

**16TH INTERNATIONAL CONFERENCE ON MANAGEMENT,
ENTERPRISE AND BENCHMARKING**
"Organisations in the age of the Industry 4.0"



Program
Friday, 27 April 2018

Address: Óbuda University, 1081 Budapest, Népszínház Street 8.

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| 9.00-9.30 | Registration | |
| 9.30-10.00 | Opening Ceremony: SZIKORA Péter , (Óbuda University) Conference Chair | Room 45 |
| | Welcome speech: SZIGETI Ádám - LAZÁNYI Kornélia (Óbuda University) | |
| 10.00-11.30 | Plenary Session | |
| | Session Chair: SZABÓ Antal (ERENET Network) | Room 45 |
| | SZÓNYI, Andrew (University of Toronto) Corporate Culture and Governance | |
| | SZABÓ Antal (ERENET Network) Entrepreneurship education in Europe | |
| | GÁL Zoltán (Kaposvár University) Challenges of FDI investment led model in CEE in the Age of Industry 4.0 | |
| 11.30-11.45 | Coffee Break | Room 252 |
| 11.45-13.15 | Panel Session A/1 – Logistics | |
| | Session Chair: KURDEL, Pavol (Technical University of Kosice) | Room 45 |
| | Host Chair: MICHELBERGER Pál (Óbuda University) | |
| | KURDEL, Pavol (Technical University of Kosice) Perfect efficiency of autonomous navigation ergatic transport complexes | |
| | VLASOVA, Natalia (Ural State University of Economics) Do Russian Cities Strategies Respond on the Industry | |
| | KOZMA Tímea (Szent István University) - GYARMATI Gábor (Óbuda University) The questions of Hungarian short supply chain | |
| | DELOVSKI, Ivan (Óbuda University) The process of detecting and proving trafficking in minors | |
| | SHATNAWI, Malak (Óbuda University) Transportations and infrastructure | |
| 11.45-13.15 | Panel Session B/1 – SME | |
| | Session Chair: QOSJA, Ermira (European University of Tirana) | Room 225 |
| | Host Chair: SZABÓ Antal (ERENET Network) | |
| | QOSJA, Ermira (European University of Tirana) Entrepreneurial intent of UET Students | |
| | KÁRPÁTI-DARÓCZI Judit (Óbuda University) - KARLOVITZ János Tibor (Óbuda University) Entrepreneurial skills among Portuguese and Hungarian students | |
| | KOHLHOFFER-MIZSER Csilla (Óbuda University) Business mediation - consensus instead of compromise | |
| | RIDEG András (University of Pécs) Innovation activity of Hungarian SMEs: an empirical | |
| | ALLA, Baradulia (Belarus State Economic University) - ZMUSHKO, Zoya (Entrepreneurship Support Center) The philosophy of small and medium-sized businesses in Belarus | |
| 13.15-14.00 | Lunch | Room 252 |
| 14.00-16.00 | Panel Session A/2 – IT | |
| | Session Chair: KULISIEWICZ, Tomasz (Centre for Studies on Digital Government) | Room 45 |
| | Host Chair: KESZTHELYI András (Óbuda University) | |
| | KULISIEWICZ, Tomasz (Centre for Studies on Digital Government) Robotic Process Automation – Current State, Expectations and Challenges | |
| | KOÇAK, Sinan (Óbuda University) Safety in human-robot collaboration | |
| | RUZSA Csaba (University of Pécs) Digital challenges relating to people management in the company | |
| | KADĚNA, Esmeralda (Óbuda University) The use of smartphones in surveillance | |
| | ALSHAMAILEH, Lafee (Óbuda University) Biometrics Systems | |
| | PIRICZ Noémi (Óbuda University) The Role of Consumer in Optimisation of Electric Power Supply Chain | |
| 14.00-16.00 | Panel Session B/2 – CSR | |
| | Session Chair: MIHAJLOVIĆ, Ivan (University of Belgrade) | Room 225 |
| | Host Chair: VELENCEI Jolán (Óbuda University) | |
| | MIHAJLOVIĆ, Ivan (University of Belgrade) - STOJANOVIĆ, Andjelka (University of Belgrade) - MILOŠEVIĆ, Isidora (University of Belgrade) - ARSIĆ, Sanela (University of Belgrade) - JOVANOVIĆ, Ivan (University of Belgrade) - MILJIĆ, Nenad (University of Belgrade) Cross-cultural study over the CSR dimensions | |
| | HORMANN, Lukas (Hochschule-Ruhr-West) - STUHL, Sara (Hochschule-Ruhr-West) The value of Data for German water- and wastewater companies (working title) | |
| | MESJASZ-LECH, Agata (Czestochowa University of Technology) Environmental activities of enterprises and zero waste logistic systems | |
| | MILOŠEVIĆ, Isidora (University of Belgrade) - VOZA, Danijela (University of Belgrade) - NIKOLIĆ, Ivica (University of Belgrade) - ĐORĐEVIĆ, Predrag (University of Belgrade) - ARSIĆ, Milica (University of Belgrade) The model of prioritization of strategies for regional development of ecotourism in Eastern Serbia | |
| | KARLOVITZ János Tibor (Óbuda University) - KÁRPÁTI-DARÓCZI Judit (Óbuda University) Analysis of Corporal Social Responsibility in the Practice of Some Companies | |
| | THAO, Le Ha Nhu (University of Danang) - VELENCEI Jolán (Óbuda University) Literature review: the impact of corporate social responsibility on firm performance | |
| 16.00-16.30 | Coffee Break | Room 252 |

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| 16.30-18.30 | <p style="text-align: center;">Panel Session A/3 – Finance</p> <p style="text-align: center;">Session Chair: SZÓNYI, Andrew (University of Toronto) Host Chair: TAKÁCS István (Óbuda University)</p> | Room 45 |
| | <p>TRINH, Vo Hoang Diem (The University of Danang) - TAKÁCSNÉ GYÖRGY Katalin The impact of ownership structure on bank risk taking - Theoretical outlook</p> <p>TÓTH Gábor (Óbuda University) Questions to the willingness of paying taxes</p> <p>PHAN, Hung Tran Minh (University of Nice Sophia Antipolis) Bank competition and financial stability: The case of Vietnamese Commercial Banks</p> <p>NGOC, Nguyen Thi Kim (Óbuda University) - TAKÁCS István (Óbuda University) Factors affecting the adoption of management accounting practices: a literature review for a Vietnamese textile enterprises-based research</p> <p>SZABÓ Richard (Óbuda University) The efficiency of GHANA Financial Institution</p> | |
| 16.30-18.30 | <p style="text-align: center;">Panel Session B/3 – Macroeconomics</p> <p style="text-align: center;">Session Chair: VOZA, Danijela (University of Belgrade) Host Chair: TAKÁCSNÉ GYÖRGY Katalin (Óbuda University)</p> | Room 225 |
| 19.00- | Banquet | Room 252 |

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Program
Saturday, 28 April 2018

Address: Óbuda University, 1081 Budapest, Népszínház Street 8.

8.30-9.00 Registration

Panel Session A/1 – Marketing

9.00-10.30

Session Chair: **İNCE YENILMEZ, Meltem** (Yasar University)

Room 45

Host Chair: **KELEMEN-ERDŐS Anikó** (Óbuda University)

RUIZ, Lourdes (Óbuda University) Security threats to the Political stability of Ecuadorian Government: An overview

BUJA, Skender (AAB College) - **BERBATOVCI, Isak** (European University of Tirana) The level of application of Marketing research, during the opening phase of small and medium businesses (SME) in Kosovo

BERBATOVCI, Isak (European University of Tirana) Market research in the initial phases of agricultural businesses: Case study Kosovo Dairy Industry

KEKEZI, Ana (European University of Tirana) An analysis of the impact of sex appeal on advertising in the fashion industry in Albania

BUDA Gabriella (Szent István University) - **PETHES Barbara** (Szent István University) - **KARAJÁNNISZ Manolisz** (Szent István University) - **LEHOTA József** (Szent István University) Hungarian consumers' attitude to accommodation sharing service

Panel Session B/1 –HR

09.00-10.30

Session Chair: **BELLO, Kreshnik** (European University of Tirana)

Room 225

Host Chair: **LAZÁNYI Kornélia** (Óbuda University)

ZSIGRI Ferenc (Szent István University) Motivation

SZENTPÉTERI Liza (Árpád Secondary School at Óbuda) - **LAZÁNYI Kornélia** (Óbuda University) Do we have friends at all?

SZIKORA Péter (Óbuda University) - **MADARÁSZ Nikolett** (Óbuda University) Are we really prepared for full autonomy?

LAZÁNYI Kornélia (Óbuda University) To trust or not to trust

HADŽIĆ, Miroljub (University Singidunum) - **PAVLOVIĆ, Petar** (University Singidunum) How to support investment activity in Serbian

BELLO, Kreshnik (European University of Tirana) - **MARGILAJ, Edlira** (European University of Tirana) Knowledge, a strategic asset for business organizations

DANAJ, Adela (European University of Tirana) - **LAMI, Roland** (European University of Tirana) The perception of trust in the post-authoritarian societies: A quantitative approach

10.30-10.45

Coffee Break

Room 252

Panel Session A/2 – Magyar nyelvű szekció

10.45-12.30

Session Chair: **GARAI-FODOR Mónika** (Óbuda University)

Room 45

Host Chair: **SZIKORA Péter** (Óbuda University)

KISS Konrád (Szent István University) - **NAGYNÉ Demeter Dóra** (Szent István University) Lokalizáció – egy példa: a rövid ellátási láncok szerepe a gyakorlatban

DUCZON Árpád (University of Pécs) Egy kistelepülés versenyképességi kérdései a dél-dunántúli régióban

SZABÓ Richard (Óbuda University) - **POZSÁR Vivien** (Óbuda University) Büntetvégrehajtási intézmények hatékonysága

SZALAI Dóra (Óbuda University) - **GARAI-FODOR Mónika** (Óbuda University) A munkáltatói márkaépítés gyakorlatának generáció-specifikus vizsgálata primer kutatási eredmények fényében

Panel Session B/2 – Macroeconomics

10.45-12.30

Session Chair: **EGE, İlhan** (Mersin University)

Room 225

Host Chair: **REICHER Regina** (Óbuda University)

EGE, İlhan (Mersin University) Testing The Weak Form of Efficient Market Hypothesis on Stock Market: Comparison of Turkey and Hungary

MAI, Phuong Thao (The University of Danang) Governance gaps in global supply chains: Case study of supply chain in Vietnam

KARLOVITZ János Tibor (Óbuda University) - **GYARMATI Gábor** (Óbuda University) Health and food consumption

BEKE Éva (Óbuda University) Effects and risks of Industry 4.0 in the corporate and in the state administration sectors

BOSHNJUKU, Anila (Agricultural University of Tirana) - **THOMA, Ledia** (Agricultural University of Tirana) - **DAFA, Juna** (Agricultural University of Tirana) Business environment, competitiveness and innovation among SMEs in Albania

12.30-

Lunch

Room 252