

ICEBM

CONFERENCE PROGRAM

ICEBM2023 PROGRAM

Friday, 10 November 2023

09.00–09.30 **Registration of participants** (Lobby 1st floor)

09.30–10.30 **Plenary session 1** (Room 118)

09.30–09.45 Welcome speeches

09.45–10.30 **Agneš SLAVIĆ** (University of Novi Sad, Faculty of Economics Subotica, Serbia): *The role of higher education in the development of students' soft skills*

10.30–11.00 **Coffee break** (Lobby 1st floor)

11.00–12.30 **Plenary session 2** (Room 118)

11.00–11.45 **Lajos Bokros** (Central European University, Vienna, Austria): *The age of excessive interventionism*

11.45–12.30 **Levente SZÁSZ, Béla-Gergely RÁCZ** (Babeş-Bolyai University, Faculty of Economics and Business Administration,

Cluj-Napoca, Romania): *An open science approach to research in business and economics: main economic events in 2023 through the lens of the Romanian Economic Monitor*

12.30–14.00 **Lunch** (Lobby 1st floor)

14.00–15.45 **Panel sessions 1**

Accounting and Finance / Economics (Aula Victor Jinga), Management (Room 118), Marketing (Room 114)

15.45–16.15 **Coffee break** (Lobby 1st floor)

16.15–18.00 **Panel sessions 2**

Business Information Systems (Room 114), Economics (Aula Victor Jinga), Management (Room 118)

19.00–21.00 **Conference dinner**

Location: Restaurant “Maimuța Plângătoare”, Str. Sindicatelor, No. 1

ACCOUNTING AND FINANCE / ECONOMICS SECTION

Location: Aula Victor Jinga

Moderator: Bálint Zsolt NAGY

14.00–14.15 Szilveszter FEKETE, Alina Beattrice VLADU, Dan Dacian CUZDRIOREAN: *What shapes the interest in pursuing an accounting career? Empirical evidence from a combined theoretical perspective in an emerging economy context*

14.15–14.30 Botond BENEDEK, Bálint-Zsolt NAGY: *Structural breaks in the factors influencing the returns of non-fungible tokens (NFTs)*

14.30–14.45 Mirjám-Erzsébet SOCACIU, Bálint-Zsolt NAGY, Botond BENEDEK: *Home sweet home: Home bias and flight-to-quality in G7 countries*

14.45–15.00 Discussion

15.00–15.15 Katalin LUKÁCS, Emőke SÁNDOR: *Influencing factors of unemployment rate in Romania*

15.15–15.30 Karola PAIZS, Mónika OBOROCEA, Tibor BARTALIS: *Impact of the COVID-19 pandemic on the real estate market in Romania: an analysis from April 2020 to October 2022*

15.30–15.45 Discussion

15.45–16.15 **Coffee break**

ECONOMICS SECTION

Location: Aula Victor Jinga

Moderator: Imre SZÉKELY

16.15–16.30 Dorottya Edina KOZMA, Katalin MOLNÁRNÉ BARNÁ: *Developing a composite indicator methodology for measuring climate change*

16.30–16.45 Tamás BUKUR, Zoltán PÁPAI, Aliz MCLEAN: *Hedonic price comparison of fixed broadband services: a Hungarian case study*

16.45–17.00 Magdolna SASS, Imre FERTŐ: *What factors influence the roundtripping of FDI in OECD countries?*

17.00–17.15 Zsuzsánna WENGRITZKY: *The effects of price-dependent subsidies on EV adoption: Evidence from Hungary*

17.15–17.30 Andrea SZALAVETZ, Magdolna SASS: *Evolutionary paths in the automotive integrated periphery and semi-periphery*

17.30–18.00 Discussion

MANAGEMENT SECTION

Location: Room 118

Management Section 1

Moderator: Béla-Gergely RÁCZ

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14.00–14.15 Otto CSÍKI, Krisztina DEMETER, Dávid LOSONCI:

How to improve firm performance? – The role of production capabilities and routines

14.15–14.30 Dorottya Edina KOZMA, Helga FEHÉR, Nikolett

BOSNYÁK-SIMON: *Entrepreneurial motivation from the perspective of bibliometrics*

14.30–14.45 Eszter NÉMETH, Beáta FEHÉRVÖLGYI: *The role of*

entrepreneurial universities in transforming the socio-economic environment

14.45–15.00 Zoltán András DÁNIEL, Patrícia Fanni PORKOLÁB:

Environmental investments of medium-sized manufacturing companies in Hungary - a regional perspective

15.00–15.15 Réka HORVÁTH: *The new EU member states in the light of CSR research*

15.15–15.45 Discussion

15.45–16.15 Coffee break

Management Section 2

Moderator: József POÓR

16.15–16.30 József POÓR, Zsuzsanna SZEINER, Zdeňek CAHA:

Retention Strategies in Times of Labor Shortages in Slovakia and the Czech Republic

16.30–16.45 Tünde Petra SZABÓ, Annamária DÉZSI-

BENYOVSZKI: *What do early-stage entrepreneurs and intrapreneurs have in common?*

16.45–17.00 Richárd KÁSA, Gábor Réthi, Csaba

KERÉKGYÁRTÓ: *Patterns of corruption perceptions among Hungarian managers*

17.00–17.15 Zsuzsanna SZEINER, Imrich ANTALÍK, Kinga

KEREKES, Eleonora DOBRE: *Current problems and solutions of employee provision: Comparison of Romanian and Slovakian companies*

17.15–17.45 Discussion

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MARKETING SECTION

Location: Room 114

Moderator: Mónika Anetta ALT

14.00–14.15 Noémi HAJDÚ, Zoltán SOMOSI: *Antipathy towards AI and its ethical approach*

14.15–14.30 Tünde SZABÓ, László CSÓKA: *Scrutinizing social media engagement in the case of popular exhibitions*

14.30–14.45 Ágnes MAKSIMOVIC, Mária TÖRÖCSIK: *Systematics literature review of non-consumption*

14.45–15:00 László SEER, Szabina-Vivien SZILÁGYI: *The effects of parasocial relationships on the interaction with influencer-produced content and imitation behaviour of followers*

15.00–15.15 Mónika-Anetta ALT, Ibolya VIZELI: *Service quality measurement based on user reviews – in case of mobile banking*

15.15–15.45 Discussion

15.45–16.15 **Coffee break**

BUSINESS INFORMATION SYSTEMS SECTION

Location: Room 114

Moderator: Ákos GUBÁN

16.15–16.30 Mihai-Constantin AVORNICULUI: *Platforms: control mechanisms in the information society*

16.30–16.45 Ákos GUBÁN, Ágnes SÁNDOR: *Can the digital carbon footprint paradox be resolved for complex platforms?*

16.45–17.00 József UDVAROS, Norbert FORMAN: *The Merger of Machine Learning and Artificial Intelligence: New Horizons in Education 4.0*

17.00–17.15 Miklós GUBÁN, Mihai-Constantin AVORNICULUI: *Automatic Warehouse Inventory Control*

17.15–17.30 Gyöngyvér-Emese KOVÁCS, Hilda HARI: *Analysing the efficiency of CRM systems in large enterprises using NLP*

17.30–18.00 Discussion

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