

SZENT ISTVÁN UNIVERSITY GÖDÖLLŐ, FACULTY OF ECONOMIC- AND
SOCIAL SCIENCES

SZENT ISTVÁN UNIVERSITY GÖDÖLLŐ, PHD SCHOOL OF MANAGEMENT
AND BUSINESS ADMINISTRATION

J. SELYE UNIVERSITY, FACULTY OF ECONOMICS

UNIVERSITY OF DEBRECEN, FACULTY OF ECONOMICS



Programme Schedule



“New Drivers in the Economy”

YRS 2015

15-17 June, 2015

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



15 June, 2015

REGISTRATION

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 9⁰⁰-10⁰⁰

OPENING CEREMONY

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 10⁰⁰-12⁰⁰

Chairman: *Prof. Dr. SZŰCS, István* Szent István University

Prof. Dr. LEHOTA, József Szent István University

Opening speeches:

Prof. Dr. TŐZSÉR, János, Rector, Szent István University

Prof. Dr. FARKASNÉ FEKETE, Mária, On behalf of the PhD School of Management and Business Administration, Szent István University

Dr. NAGY, Henrietta, vice-dean, Szent István University, GTK

Plenary presentations:

1. *TARJÁNI, István (CVS, PVM, TVM)* Director of the Society of Hungarian Value Analysts

Value Methodology Challenges 2015

2. *Prof. Dr. FEHÉR, István Professor Emeritus* Szent István University

Challenges and Trends of Food Supply Systems

3. *Prof. Dr. LÓPEZ GARCÍA, José Luis*, Universidad Politécnica de Madrid, SPAIN

The Retail Market Study Case: Farmers' Republic in Athens Greece

Lunch: 12⁰⁰-13³⁰

SESSION "A"

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 13³⁰-16⁰⁰

Coffee break: 15⁰⁰-15¹⁵

CONFERENCE RECEPTION

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 16⁰⁰-22⁰⁰

Opening speech: *Dr. NAGY, Henrietta PhD*, vice-dean,

Szent István University, GTK



16 June, 2015

SESSION "B"

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 9⁰⁰-13⁰⁰

Coffee break: 10³⁰-10⁴⁵

Lunch: 13⁰⁰-14⁰⁰

SESSION "C"

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 14¹⁵-15³⁰

CONFERENCE TOUR

Theme: **Marketing in the Public Sector** - Professional visit to the Botanical Garden of the Szent István University

Time: 15³⁰-17⁰⁰

17 June, 2015

PROFESSIONAL EXCURSION

Theme I.: Professional visit to one of the **Foreign Industrial Investors – Bosch**

Time: 7³⁰-12⁰⁰

Theme II.: Professional visit to the **Primal Cellar** in Esztergom

Time: 13⁰⁰-16⁰⁰

Theme III.: Sightseeing in Szentendre

Time: 16³⁰-20⁰⁰



8th International Conference for Young Researchers

SESSION "A"

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 13³⁰-16⁰⁰ 15 June, 2015

Chairman: *Dr. GYENGE, Balázs PhD*

Secretary: *Dr. KOZMA, Tímea PhD*

The authors have 15 minutes to present their paper!

FORGÁCS, Anna SZABÓ, Szabolcs	<i>RAIL AS A NATURAL MONOPOLY AND POSSIBILITIES OF ITS REGULATION</i>
KARMAZIN, György ULECHLA, Gergely	<i>DEVELOPMENT OF COMPANIES OPERATING LOGISTICS SERVICE CENTRES BY EMPLOYING THE RESULTS OF NETWORK RESEARCH</i>
KOZMA, Tímea GYENGE, Balázs TÓTH, Róbert	<i>SUPPLY CHAIN MANAGEMENT CONTROLLING – A MODERN CONCEPT IN LOGISTICS AND STRATEGY</i>
LEPSÉNYI, Kinga PÓNUSZ, Mónika	<i>ROUTE PLANNING OPTIMIZATION PROBLEM AT A LOGISTICS COMPANY</i>
SZABÓ, Orsolya	<i>APPLICATION OF LEAN METHODS IN A LIFE OF A PHARMACEUTICAL COMPANY</i>
TÖRCSVÁRY, István	<i>THE VALUE CREATING RELATION BETWEEN E-COMMERCE AND E-LOGISTICS</i>
MAKÁNY, Gábor	<i>USING OF LEAN TOOLS IN REVERSE LOGISTICS (LEANVERSE LOGISTICS?)</i>

POSTERS (Participants may have to present their results in case or requests. Please be available at the poster after the Session.)

EGRESSY, Dóra LADOS, Kitti CSÁKI, Dávid RÁCZ, Georgina	<i>THE INNOVATIVE WAREHOUSE ACTIVITIES OF GYERMELYI HOLDING PLC. PASTA FACTORY</i>
GLÓZER, Zsolt PÓNUSZ, Mónika	<i>LOGISTICAL PROCESS ANALYSIS OF A GLASS FACTORY</i>
PÁSZTOR, Márta POPOVICS, Attila	<i>USE OF EGOVERNMENT SERVICES IN RELATION TO INTERNET USE AND COVERAGE</i>



8th International Conference for Young Researchers

SESSION “B”

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 9⁰⁰-13⁰⁰ 16 June, 2015

Chairman: *Prof. Dr. LÓPEZ GARCÍA, José Luis*

Co-Chairman: *Dr. habil. SZABÓ, Zoltán PhD MBA*

The authors have 15 minutes to present their paper!

BALÁZS , Ferenc SZABÓ , Zoltán	<i>THE ENVIRONMENT FRIENDLY CONSUMER BEHAVIOUR AND THE „GREEN-MARKETING” IN THE AUTOMOBILE MARKET</i>
BUNKÓCZI , László SZALAY , Zsigmond Gábor	<i>ANALYSIS OF POSSIBILITY OF WIDESPREAD RENEWABLE ENERGY PRODUCTION WITH HOME SOLAR SYSTEMS IN HUNGARY IN THE LIGHT OF REAL DAILY NEED, PLANNED NUCLEAR CAPACITY EXTENSION AND POSSIBILITIES OF PERFORMANCE EQUALIZATION</i>
FEHÉR , András SOÓS , Mihály SZAKÁLY , Zoltán	<i>THE ANALYSIS OF THE FOOD CONSUMER BEHAVIOUR IN THE ONLINE ENVIRONMENT</i>
KISS Virág Ágnes	<i>NATIONAL AND INTERNATIONAL REVIEW OF THE TRENDS RELATED TO THE SUSTAINABLE CONSUMPTION</i>
MÁTÉ , Balázs CSONKA , Nikolettta GÁBRIS , Judit	<i>AN INVESTIGATION INTO THE EFFECTIVENESS OF ONLINE MARKETING TECHNIQUES APPLIED IN THE CATERING INDUSTRY, BASED ON A CASE STUDY</i>
TATÁRNÉ VARGA , Ivett	<i>IN SITU ANALYSIS OF INTERNAL ENVIRONMENT OF MUNICIPAL STRATEGIC PLANNING - MUNICIPAL AND CORPORATE SECTOR SYNERGIES</i>
URBÁNNÉ , Treutz Ágnes	<i>RELATIONS BETWEEN PLACE MARKETING AND EMPLOYMENT</i>
YAVUZASLAN , Abdulkerim	<i>THE REASONS FOR INCREASING EMPLOYMENT DEMAND IN THE PUBLIC SECTOR IN TURKEY</i>
TASI , Péter ORSZÁG , Gáborné	<i>BASIC CONCEPT OF STRATEGIC COMPETENCE MANAGEMENT IN THE MIRROR OF ROCKET MODELL</i>
TASI , Péter ORSZÁG , Gáborné	<i>ENTREPRENEURIAL ATTITUDES AMONG STUDENTS IN A LEARNING-BY-DOING BASED EDUCATION</i>

POSTERS (Participants may have to present their results in case or requests. Please be available at the poster after the Session.)

HORVÁTH , Ádám GYENGE , Balázs RÁCZ Georgina	<i>MOVIE CONSUMPTION OF UNIVERSITY STUDENTS</i>
SCHLETT , András BEKE , Judit	<i>FOOD SECURITY AND GMOS</i>
TATÁRNÉ VARGA Ivett	<i>ANALYSIS OF EXTERNAL ENVIRONMENT OF MUNICIPAL STRATEGIC PLANNING - MUNICIPAL AND REGIONAL REPRESENTATIONS IN BRUSSELS</i>



8th International Conference for Young Researchers

SESSION “C”

Place: University Rector Hall, (Földszinti Rektori Díszterem)

Time: 14¹⁵-15³⁰ 16 June, 2015

Chairman: *Dr. habil. SZÉLES, Zsuzsanna PhD*

The authors have 15 minutes to present their paper!

FÖLDI, Péter	<i>RESEARCH OF THE CONNECTION BETWEEN THE CAPITAL STRUCTURE AND PROFITABILITY</i>
GYURIÁN, Norbert KÚTNA, Angelika	<i>DIRECT TAXES IN SLOVAKIA AND THEIR IMPACT ON ECONOMY OF COMPANIES OPERATING IN AGRICULTURE AND FOOD PRODUCING INDUSTRY</i>
GYURIS, Árpád	<i>A NEW PLAYER IN THE FIELD OF FINANCIAL AFFAIRS: THE FINANCIAL CONSUMER</i>
ŠEBEN, ZOLTÁN	<i>CONTROLLING ACTIVITIES IN LOCAL MUNICIPALITIES</i>

POSTERS: (Participants may have to present their results in case or requests. Please be available at the poster after the Session.)

BARANYI, Aranka SZÉLES, Zsuzsanna SIDLOVICSNÉ TÓTH, Ildikó	<i>ANALYSIS OF THE HUNGARIAN HOUSEHOLDS' SAVING HABITS AND WILLINGNESS</i>
BELOVECZ, Mária	<i>THE ROLE OF SUBSIDIES IN THE PROFIT OF AGRICULTURAL BUSINESSES</i>
JÁVORNÉ VÉGH, Klaudia TÓTH, Márk BÁRCZI, Judit	<i>EVALUATION OF INVESTMENT FUNDS THROUGH THE EYES OF INVESTORS</i>
KERESZTES, Gábor	<i>THE INNOVATIVE EU – THE FUTURE OF EUROPE</i>
SZÉLES, Zsuzsanna	<i>ACCOUNTING DIRECTIVES IN THE ISLAMIC BANKING SYSTEM</i>
SZUNYOG, Vivien	<i>THE IMPLEMENTATION OF SMART MEASUREMENT FROM THE VIEWPOINT OF THE CONSUMERS</i>
SZUNYOG, Vivien	<i>INTRODUCTION OF SMART MEASUREMENT AT AN ENERGY SERVICE COMPANY</i>
TÓTH, Róbert MESTER, Éva	<i>FINANCING SMES – PROSPECTS IN HUNGARY</i>
TÓTH, Márk JÁVORNÉ VÉGH, Klaudia BÁRCZI, Judit	<i>TRUST FACTOR OF AUDIT IN CASE OF INVESTMENT FUNDS</i>