

3rd International Week

09th – 12th November 2015.

Óbuda University

Keleti Faculty of Business and Management

”New Challenges of the 21st Century”



Óbuda University
Pro Scientia et Futuro



Lecturers

Kaija Arhio, Ph.D.

Ksenia Baimakova

Jacques Bazen

Józef Dziechciarz, Ph.D.

Christine Heinzl

Sander Hupkes, Ph.D.

Drita Kruja, Ph.D.

Nathalie Lecocq, Ph.D.

Prof. Dr. Ivan Mihajlovic

Luljeta Minxhozi, Ph.D.

Kari Pieniniemi, Ph.D.

Dina Popluga, Ph.D.

Pascal Ricordel, Ph.D.

Tom Sander

Bistra Vassileva, Ph.D.

Martin Wenke



Kaija Arhio Ph.D.

kaija.arhio@centria.fi

*entrepreneurship, entrepreneurship education,
SMEs, networking*

Centria University of Applied Sciences,
Ylivieska, Finland

Innovation – a key to the future

Innovations, innovativeness - basic knowledge about the phenomenon. Innovations in business. Different innovations. Innovations management. Practical examples.

Népszínház str. 8., 2nd floor, room 224.

10th November TUESDAY 13:30-15:10, 15:20-17:00, 2x90 minutes





Ксения Баймакова (Ksenia Baimakova)

k.baimakova@gmail.com

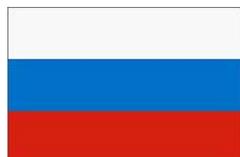
Cooperation in the sphere of innovation, the EU economy, venture business

State University of Aerospace Instrumentation
Saint-Petersburg
Saint-Petersburg, Russia

Venture business: world experience and Russian practice

Discussing this topic, firstly, the history of creation of this business will be shown. Its development and all specialties in different countries. We will speak about world experience of doing this business. Of course, venture financing will be also discussed. And, moreover, peculiarities of doing such business in Russia will be shown.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
10th November TUESDAY 13:30-15:10, 15:20-17:00, 2x90 minutes





Jacques Bazen

j.c.bazen@saxion.nl

regional economic development

Saxion University, Enschede,
Netherlands

Effect of entrepreneurship on regional development

The lecture deals with the development of rural tourism in the Twente region in the Netherlands. It reveals the current situation, the potential and the problems of the rural tourism development. A comparison is made between Twente and the Leningrad region in terms of economic performance of the tourist sector and the government policies and strategies to develop rural tourism in both regions.

Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
11th November WEDNESDAY 08:00-09:40, 90 minutes





Józef Dziechciarz Ph.D.

jozef.dziechciarz@ue.wroc.pl.

market research

Wroclaw University of Economics,
Poland

Business Phenomena Measurement and Data Collection

Course content business data, facts, descriptive demographics, sociological information, behavioral information, quasi-facts, knowledge, attitudes, opinions, ideas, intentions, behaviour motives.

Business data are attributed to functions: causal, effect, of the actions of other variables (causes). Descriptive, identification

Statistical data, quantitative or qualitative

Classification of business data, periodic data, ad hoc data,

Data obtained through studies fall into secondary data, and primary data.

Collection of secondary business data – merit problems.

Methods of obtaining primary data

Methods of obtaining survey data

Basic errors in the construction of questionnaire

The use of open-ended questions

Disadvantages of open-ended questions

The use of closed questions – cafeteria

The advantages of closed questions

Disadvantages of closed questions

Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
11th November WEDNESDAY 09:50-11:30, 11:40-13:20, 2x90 minutes





Prof. Christine Heinzl

Christine.Heinzl@hs-lu.de

Marketing, Human Resource Management

Hochschule Ludwigshafen,
Germany

Affiliate Marketing – what will the future

The affiliate marketing industry has undergone numerous changes - but it is still seen as a cornerstone of online business. What does the future hold for affiliate marketing? Will it continue to define modern marketing and if so, what will be the trends to watch and follow?

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
12th November THURSDAY 09:50-11:30, 11:40-13:20, 2x90 minutes





Drs. Sander Hupkes

s.h.hupkes@nhl.nl

*labour relations, (business) ethics and
Corporate Social Responsibility (CSR)*

NHL University of Applied Sciences
Leeuwarden, Netherlands

Corporate Social Responsibility, from ethical perspective

Corporate social responsibility (CSR) is a part of the core business of every enterprise. It involves consciously creating long-term value in terms of Profit, People and Planet. This entails transparency and dialogue with the various stakeholders. Even those who think CSR is merely a marketing tool or PR instrument (and that companies that claim to be social responsible are hypocrite, or are very clever) are judging CSR from the moral perspective.

The aim of the lecture is getting to know different views on the social responsibility of enterprises. What are the arguments of, for example, Milton Friedman (minimal responsibility) on the one hand of The Body Shop (social activism) on the other?

We will go into theories to explain why public opinion is supporting CSR and sustainability and why many people are convinced that big companies really are only interested in making profit. What makes that we think that our human essence fundamentally transforms when they are employed by big companies. Or is evilness an important criterion for engagement for these companies?

And what is students' opinion on these issues? We will also go into the opinions of your own countries and whether there might be some cultural aspects relevant as well.

**Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
9th November MONDAY 8:00-9:40, 90 minutes**





Drita Kruja Ph.D.

krujadrita@yahoo.com

marketing, services marketing

Faculty of Business Administration
European University of Tirana, Albania

New trends in marketing research

Managers all over the world make decisions on customer, firm, product, and service related issues on a regular basis. In a highly competitive world, marketing research is the key to success in decision making.

Defining, generating, managing, and interpreting information through relevant marketing intelligence becomes an integral part of every organization. Since the marketing research is the integral part of marketing intelligence, it is necessary to better understand the tools of marketing research.

The scope of marketing research has expanded in this technological era. In the presence of forces such as increased globalization and ever-changing technology, the boundaries of market research have expanded. It has become all the more critical to understand the process of marketing research.

In this module, we will introduce marketing research and discuss the practical case studies of some successful companies.

Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
10th November TUESDAY 09:50-11:30, 11:40-13:20, 2x90 minutes





Nathalie Lecocq Ph.D.

nathalie.lecocq@univ-artois.fr

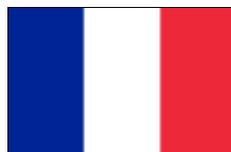
*corporate social responsibility,
sustainable development, life cycle analysis*

IUT de Béthune,
France

New business models for responsible economy

We will present new business models, such as circular, functional or collaborative, by showing successful examples all over the world both to reduce the environmental footprint and to improve social well-being for a responsible economy. We will use the life cycle approach to understand if these models are really more sustainable.

Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
10th November TUESDAY 8:00-09:40, 90 minutes





Prof. Dr. Ivan Mihajlovic

imihajlovic@tf.bor.ac.rs

*operations management, general management
development of entrepreneurial potential*

Technical Faculty in Bor,
University of Belgrade, Serbia

Corporate Social Responsibilities vs Social Entrepreneurship

During the course, students will obtain main descriptions of the Corporate Social Responsibilities - CSR and Social Entrepreneurship - SE. Subsequently, the students will have opportunity to realize the main differences in between two concepts: CSR and SE. The differences will be defined in the aspect of five important dimensions of CSR. During the course, the main business models of social entrepreneurship will be presented, evidenced with adequate case studies for each of presented model.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
11th November WEDNESDAY 13:30-15:10, 15:20-17:00, 2x90 minutes





Luljeta Minxhozi Ph.D.

luljetaminxhozi@gmail.com

economics, macroeconomics

Faculty of Business Administration
European University of Tirana, Albania

Theory and models of economic development

This course is designed to understand the specifics of occurrences economy, and strategies to respond to them as well developing countries "economies in transition ". The program is constructed in three parts.

We first discussed about the nature and meaning of development and underdevelopment as economic phenomenon and specifications that these categories in different countries of the world. Economic analysis in this section is accompanied by theoretical confrontation main theoretical models of development.

The second part of the program focuses on the main problems faced by developing countries and policies by which they fit in the process of economic development. Fundamental problems that are analyzed in this section are economic growth , poverty and inequality in income distribution, population, migration, urbanization, agriculture and rural development , state intervention in the economy, foreign trade etc.

The third part aim to teach the students to be able to answer questions such as: What kind of development model is the most acceptable and which provides easier separation of the phases of economic underdevelopment and poverty to prosperity of wealth. The course uses a research approach combining the problems of development on one side economic policies for their applications This allows the student to not only understand the problems faced by countries in the way of economic development but also to develop its independent opinion to achieve their resolution

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
10th November TUESDAY 09:50-11:30, 11:40-13:20, 2x90 minutes





Kari Pieniniemi Ph.D.

kari.pieniniemi@centria.fi

*environmental management, energy efficiency,
renewable energy*

Centria University of Applied Sciences,
Ylivieska, Finland

Carbon Footprint

Carbon footprint (CF) can be defined as the overall amount of carbon dioxide (CO₂) and other greenhouse gas (GHG) emissions (e.g. methane, etc.) associated with a product along its supply-chain. During the lectures different types of CF along with the Greenhouse Gas Protocol will be discussed. Lectures contain exercises on product CF calculation using a computer program CCaLC Carbon Footprint Tool.

Tavaszmező str. 17., 1st floor, room 122.

11th November WEDNESDAY 08:00-09:40, 90 minutes





Dina Popluga Ph.D.

dina.popluga@llu.lv

agricultural and regional economics, food and entrepreneurship, bioeconomy

Latvia University of Agriculture,
Jelgava, Latvia

Introduction with concept of bioeconomy

Course will introduce students with the development, definition and approach of bioeconomy, it will also give explanation why bioeconomy is important for European Union rural areas and their further development, and will give insight into Latvia's experience in the identifying and developing bioeconomy sectors.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
11th November WEDNESDAY 09:50-11:30, 11:40-13:20, 2x90 minutes





Pascal Ricordel Ph.D.

pascal.ricordel@univ-lehavre.fr

Region and urban policy towards entrepreneurship

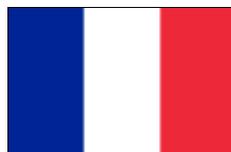
Institute of Technology, Le Havre University
France

The territorial and sectorial dynamics of entrepreneurship in France

As stressed initially by Baumol (1990), there may be productive, unproductive or destructive entrepreneurship and the quality of the entrepreneurial eco-system is now on the agenda (Stam, 2015) for assessing regional policy towards entrepreneurship.

The course deals first with the territorial and sectorial dynamics of entrepreneurship in France. The very well documented studies released by INSEE (French data bureau) show the accuracy of the new base approach coined by Davezies (2002) that stress the importance of "amenity migration" and the presence economy in the value created on a territory. The role of entrepreneur in local development theory should then be revised and is emphasized in the second point of the course that draw guidelines for regional and urban policy involved in attracting entrepreneurs. The last point deals with a pragmatic topic : do a region should favor inner entrepreneur or attract outer ones?

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
09th November MONDAY 09:50-11:30, 11:40-13:20, 2x90 minutes





Tom Sander

tomsander@hotmail.de

social network sites, human resources

Hochschule Ludwigshafen,
Germany

How we prepare for our bachelor thesis?

I would like to do a full day workshop with some practical work for the students. The idea is to prepare the students for their Bachelor thesis and to gain some experience with scientific work. The time schedule would be:

1. Research Methodology under consideration research social network sites,
 2. Presenting results of social network sites research
 3. Field work for students to distribute short questionnaire to other participants / students of the international week
 4. Data collection and practical analysis as preparation for bachelor thesis
 5. Preparing presentation with the results for conference at the next day
 6. presenting results at FIKUSZ conference
- Students requirement to write a report about their question (one to two page including diagram, tables).

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
12th November THURSDAY 13:30-15:10, 15:20-17:00, 2x90 minutes





Bistra Vassileva Ph.D.

bistravas@gmail.com

*Marketing, International marketing , TQM,
Entrepreneurial Marketing, marketing
management*

University of Economics, Varna,
Bulgaria

Global Marketing Strategies: Challenges and Opportunities

Globalisation was the quintessence of the last decade of the 20th century. The effect of globalisation on marketing strategies has been outstanding. The main purpose of the lecture is to analyse the international marketing strategies in the light of globalisation processes. First, the globalisation process and its effect on markets will be discussed. The discussion will focus on the shifting locus of economic activity and dynamism to emerging markets, which gives rise to a new class of global competitors, both companies and brands. Second, theoretical background of global market entry strategies will be presented with the focus on the turnkey projects as global market entry mode. Next, analysis of BRICS countries as potential host markets will be showed. Finally, global vs local branding debate will be discussed with a focus on the dynamics of global brands values.

Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
11th November WEDNESDAY 13:30-15:10, 15:20-17:00, 2x90 minutes





Martin Wenke Ph.D.

martin.wenke@hs-niederrhein.de

Macroeconomics, Econometrics, Regional Economic Research, Corporate Environmental Management and Environmental Policy Instruments, Applied Business Ethics and CSR

Hochschule Niederrhein, University of Applied Sciences, Germany

After the VW disaster: How to discover the “real” CSR activities of companies

Despite of multipages of nicely pictured and coloured CSR reports, after the recent VW disaster it became much more relevant to discuss the possibilities and challenges discovering the real CSR activities of businesses behind those reports. Based on the CSR guideline of ISO26000, the "CSR maturity model" (Schneider 2012) is discussed regarding its ability to at least find proofs for serious actions of companies to induce positive impacts to the society.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
10th November TUESDAY 08:00-9:40, 90 minutes



Syllabus for the International Week "New Challenges of the 21st Century" at Óbuda University, Budapest

	09th November MONDAY Tavaszmező str.17.	10th November TUESDAY Tavaszmező str.17.	10th November TUESDAY Népszínház str.8.	11th November WEDNESDAY Tavaszmező str.17.	11th November WEDNESDAY Népszínház str. 8.	12th November THURSDAY Tavaszmező str.17	13th November FRIDAY Tavaszmező str.17
8:00 – 9:40	Sander Hupkes Corporate Social Responsibility from ethical perspective	Martin Wenke After the VW disaster: How to discover the "real" CSR activities of companies	Nathalie Leqock New business models for responsible economy.	Kari Pieniniemi Carbon Footprint	Jacques Bazen Effect of entrepreneurship on regional development		FIKUSZ SYMPOSIUM
9:50 – 11:30	Pascal Ricordel The territorial and sectorial dynamics of entrepreneurship in France	Luljeta Minxhozi Theory and models of economic development	Drita Kruja New trends of marketing research	Dina Popluga Introduction with concept of bioeconomy	Józef Dziechciarz Business Phenomena Measurement and Data Collection	Christine Heinzel Affiliate Marketing – what will the future	
11:40 – 13:20	Pascal Ricordel The territorial and sectorial dynamics of entrepreneurship in France	Luljeta Minxhozi Theory and models of economic development	Drita Kruja New trends of marketing research	Dina Popluga Introduction with concept of bioeconomy	Józef Dziechciarz Business Phenomena Measurement and Data Collection	Christine Heinzel Affiliate Marketing – what will the future	
13:30 – 15:10		Ksenia Baimakova Venture business: world experience and Russian practice	Kaija Arhio Ph.D Innovation – a key to the future business success (N.2.224.)	Ivan Mihajlovic Corporate Social Responsibilities vs Social Entrepreneurship	Bistra Vassileva Global Marketing Strategies: Challenges and Opportunities	Tom Sander How we prepare for our bachelor thesis?	
15:20 – 17:00		Ksenia Baimakova Venture business: world experience and Russian practice	Kaija Arhio Ph.D Innovation – a key to the future business success (N.2.224.)	Ivan Mihajlovic Corporate Social Responsibilities vs Social Entrepreneurship	Bistra Vassileva Global Marketing Strategies: Challenges and Opportunities	Tom Sander How we prepare for our bachelor thesis?	
17:00 -		16:00-18:00 INTERNATIONAL FAIR		17:00 CULTURAL PROGRAMME			
18:00 -	WELCOME & DINNER					FAREWELL PARTY	

**Staff meetings at the International Week "New Challenges of the
21st Century"**

at Óbuda University, Budapest

KA1 CSR project meetings

Date	Room	Participant
Monday 10:00-17:00	TA125	Kari Pieniniemi, Nathalie Leqock, Sander Hupkes, Martin Wenke, Kornélia Lazányi, Melinda Majláth, Agata Branowska, Malgorzata Spsychala
Tuesday 10:00-16:00	TA125	Kari Pieniniemi, Nathalie Leqock, Sander Hupkes, Martin Wenke, Kornélia Lazányi, Melinda Majláth, Agata Branowska, Malgorzata Spsychala

Erasmus and Internationalisation staff meetings

Date	Room	Participant
Tuesday 13:30-15:00	TA123	Dina Popluga, Ivan Mihajlovic, Pascal Ricordel, Modrite Pelse, Mária Dudás, Ildikó Marosi

**Roundtable discussion about potential future scientific
collaboration**

Date	Room	Participant
Thursday 15:00-17:00	TA125	all participants

Staff delegations



dr. habil. Helena Kościelniak
Director of the Institute of
Business Administration
Czestochowa University of
Technology
Poland



Malgorzata Spychala
senior lecturer, Faculty
Engineering Management
Politechnika Poznańska
Poland



**dr. Agata Przewoźna-
Krzemińska**
Czestochowa University of
Technology
Poland

Agata Branowska
senior lecturer, Faculty of
Engineering Management
Politechnika Poznańska
Poland



Prof. Jerzy Szkutnyik
vice-rector for education
Czestochowa University of
Technology
Poland

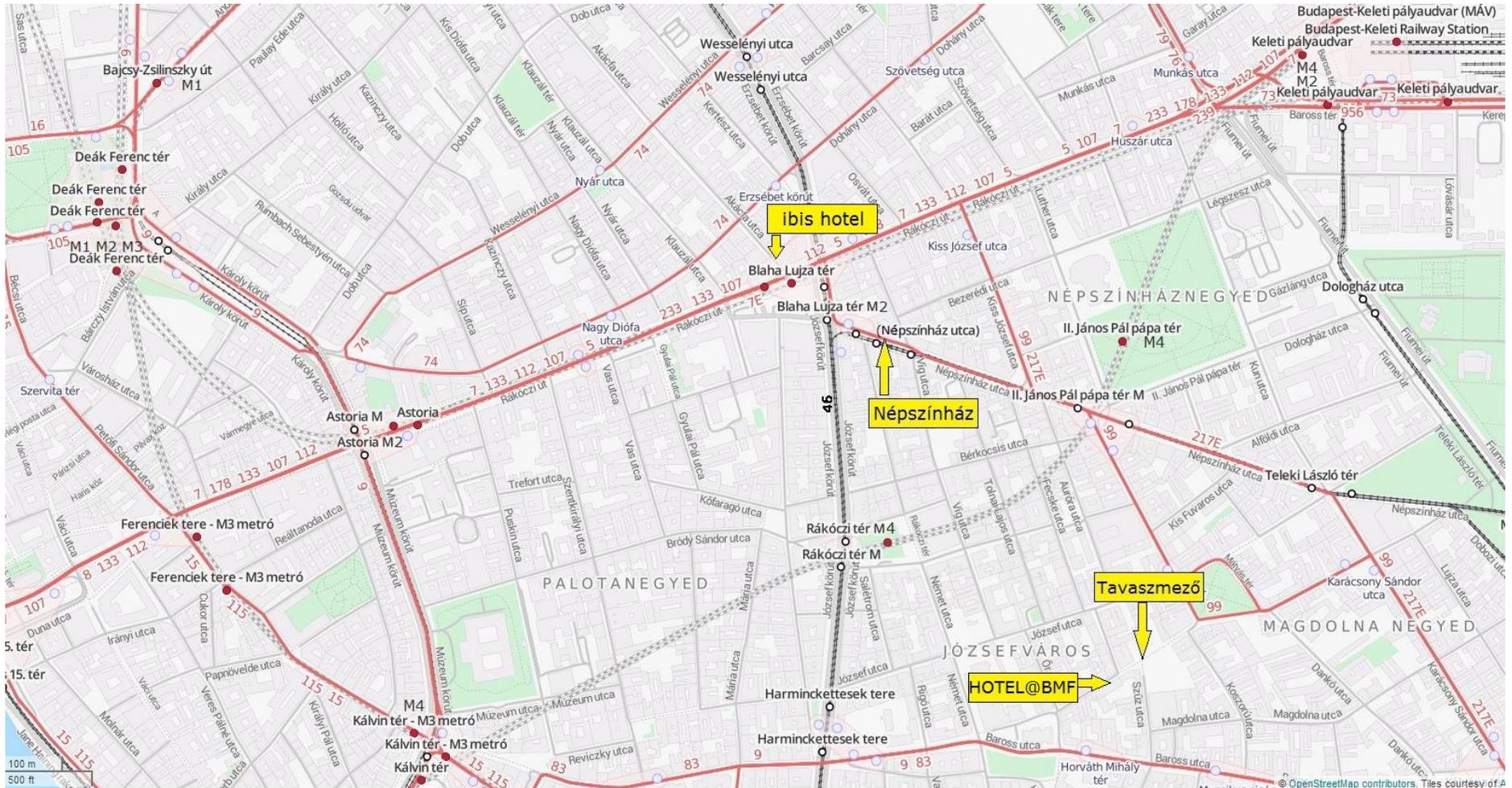


Prof. Modrite Pelse
Director of Institute of
Economics and Regional
Development
Latvia University of Jelgava
Latvia



Mr. Miroslav Nikolov
Expert on European projects at
Centre Innovation and
Development (CID)
Varna University of Economics
Bulgaria

Map of the buildings



Organizers



András Medve, Ph.D
dean, professor
medve@uni-obuda.hu



Mária Dudás
director of Centre for International Mobility
dudas.maria@rh.uni-obuda.hu



Kornélia Lazányi, Ph.D
associate professor
lazanyi.kornelia@kgk.uni-obuda.hu



Ildikó Marosi, Ph.D
senior lecturer
marosi.ildiko@kgk.uni-obuda.hu