖLLŐ, HUNGARY

SECRETARY: BEATRIX HORÁNYI, HUNGARY

9.00 – 9.15: *Sebastian Skolik, Elżbieta Robak*, Częstochowa University of Technology, Poland

Cooperation in the different workplaces – formal organizations and informal social movements

9.15 – 9.30: *József Poór, Tímea Juhász, Zsolt Horbulák et al.*, Szent István University, Hungary

Examination of the attitudes towards atypical employment from the perspective of Slovak and Hungarian unemployed

9.30 – 9.45: *Beniamin G. Boşcai*, West University of Timisoara, Romania

A new job – online recruiter based on evolution of e recruitment

9.45 – 10.00: *Ildikó Budavári-Takács, Fruzsina Lukács, Csilla Judit Suhajda*, Szent István University, Gödöllő, Hungary

Competences employees are expected to have on the labour market

10.00 – 10.15: *Anna Słocińska*, Częstochowa University of Technology, Częstochowa, Poland

Knowledge sharing behaviour and development of Small and Medium-sized Enterprises

10.15 – 10.30: *Szilvia Vetter*, Szent István University, Hungary

Is animal welfare rewarding? Animals, ethics and human benefits in the light of alternative economic indicators

10.30 – 10.45: **Discussion**

10.45 – 11.00 **Coffee break**

**9.00 – 10.45 Session 8: Trends in marketing and quality management in the food-chain  
(Room: 103)**

**CHAIRS: DR. KATARZYNA ŁAZORKO, CZĘSTOCHOWA, POLAND  
PROF. DR. ISTVÁN FEHÉR, GÖDÖLLŐ, HUNGARY**

SECRETARY: DR. ATTILA KOVÁCS, HUNGARY

9.00 – 9.15: *Katarzyna Łazorko*, Częstochowa University of Technology, Poland  
Experience sharing marketing as a new marketing tool

9.15 – 9.30: *Anna Karczewska, Magdalena Bsoul*, Częstochowa University of  
Technology, Częstochowa, Poland  
Public relations in the management of a modern enterprise

9.30 – 9.45: *Seyyed Amir Vafaei, Mária Fekete-Farkas*, (Iran) Szent István University,  
Hungary  
Short communication: the effect of social media on customer behaviour

9.45 – 10.00: *Ádám Horváth, Balázs Gyenge, Georgina Rácz*, Szent István University,  
Hungary  
Movie viewing habits of university students

10.00 – 10.15: *Zoltán Túróczi, András Bittsánszky, Lajos Fülöp, Anna Dunay, András J.  
Tóth*, InDeRe, Budaörs, Hungary and Szent István University, Hungary  
Examination of plate waste in school catering

10.15 – 10.30: *Kenneth Obinna Agu, Maria Fekete Farkas*, Nigeria and Hungary  
Territorial innovativeness: can cultural differences be an important factor?

10.30 – 10.45: **Discussion**

**10.45 – 11.00 Coffee break**

**9.00 – 10.45 Session 9: Risk Management, Financial and Quantification models  
(Room: 102)**

**CHAIRS: DR. SCOTT W. HEGERTY, CHICAGO, USA  
PROF. DR. JÓZSEF LEHOTA, GÖDÖLLŐ, HUNGARY**

SECRETARY: DR. OLGA MARKÓ, HUNGARY

9.00 – 9.15: *Olga Markó, Anett Pandurics*, Szent István University, Hungary  
Role of the liability insurance in the enterprise risk management

9.15 – 9.30: *Scott W. Hegerty*, Northeastern Illinois University, Chicago, USA  
Commodity-price volatility and external risk: implications for the macroeconomies of  
Central and Eastern Europe

9.30 – 9.45: *Robert Salek, Anna Wisniewska-Salek* Częstochowa University of  
Technology, Poland  
Modelling of the dominant industry as the element of managing the development of a  
branch in the region from a perspective of building the logistic supply chain



9.45 – 10.00: **Zahri Hamat**, Universiti Sains Malaysia  
Harmonization of business zakat and taxation in Malaysia.

10.00 – 10.15: *Tamás Koltai*, **Judit Uzonyi-Kecskés**, Budapest University of Technology and Economics, Budapest, Hungary  
Comparison of DEA models applied for evaluation of the results of a production simulation game

10.15 – 10.30: **Discussion**

**10.30 – 11:00 Coffee break**

### *Parallel sessions (D)*

**11.00 – 12.30 Session 10: Business strategies**  
(Room: Conference Room of the Faculty)

**CHAIRS: PROF. DR. IVETA UBREŽIOVÁ, NITRA, SLOVAKIA**  
**PROF. DR. MÁRIA FEKETE-FARKAS, GÖDÖLLŐ, HUNGARY**

SECRETARY: ZSUZSANNA LEHOTA, HUNGARY

11.00 – 11.15: **Anett Pandurics**, *Csaba Bálint Illés*, Corvinus University, Budapest, Hungary

Ups and downs: how the five competitive forces of Porter shape strategies in the Hungarian MTPL-market

11.15 – 11.30: **Małgorzata Okreglicka**, *Anna Lemańska-Majdzik*, Czestochowa University of Technology, Czestochowa, Poland

Process management orientation in the finance area of small and medium-sized enterprises

11.30 – 11.45: **Péter Bóna**, University of Pannonia, Veszprém, Hungary

Which tools may increase the performance related to the customers perspective?

11.45 – 12.00: **Adela Suzana Colța**, West University of Timișoara, Romania

Increasing electronic communication between organizations and local government: a solution for economic development of the Western Region of Romania

12.00 – 12.15: **István Vajna**, **Anita Vajna-Tangl**, Szent István University, Hungary

The comparison of the different ways of the introduction of the 5S method in practice and the effect on the productivity and the accounting information

12.15 – 12.30: **Discussion**



**11.00 – 12.30 Session 11: Innovation, Logistics, Management (Room: 102)**

**CHAIRS: PROF. DR. ROBERT KUÇEBA, CZĘSTOCHOWA, POLAND  
ASSOC. PROF. DR. MIKLÓS DARÓCZI, GÖDÖLLŐ, HUNGARY**

SECRETARY: MONIKA GÁBRIEL, HUNGARY

11.00 – 11.15: *Ionela Gavrilă-Paven, Ioan Bele*, „1 Decembrie 1918” University of Alba Iulia, Romania

Growth Pole Alba Iulia – Sebeş between theory and reality

11.15 – 11.30: *Monika Gábrriel*, Szent István University, Gödöllő, Hungary  
Green supply chain management in Hungarian automotive OEMs’ practice.

11.30 – 11.45: *Árpád Bak, Imre Kovács, Miklós Daróczy*, Szent István University, Gödöllő, Hungary  
The role of knowledge networks in the innovation ability of the Hungarian agricultural machinery manufacturers

11.45 – 12.00: *Viktória Józsa*, Szent István University, Gödöllő, Hungary  
Change in the mindset? - Empirical evidence on the role of multinational companies in the evolution process of SMEs

12.00 – 12.15: *Csaba Szuda, Csaba Bálint Illés* Szent István University, Hungary  
Quality in manufacturing – is a management tool?

12.15 – 12.30: **Discussion**

**11.00 – 12.30 Session 12: Knowledge management (Room: 103)**

**CHAIRS: PROF. DR. WALDEMAR JĘDRZEJCZYK, CZĘSTOCHOWA, POLAND  
PROF. DR. ISTVÁN FEHÉR, SZENT ISTVÁN UNIVERSITY, HUNGARY**

SECRETARY: BEATRIX HORÁNYI, HUNGARY

11.00 – 11.15: *Maciej Szafranski, Marek Goliński*, Poznan University of Technology, Poland  
Monitoring the demand for professional skills in SMEs of Wielkopolska region

11.15 – 11.30: *Marta Zajac*, Czestochowa University of Technology, Poland  
Intergenerational relations in contemporary organization

11.30 – 11.45: *Parand Sharifniae, Azhdar Karami*, University of Tabriz, Iran and Bangor University, United Kingdom  
Knowledge management and strategic alliances in SMEs

11.45 – 12.00: *Aleksandra Czarnecka*, Czestochowa University of Technology, Poland  
E-learning as a method of employees’ development

12.00 – 12.15: *Agnieszka Kwiatek, Lukasz Kwiatek*, Czestochowa University of Technology, Poland  
Intergenerational knowledge diffusion in the context of managing diversity in the organization

12.15 – 12.30: **Discussion**

**12.45 – 13.00 SUMMARY AND CONCLUSIONS OF THE CONFERENCE**

(Room: Conference Room of the Faculty)

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

**13.30 – 16.30 Visiting the Lázár Equestrian Park**

**13.30 – 14.45 Lunch**

**15.00 – 16.25 Horse show and carriage rides**

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