

*University of Miskolc  
Faculty of Economics*



MEGTK 25

# ***PROGRAMME***

**"Challenges in Economic and Technological  
Development"**

**PHD SESSION**

**15-16 October 2015  
Lillafüred**

**SZÉCHENYI 2020**



HUNGARIAN  
GOVERNMENT

European Union  
European Social  
Fund



INVESTING IN YOUR FUTURE

**The PhD Session was supported by:**

**Faculty of Economics, University of Miskolc**

**and**

**„ÚTON a tudomány felé – tehetséggondozás az iskolapadtól a kutatói  
hivatásig”**

**“A ROADtrip to science - a talent guide program from school to research”**

**TÁMOP-4.2.2.B-15/1/KONV-2015-0003. projekt**

# Conference programme

## *15 October 2015 (Thursday)*

10:00 – 12:00	<i>Plenary session</i>
12:00 – 13:30	<i>Lunch</i>
13:45 – 18:00	<i>Sessions</i>
18:00 – 19:00	<i>Wine tasting</i>
19:00 –	<i>Welcome Reception</i>

## *16 October 2015 (Friday)*

9:00 – 11:00	<i>Sessions</i>
11:00 – 13:00	<i>Hungarian Academy of Sciences- Committee meetings</i>
13:00 –	<i>Lunch</i>
15:00	<i>Castle of Diósgyőr – Renaissance castle walk</i>

### ***Location of the Conference:***

Hotel Palota (Miskolc-Lillafüred)

H-3517 Lillafüred, Erzsébet sétány 1. Tel.: 46/331-411

### ***Further information:***

conference website: <http://gtk.uni-miskolc.hu/doktoriiskola/conference>

web: <http://gtk.uni-miskolc.hu/>

Facebook: <https://www.facebook.com/MEGTK>

## ***Plenary session***

*Location: Hunyadi room*

*Chair: Prof. Dr. György Kocziszky*

*15 October 2015*

- 10:00      ***Prof. Dr. András Torma, Rector of the University of Miskolc***  
*Opening*
- 10:15      ***Dr. Gabriella Vukovich, Hungarian Central Statistical Office***  
*Demographic Changes and their Effects*
- 10:45      ***Dr. Mihály Patai, Hungarian Banking Association***  
*The Hungarian Banking System in a Regional Perspective*
- 11:30      ***Mariann Veresné Dr. Somosi, Dean of the Faculty of Economics***  
*Balance and Challenges – Balance the Faculty of Economics,  
University of Miskolc*
- 12:00      *Generating of Social Innovations – Opening of Poster Session*

## PhD Session

Location: Old Library room

Chairman: László Berényi, PhD, Zoltán Bartha, PhD (University of Miskolc)

Secretary: Anna Vizkeleti (University of Miskolc)

15 October 2015

- 13:45 ***Tibor Ábrám (Lévay József Secondary School)***  
Some Characteristics of the Innovation Management of the Reformed Church in Hungary with Respect to its Public Educational System
- 14:00 ***Csaba Debreczeny (University of Pannonia)***  
Which Innovation Culture/Capability fits to your Company?
- 14:15 ***András Rideg (University of Pécs)***  
Role of core competencies and competitive advantages in evaluation of competitiveness of small and medium sized enterprises: empirical study based on competitiveness data of Hungarian firms
- 14:30 ***Péter Miklós Kőmíves (University of Debrecen)***  
How can the higher education serve the economic growth and the labour market?
- 14:45 ***Péter Szmodics (Corvinus University of Budapest)***  
Knowledge management and value creation
- 15:00 ***Tamás Józsa (University of Pannonia)***  
Customer orientation of the Hungarian municipal services
- 15:15 ***Coffee break***
- 15:45 ***Renáta Géczi-Papp (University of Miskolc)***  
Possible applications of genetic algorithms in the time series analysis, using stock market data
- 16:00 ***Anna Vizkeleti (University of Miskolc)***  
Comparative analysis of renewable energy sources in the case of Hungary and the Baltic countries
- 16:15 ***Anita Demény (University of Miskolc)***  
The Hungarian sustainability reports in the light of the Global Reporting Initiative (GRI)
- 16:30 ***Balázs Sándor Gál (University of Miskolc)***  
Fossil or renewable energy? - a comparison of the economic and environmental points of view
- 16:45 ***Orsolya Pető (University of Miskolc)***  
How can a multinational company support the Social Sustainability with Lean tools

## PhD Session

Location: Old Library room

Chairman: Róbert Marciniak, PhD, László Molnár, PhD (University of Miskolc)

Secretary: Dóra Szendi (University of Miskolc)

16 October 2015

- 9:15 ***György Fabricius-Ferke (EDUTUS College)***  
How to improve your ERP system? – A 3.M theory
- 9:30 ***Komlan Gbongli (University of Electronic Science and Technology of China)***  
Assessing technological innovation diffusion network among small and medium enterprises
- 9:45 ***Dóra Szendi (University of Miskolc)***  
Regression analysis of the Hungarian territorial income with special regards on the spatial effects
- 10:00 ***Pál Gróf (University of Miskolc)***  
Economic crisis and more severe regulations: Changes in the liquidity management of the Hungarian banking sector
- 10:15 ***Zsolt Krajcsik (University of Miskolc)***  
A review of the economic growth and development theories
- 10:30 ***Coffee break***
- 11:00 ***Dóra Diána Horváth (University of Miskolc)***  
Corporate Social Responsibility in the Financial Sector
- 11:15 ***Orsolya Tóth (University of Miskolc)***  
Consumer attitude towards environmental innovations in Hungary
- 11:30 ***Róbert Marciniak (University of Miskolc)***  
Basics of Market-Like Operation in Business Services
- 11:45 ***Daniella Kucsma (University of Miskolc)***  
The system-wide approach and performance management of the lifelong learning
- 12:00 ***Dang Thai Binh (University of Miskolc)***  
Study on the credit guarantee system: The case of the V4 countries