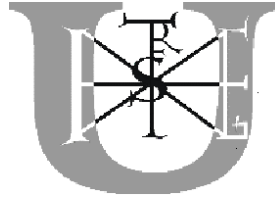


Szent István University
Gödöllő



PhD School of
Management and
Business Administration

Programme Schedule

5TH INTERNATIONAL CONFERENCE FOR YOUNG RESEARCHERS
GÖDÖLLŐ

YRS 2008

13-15 October, 2008

Szent István University
University Rector Hall (Földszinti Rektori Díszterem)
2103 Gödöllő, Páter K. u. 1.

13 October, 2008

REGISTRATION

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 9⁰⁰-10⁰⁰

OPENING CEREMONY

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 10⁰⁰-12³⁰

Chairman: *Dr. Szűcs István*, Szent István University

Opening speeches:

Dr. Szűcs István, Head of the Doctorate School, Szent István University

Dr. Solti László, Rector, Szent István University

Plenary presentations:

1. Dr. István Fehér, Professor and Team leader of European Network for Rural Development

The possible research activities in the field of European Rural Development, suggestions for young researchers

2. Sándor Dobos, MBA CEEMEA GTS ISS Sales Operation Leader
IBM Hungary

Innovation that Matters

3. Dr. György Walter, Head of Corporate Banking, Member of the Board (Vorstand) Commerzbank Zrt., Hungary

The Hungarian Banking Sector – An overview

“POSTER” SESSION

Place: University Rector Hall, (Földszinti Rektori Díszterem)

9⁰⁰-10⁰⁰ placing posters

Time: 12³⁰ - 13⁰⁰ visiting the Poster Session

Lunch break: 13⁰⁰-14⁰⁰

SESSION “A”

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 14⁰⁰-17⁰⁰

Coffee break: 15¹⁵-15³⁰

CONFERENCE DINNER

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 17⁰⁰-22⁰⁰

Opening speech:

Dr. Villányi László, dean, Szent István University

14 October, 2008

CONFERENCE PROGRAMMES

Place: State Audit Office of Hungary, (Állami Számvevőszék)

Time: 9⁰⁰-10²⁰

Place: Budapest Airport, Ferihegy (Ferihegyi Repülőtér)

Time: 11⁴⁰-12⁰⁰

Lunch break: 13¹⁵-14¹⁵

SESSION "B"

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 14¹⁵-17⁰⁰

Coffee break: 15³⁰-15⁴⁵

WORKSHOP – WINE MARKETING WITH TASTING

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 17⁰⁰-19⁰⁰

Chairmen: *Attila Lajos, PhD – Zoltán Szabó, PhD, MBA*
Szent István University

Opening speeches:

Nemes Richárd, managing director, Hungarian Wine Marketing Kht.

Will Marketing help? Promotion plans for the Hungarian wine industry

Geönczeöl Attila – Konkoly Mihály, Vinum Primatis

15 October, 2008

SESSION "C" – PHD STUDENTS RESEARCH REPORT

Place: Hall of the Faculty of Economics and Social Sciences (II. floor)

(Gazdaság- és Társadalomtudományi Kar Tanácsterme)

Time: 9⁰⁰-13⁰⁰

SESSION "A"

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 14⁰⁰-17⁰⁰ 13 October, 2008

Coffee break: 15¹⁵-15³⁰

Chairman: *Dr. Ugrósdý György*

Secretary: Váradi Katalin

14⁰⁰-14¹⁵ LENCSEÉS, Enikő: *Examination of the Precision Weed Management in Corn Production Considering Level of Weed Coverage*

14¹⁵-14³⁰ CSONGRÁDI, Gyöngyi: *Possibilities and Barriers of Percentage Philanthropy*

14³⁰-14⁴⁵ SVOBODA, Frantisek: *How Utopia Worked: an Unknown Chapter from the History of Public Economics*

14⁴⁵-15⁰⁰ HEGEDŰS, Gyula: *Quality of the Credit Portfolio in the Hungarian Banking System between 2001-2007*

15⁰⁰-15¹⁵ VÁN, Hajnalka - MÁLOVICS, György: *Natural Capital and Regional Competitiveness in Economic Trends*

15³⁰-15⁴⁵ VANDENBROUCKE, Perrine: *Dynamics and Sustainability of Farm System in Periurban Areas in the Vicinity of Budapest*

15⁴⁵-16⁰⁰ SZÉLES, Ivett - KOLLÁR, Kitti: *Economic Research of Regional Similarities and Differences between the Central Hungarian and the South Bohemian Region*

16⁰⁰-16¹⁵ HEVÉR, Krisztina: *Systemic Lupus Erythomatosus in Hungary Today*

16³⁰-16⁴⁵ KOVÁCS, Gergő Péter: *The risk analysis of the system of multipurpose small-region associates*

SESSION “B”

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 14¹⁵-17⁰⁰ 14 October, 2008

Coffee break: 15³⁰-15⁴⁵

Chairman: *Dr. Nemes Ferenc*

Secretary: Gergely Anikó

14¹⁵-14³⁰ TOMA, Edit: *Role of Cultural Differences in Business Environment Concerning Venture Capital Decisions*

14³⁰-14⁴⁵ BOGOJEVIC ARSIC, Vesna: *Leading Indicators for Operational Risk*

14⁴⁵-15⁰⁰ DEÁK, István - LUKOVICS, Miklós: *The Problems of Representing Research and Development in Financial Accounting*

15⁰⁰-15¹⁵ BENCSIK, Andrea - JUHÁSZ, Tímea: *Chances and Prospects of Women Returning to the Labour Market after Childbearing and Maternity Leave*

15¹⁵-15³⁰ BENCSIK, Andrea - MAROSI, Ildikó - LŐRE, Vendel: *Problems of Knowledge Management in the Small and Medium-sized Companies*

15⁴⁵-16⁰⁰ DABASI HALÁSZ, Zsuzsanna (DULAI, Csilla): *Labour emigration: obstacle for the ex-socialist countries' economic modernisation*

16⁰⁰-16¹⁵ GAÁL, Noémi: *Sales-Promotion-Controlling*

16¹⁵-16³⁰ ZATORI, Anita: *How to Customize a Method? Relationship Marketing Perspective of Tourism Destinations*

16³⁰-16⁴⁵ LÁNYI, Beatrix: *Innovative Focus- of Co-Operating Pharmaceutical Companies without Manufacturing Base*

16⁴⁵-17⁰⁰ BADINSZKY, Péter –SZABÓ, Zoltán –GERGELY, Anikó –SZÉLES, Zoltán: *Usefulness of Applying Personal Knowledge and Content Management System*

“POSTER” SESSION

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 12³⁰-13⁰⁰ 13 October, 2008

1. BARANYAI, Zsolt: *Productivity and Profitability of Agriculture in Hungarian Regions*

2. BÁRDOS, Kinga Ilona - VARGA, Erika: *Special Possibilities in Individual Encouragement*

3. DUDÁS, Gyula: *The Possibilities of the Producer Organizations in Hungary*

4. ERDEINÉ KÉSMÁRKI-GALLY, Szilvia: *The Global Factors Replacing the Agricultural Technology Development*

5. KONKOLY, Mihály: *Analysis of Tokaji Wines According to the 7p of the Marketing Mix*

6. CSEH PAPP, Imola: *Regional Exigency in the Past and at Present*

7. SZÉLES, Zsuzsanna – BARANYI, Aranka: *International Trends on the Real Estate Market*

8. TÁNCZOS, Tamás - EGRI, Zoltán - TÖRŐCSIK, Viktoria: *Results of the Mitigation of Regional Development Differences in Hungary*

9. TÖRŐCSIK, Viktoria - EGRI, Zoltán - TÁNCZOS, Tamás: *The Part of the Ecological Footprint in the Sustainable Development*

10. ZÉMAN, Zoltán – TÓTH, Márk: *International Reporting versus Hungary Reporting and Accounting rules*

11. DOMJÁN, Erika: *Features of Migration in Hungary*