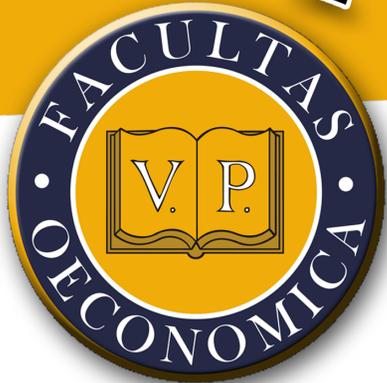


NEWSLETTER



FACULTY OF ECONOMICS, UNIVERSITY OF PANNONIA
Vol. 3. No. 2. November 2011

INTERNATIONAL WEEK 2011

For the third time, the Faculty of Economics of the University of Pannonia organized a lecture round, called International Week, where noted professors presented in their field of research. We hosted such famous lecturers as Olga Saginova (Plekhanov Russian Academy of Economics, Moscow) from Russia, Malcolm Sawyer (Leeds University Business School) from the United Kingdom, Ovidiu I. Moisescu (Babes-Bolyai University, Cluj-Napoca) from Romania, Peter Pazitny from Slovakia, and Candy Fresacher from Austria.

During the lectures we contested such questions like 'Will the euro survive? What are Russia's hidden champions? or How to make a good branding strategy?' Everyone could find something interesting, or could get some help for their studies.

For the occasion of the International Week many professor and students of the Faculty of Economics gave a hand with assuring a place for the foreign professors in their courses or by guiding them in Veszprém.

Professor Malcolm Sawyer's field of research is the sectors of finance and their influence on each other. We had an introduction to the methods of how the English and American finance powers try to find some solution for the financial crisis. As the representative of the Economics Department, Dr. Szabolcs Szikszai dem-



onstrated for comparison, the Hungarian Government's reactions and plans for the crisis.

Peter Pazitny came from Slovakia and talked about the successful installation of the healthcare reform in his country, and about their insurance system. We could get some interesting information about our neighbouring country's development.

From Babes-Bolyai University, Dr. Ovidiu I. Moisescu presented about branding, branding strategies and some other marketing techniques. Students may never know how complex the branding is!

INTERNATIONAL ADVISORY BOARD MEETING

In the framework of the International Week, the first meeting of the International Advisory Board was organized. The Advisory Board members were Christine Ennew (University of Nottingham, UK), Olga Saginova (Plekhanov University) and John E. Parkerson (Clayton State University, USA). The Board members raised issues concerning the international strategy of the Faculty of Economics. The invited members talked about their own experiences in international fields, about their Universities' international relationships and they also provided the Faculty of Economics with some pieces of advice about how to strengthen our international efforts.



DEAN'S WELCOME



Dr. András Jancsik, Dean of the Faculty of Economics, welcomed the new international students of the degree programmes run in English at the Faculty. The students are enrolled either to the newly launched BA in Tourism and Hospitality, the MA in Tourism Management or the MA in Economics programmes. The Dean assured the international students about the Faculty's efforts to do their best to provide the students with high quality education and helping them deal with any areas where they need assistance. He congratulated them on their bravery in being pioneers in this vital part of the Faculty's mission.

SHORT NEWS

FACULTY PARTICIPATION AT THE EAIE CONFERENCE

The University of Pannonia was represented at the 23rd Annual EAIE (European Association for International Education) Conference in Denmark. It was the largest event of its kind in Europe, breaking all previous EAIE conference records. More than 4,200 international higher education professionals from 87 countries met in Copenhagen to exchange ideas, discover new trends and best practices. The Opening Plenary saw Princess Marie of Denmark warmly welcome participants to Denmark and talk about her international experiences. Keynote speakers Christian Stadil and Stine Bosse captivated participants, encouraging them to actively innovate, think on the edge of the box, and dismiss stereotypes. The conference also hosted the largest EAIE exhibition to date, with 250 exhibition stands providing vast networking opportunities. The University of Pannonia exhibited at the 'Study in Hungary' stand together with the other Hungarian Universities.



UP representatives with Sylvia Mohr-Bimmel (University of Darmstadt) in the middle

BA IN TOURISM AND CATERING

The Faculty of Economics has launched its third academic programme in English. Beside the two MA programmes - Economic Analysis MA, and Tourism Management MA - students now can apply for Tourism and Catering BA course. The application process is similar to the academic programs in Hungarian, with one difference; students' English knowledge and motivation is tested at a personal interview. The first edition of Tourism and Catering BA started with 9 Hungarian and 2 foreign students (from Iran and Nigeria). This number makes it possible for students to study in a friendlier atmosphere and for lecturers' to hold interactive lectures, giving the chance to students to ask more and discuss problems more openly. The Faculty's aim is to attract more students from abroad to create diversity among students and to provide an international learning environment, where students can learn how to handle cultural differences and how to cooperate in such diverse teams.

NOW IT IS TIME FOR YOU TO FULFIL YOUR PERSONAL 'AMERICAN DREAM'

The Faculty of Economics in corporation with the Clayton State University, Morrow, GA offers a chance to spend a semester (Fall 2012) in the USA as a student. Apply, if you fancy studying and socializing in the USA, have excellent academic results and a good command of English
Application Deadline: 14 November 2011.
Contact: Janka Huják, janka.hujak@gtk.uni-pannon.hu

MODERN INSIDE – MODERN OUTSIDE

The Faculty of Economics' innovative, modern, student-friendly atmosphere felt itself no longer comfortable in its old-fashioned home, Building A. In the previous phase of the renovation the two biggest lecture theatres and three smaller rooms were renewed and refurbished. Now it was time to add the entrance hall and the buffet area a new style, not to mention the rooms on the ground floor. The construction work has started in the summer, and lectures were first held in the new rooms at the end of October. The renovations cost around 53 million HUF. Seven rooms



were completely renewed on the ground floor. The rooms got new desks, new chairs and new blackboards. One room is turned into convertible computer room. This means, that the room will be equipped with laptops that can be easily removed when they are not needed. With these renovations Building A become friendlier, more welcoming and now provides a more pleasant environment for studying.

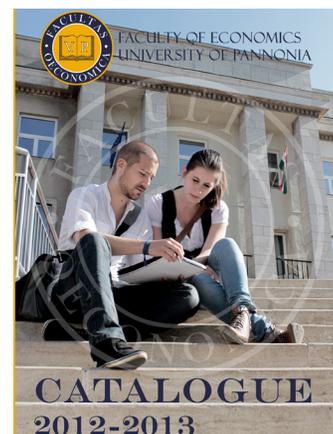
INTERNAZIONALE MANAGEMENT VON PROFESSOR HANS-CHRISTIAN PFOHL

Ich habe die Vorlesung von Prof Pfohl teilgenommen und Ich befinde mich dass es ganz interessant gewesen ist. Ausserdem war das ein intensiver Kurs, man musste sich in einer Woche richtig konzentrieren. Es gab auch ein paar Leute, die auch andere Unterricht gleichzeitig hatten, konnten sie nicht zu Ende bleiben. Das ist einziger Nachteil von diesem Kurs. Ich konnte so viel neue Konzepte kennen lernen sowie wie man ein Unternehmen kontrolliert und im Ausland investiert, usw.. Die Methode, die der Prof. gegeben hat, war so klar für mich zu verstehen: z.B. : Beispiele mit der Praxis kombinieren. Obwohl die Unterricht schon Schluss ist, hat sie einen guten Eindruck auf mich gemacht. Ich hoffe in naeschter jahre es mehr und mehr Kooperationen zwischen Deuschland und Ungarn gibt.

Geschrieben von Linh Le

CATALOGUE 2012/2013

The Faculty issued the 4th edition of its Catalogue of international courses. The Catalogue 2012/2013 contains details of the numerous courses offered in English and German. The Catalogue can be downloaded from the Faculty's website.
EN.GTK.UNI-PANNON.HU



GUEST LECTURERS AT THE INTERNATIONAL WEEK

PROFESSOR MALCOLM SAWYER, UNIVERSITY OF LEEDS



The first time this Professor from the University of Leeds met Hungarian hospitality was in 1989 with a family vacation to Budapest – since then goulash has been a favourite of his. This was his first visit to Veszprém.

He studied mathematics at the University of Oxford, before switching to economics in pursuance of his MA at the University of London. Right after his studies he started to teach in

London, in York, and then in Leeds. As a guest lecturer he has taught in many universities all over the world including Italy, Germany, Spain, Australia, and, now, to our great pleasure in Hungary as well. As I learned he likes macroeconomics most because there you have to think about bigger issues. His favourite part of teaching is being a PhD supervisor because he thinks that personalizing

is very important. There is a very hard interaction between the students and the supervisors. Regarding the differences between the Hungarian and British students the professors mentioned some. In Great Britain the students are focusing on the textbooks. They are studying it and they are trying to repeat it. But – as he said – it depends on the educational system of the country which is different almost everywhere. Maybe this is the reason that most of the publications by Professor Sawyer have been textbooks but we can find many monographs about interesting topics as well. And what is his motivation to write books? If we are discovering a topic, he says, the more detailed our knowledge can be, then we can give more to the students. This way maybe he can influence what people are thinking about macro economic policy. He told me that the classes he taught here were successful with the audiences but, because of the complexity of the topics, there were not so many active students.

When I asked him about his free time, he said that in this time he is handling many economical topics. And when I asked why, he answered that it was for a simple reason: “How much you do, that much you are.”

Márk Szalma

DR. OVIDIU MOISESCU, BABES-BOLYAI UNIVERSITY

Question: How was your stay in Veszprém?

Answer: Even though I have only had a couple of days for actual visiting, I can say that Veszprém is a very beautiful town and the people are very hospitable. Many of the streets and buildings gave me a feeling of déjà-vu, although I had never been to Veszprém before. They have many similarities with what I can find back home in Romania, especially in the central part of Transylvania. Surprising for me was the fact that many of the beautiful places I have seen here in Veszprém were not very populated outdoors, neither during daytime, nor in the evening, even though the town has a very consistent community of students.

Q: How did you become a professor?

A: I was born and lived in Târgu Mureş (Marosvasarhely) until the age of 18 when I moved to Cluj-Napoca (Kolozsvár) to start my bachelor studies in economics and business administration at the Babes-Bolyai University. My initial plan was to get my bachelor's degree and return home. The opportunities that Cluj-Napoca was offering me made me decide to continue my studies there. When I finished my Master's degree, in 2003, one of our Marketing professors suggested that I might stay even longer to continue my studies as a PhD student under his supervision and at the same time to become an associate teaching assistant. So that is where it all started.

Q: What is your field of research, and why especially that?

A: My main field of research is branding and anything that is related to it. It all started while being a Masters student when I was reading a lot of interesting English specialized literature on the subject. My research interests expanded towards tourism marketing and marketing places, especially from a touristic destination perspective.

Q: What kind of faculties can you offer to a student from our University if they want to go to study at Babes-Bolyai University?

A: Well, our offer is very diversified and developed over many lines of study (Romanian, Hungarian, English, German, French). Therefore, I would rather recommend any student from the University of Pannonia who is interested, or at least curious, to consult the information provided



at www.ubbcluj.ro. The information is very well structured and, even more, it has a Hungarian translation.

Q: Do you see so much difference between the Hungarian and the Romanian university system/students?

A: Well, there are some formal differences between the Romanian and Hungarian higher education systems, but they are mainly not essential. The good thing is that both systems are continuously trying to improve and to better connect the curricula to the labour market's requirements and demands. Considering the students, I might say that those studying in Romania seem a bit more dynamic and eager to express themselves. But this is a purely subjective opinion. I cannot actually evaluate them comparatively, as I only had four contacts (lectures) with your university's students.

STUDENTS' INTERNATIONAL TRIPS

A SUMMER IN THE USA

Probably all of you have heard something about the programmes offering summer jobs in the United States. Some of you may have already participated and the rest of you definitely should try.

When you decide to work at an American summer camp you never know what to expect before you get there. One thing is sure though: you will get much more than a summer job at a camp...

24 hours with the kids and camp life make you a different person. A person who never sleeps enough, who run into raccoons in the middle of the night outside the cabin or maybe who finds some squirrels next to her bed eating her food. Perhaps you will be belaying 50 people a day on ropes and get tired during cheering at a camp event or game. But what is more important, you will be a person being appreciated by the kids and while you teach them you can also learn a lot about yourself - kids, connections, people...

My camp was in the beautiful, small state of New Hampshire and I got 9 amazing



Anett Zsoldos in the Grand Canyon

weeks full of sweet memories about day and night offs and camp events shared with my friends. Some to mention are camp dances, the pleasure of the rest hour, defining the difference between camp food

and real American food - because there is! I had a chance to meet and become friends with people who I would never have met any other way. I heard different points of view than mine and learned how to work in a team ... and much more.

When I left the camp I was free to travel and there was no way I could miss that! There are many awesome places to see. I have been to Boston, Las Vegas, Los Angeles, San Diego, New York ... Where ever I went I was impressed by the openness and acceptance I saw.

When you apply a summer like that, you apply for a summer of a lifetime. I cannot say a thing about why you should not go. But before you go, just make sure your attitude is right... Most of the time even bad situations can become good memories if we make them.

All in all, I have learned and gained things that cannot be taught at schools. I think the best thing in travelling is when you meet yourself and see how far you can push out your own limits and improve your skills. That is such a wonderful thing it is certainly worth investing in.

Anett Zsoldos

INTERNSHIP IN SCOTLAND

On a Saturday evening we finally succeeded in arriving at Inverness in Scotland, after struggling our way through all the possible means of public transport. As the hotel, where we spent our Internship days, was located far away from the city on a large property, we were met by a car and after a while we were heading for Dornoch.

Our first accommodation was a cottage which was situated a good distance away from my workplace (which means from the castle), so later we negotiated a move to the castle. In the first month there was a training which meant that we were collaborating with an experienced colleague who showed us the ins and outs of the housekeeping profession. That was indeed a great help and there was enough time left for learning about the job.

During the 4 months we took part in the so-called 'introduction day', which is held for the newcomers at the beginning, though we managed to pass this day only after 3 months. It did not matter, it was great fun all the way. There were lectures based on



Skibo Castle

Skibo and his business policies, then the lunch was served with the guests. After lunch we were taken around the property and told the story, then the manager director was lecturing on the importance of the right service (at the end there was a quiz about the lectures and the winner was rewarded with a bottle of fine champagne). We could choose some of the programmes provided for the guests (riding a horse, swimming, shooting and quad). We chose the latter one, which was a good decision (despite the fatigue-fever afterwards).

I think it was a great idea to see things with the eyes of the guests.

Concerning the managers and colleagues, we were really delighted with them. I must admit that they were very supportive and friendly. We had never experienced anything like this before; we will miss them a lot, for sure. On the last day we were bid farewell and loaded with great gifts and references. We can heartily recommend this Internship opportunity for everyone, it was a life-long experience! We have tried it and loved it.

Andrea Kovács

WHY HAVE YOU CHOSEN FOR YOUR STUDIES THE UNIVERSITY OF PANNONIA?

**ASHLEY GOMBAR**
(USA)

I always knew I wanted to study abroad for at least one semester, I just never knew where. I was walking through the main building on my campus at Clayton State University (in Morrow, GA, USA) and saw the information tables set up for various countries. When I saw Hungary I knew that my mind was made.

My grandfather came from Hungary to the US in 1956 but some of his family is still here. Prior to this I have never been here, much less outside of the US, and never met the side of my family that still lives here.

I chose to study in Hungary because it would give me a chance to travel, build relationships with family members I would have never gotten the chance to meet, and because Hungary is very American-friendly. I chose Veszprém and the University of Pannonia because I personally prefer small and quaint towns instead of large and hectic cities such as Budapest.

I have only been here for a short time and I can tell that I have made the best decision. The people are friendly and the town is beautiful.

EGLE SILENAITE
(LITHUANIA)

It is very easy to answer – it has chosen me. When I was applying for Erasmus studies, I wrote to a university in Bulgaria as my priority choice, but later I was told that I had



got to go to Hungary, Veszprém. My first thoughts were like ‘OK, let’s try Hungary then’ and that is how I became an Erasmus student in Pannonia University. But as soon as I arrived here and saw the city, I fell in love with it (you see, it is really possible to fall in love with cities). My Erasmus studies were really successful; I made a lot of new friends, not only other Erasmus students but Hungarians as well. So after Erasmus I decided that I did not want to go home yet and I stayed for my internship in Balatonfüred for the whole summer. But as Autumn came, I had to go back to Lithuania and finish my BA studies. Before I left, I made one promise that I would come back here for sure... and I did! Thanks to Alan Clarke, because he told me about the MA studies of Tourism Management. After I heard about that, I already knew what I was going to do after graduating from my university in Lithuania.

I still cannot imagine better place for studies and maybe for further life. Once you see it – you become addicted to it! Well at least it happened to me. I really cannot live without Veszprém, University and Hungarian people of course (who are very kind to communicate with me even if I am not very good in Hungarian language). When I came here again for MA studies, my first words were ‘I am at home, finally’, so I think that fact about the university choosing me was a destiny. I had to come here, had to meet all these wonderful teachers and amazing Hungarian people. Who knows, maybe I am going to stay here longer than those 2 years of studies...

**MATHILDE COUEDIC**
(FRANCE)

I am from the North West of France, so that it to say the opposite part of Europe looking from a Hungarian perspective! I have been more in contact with Western European countries. For the 1st time this year I discovered Praha, and the “Eastern” way of life. I loved it, and coming to Hungary for 1 semester was an unique opportunity to know more about this culture! Plus, I study languages (English and Spanish), but I think it is also important to know and discover another type of language, less spoken, less popular. It is a way to be more open-minded and to be in the heart of the culture and way of life! Choosing Hungary made the Erasmus adventure even more interesting!

I was very curious about Hungary because I knew so little about the country! What is more, I exchanged e-mails with 2 French girls who came here before me. They just enjoyed it so much, they warmly advised me to go to Veszprém and Pannon University: they had spent a great time, had a lot of friends and told me that the classes were good! I study in a small university in France, so by coming to Veszprém, I thought it was the best idea to create contact with the other Erasmus and Hungarian students, and that this warm atmosphere will be maintained whilst studying.

The other explanation is just that perhaps I let the country attraction work... and I think that for the rest of the explanation...Hungary and Pannon University chose me!

WITH ERASMUS AT FH JOANNEUM, BAD-GLEICHENBERG

I am studying Health Management in Tourism at FH Joanneum in Bad Gleichenberg, in Austria. It is a very small and friendly place with enormous parks, everything is green here..:)

Within the first two weeks we travelled to Graz by train to take part in The Orientation Week which was organized for the incoming students and we enjoyed it very much! We met people from many countries, including Russia, Spain, Mexico, Columbia, Singapore and many others. There were also many great programmes, like Cross-Cultural Communication where we could get to know the behavioural forms of other cultures, and we had a city tour in Graz, where we saw many of the traditional buildings of the city. It was unforgettable! We also visited the Eggenberg castle, which is a World Heritage Site, so I do not have to say that being there was a great experience! On the last day of the Orientation Week we travelled to Riegersburg by bus, where we visited the famous Zotter Chocolate Factory. The educational system here is quite different from ours in Pannonia, we do not have a fixed timetable because of the big flexibility of the teachers. We take part in lessons at a different time every week, which at first was quite strange for me, but now I can understand this system better! I am enjoying my stay because the teachers are very helpful and we are quite close to them because this is a small university (the smallest campus in Europe) and I can also say many of the students are very interested in incoming students.

Bettine Léhart



WORLD TRAVELERS CLUB

Traveling, visiting different places, experiencing different cultures...this is the wish of many. Month by month the Travelers Club offers a new journey with beautiful pictures and presenters sharing their adventures. September 28th was an evening of 'Paradise'. Candy Fresacher, our visiting lecturer from Austria, introduced us wonderful islands. We could enjoy a memorable slide show giving a taste of what makes an island a paradise. Dream destinations like Hawaii, Pawlan (in the Philippines), Rhodes, Lanzarota and Ireland were presented from a tourist's point of view. We could get a hint what roles infrastructure, accommodation, transportation, activities, clean beaches, good weather, and/or affordability play on the decision of where to go. Having seen those fantastic photos, everyone could choose a dream, if they had not already had one.

DID YOU KNOW...

...THAT PROFESSOR JÓZSEF BERÁCS HAS RUN THE MARATHON TEN TIMES IN BUDAPEST; MOREOVER HE CAN OFFICIALLY CLAIM THE NAME IRONMAN?



Prof. Berács in the finish of the Ironman

When asked about his first intentions of starting to jog he said that besides leading a healthy life, it was his doctor's advice, who recommended him to do triathlon after Prof. Beracs suffered a severe knee injury. He completed the Ironman race in 2010 within 14 hours, 54 minutes and 54 seconds. His best time during a Marathon has been 3 hrs 56 min 24 sec. The driving force behind these excellent achievements is his mentality: to set a race and to train for it. He has

always liked real challenges, so after having completed numerous Marathon races, he decided to go for the Ironman title. Despite the three components of the triathlon race (180 km cycling, 3.8 km swimming, 42,195 km running) it really consists of four, with will-power being an essential part. The question of completing an Ironman again produced a wide smile: "During the race I always tell myself that I will never do it again. But after crossing the finish line the first thing coming to mind is: when is the next?"

.... THAT ERZSÉBET PÉNZES IS A MAYOR?

Yes, it is true. The senior lecturer of the Department of Tourism has been living in Hidegkút for 10 years now, and has been the mayor for a year. She has always been an active member of the community, organising events and working together on projects, and finally in 2010 the villagers themselves encouraged her to try and stand for election. After her successful campaign, she finds that she enjoys her new tasks, despite having much less free time. It gives her a lot of energy when she can see the result of her efforts. Of course the new position involves huge responsibility and big challenges. She has already learned many things and, she added with a smile, is on a good way to become a financial- and legal expert!



Hidegkút idyll

LECTURERS' TRIPS ABROAD

In September 2011 Professor Zoltán Gaál, Dr. Lajos Szabó and Anikó Csepregi from the Department of Management took part in the 12th European Conference on Knowledge Management (ECKM 2011) in Passau, Germany. The members of the Department of Management presented their paper with the title "Middle Managers' Maturity of Knowledge Sharing: Investigation of Middle Managers Working at Medium- and Large-sized Enterprises". The presented paper and the Knowledge Sharing research within the Department was of interest to Dr Charles Despres who is the Professor of Organisation Theory in the Knowledge, Technology and Organization department and a member of the corresponding SKEMA research centre in Sophia-Antipolis. The ECKM 2011 was hosted by the University of Passau. It attracted around 150 participants from all over the world. Researchers, Ph.D. students and practitioners presented their papers and posters, so it was possible to meet those who work in the different fields of knowledge management from different countries and come to know the new trends in knowledge management as well.

Professor Alan Clarke was a keynote speaker at Turkey: 'Back to Basics – skills and competences in the changing world of tourism' "Restructuring Vocational Education" 25th to 27th of May, 2011 Adnan Menderes University (2011) 'Co-Creation, Market Research and Destination Image' (with Raffay, Á.) presented at the 4th International Academy of Tourism marketing conference: Transforming Experiences: tourism marketing from both sides of the counter Multidisciplinary Research Institute Maribor (isbn 978-961-93146-0-9) (Nominated for best paper at the conference)



Prof. Clarke in Aydin

In October 2011, Dr. Lajos Szabó and Anikó Csepregi from the Department of Management took part in the 6th International Conference on Business Excellence (ICBE 2011) in Brasso, Romania. They presented their paper "Individual Characteristics Influencing Competences Found Important For Knowledge Sharing by Middle Managers". Interest was shown in the Knowledge Sharing Research, which enabled us to invite other researchers to take part in our ongoing Research.

The ICBE 2011 was organized by the Academy of Economic Studies Bucharest and the Transylvania University of Brasov in collaboration with the Society for Business Excellence. It brought together over 100 participants not only from Europe but also from all over the world, so it was possible to meet researchers working in the field of knowledge management, strategic management, financial management and international business from different countries and to look for future research partners.

Dr. Szabolcs Szikszai from the Department of Economics presented his PhD research findings in the International Finance and Economics Conference in Frankfurt am Main, Germany on July 5-6. His presentation "An Evaluation of the Credibility and its Related Attributes of the Hungarian Inflation Targeting Regime (2001-2009)" was one of the 45 presentations on different research topics about financial economics, statistics and econometrics. Besides benefiting from the rich insight into the current hot topics of finance - including the very sensitive issue of the impact of the financial crisis on the Greek economy - provided by fellow colleagues from 24 countries. Participants of the conference also had the opportunity to take a look at monetary policy making at the European Central Bank's headquarters and visit Deutsche Börse, where they were introduced to the workings of the Xetra trading system. Participants had a terrific time in the visitor centre of the stock exchange which had a great view on the trading floor, including the remaining traders left after the introduction of the electronic

trading system. Unfortunately, the gift shop downstairs ran out of the small rubber bulls, as the brokers bought up the entire stock and left only bears - but sharp-eyed visitors could find a bigger bull outside the building of the stock exchange.



Dr. Szikszai in front of the stock exchange building

**GLOBAL BUSINESS
CONFERENCE IN SIBENIK**

It is always an excellent occasion when from nearly all walks of business life researchers and business people come together to share their latest ideas and results on global issues. The 2nd Global Business Conference in Sibenik in mid-September was certainly this kind of symposium. It allowed that from the Faculty of Economics not surprisingly scholars from three departments (Management, Tourism and Accounting and Controlling) could represent the University of Pannonia: Dr. Elvira Böcskei, Tamás Ángyán, Réka Polák-Weldon, Petra Németh-Gyurác, Zsófia Papp, Edit Komlósi and Róbert Lippert. The conference triggered an interdisciplinary take on issue from marketing, finance, accounting, management and economics viewpoints of the turbulent business environment. Beside of the high quality papers presented the conference also provided a platform to discuss these relevant issues with fellow researchers and practitioners. The organising committee did their best to make the most out of our stay by organising social events which enabled participants to network and get to know each other better.

COURSES IN FOREIGN LANGUAGES		
COURSE	LECTURER	STUDENTS
Communication Skills	Réka Polák-Weldon	84+4
Economic Sociology	Péter Mayer	10+13
Re-thinking Tourism	Alan Clarke	50+11
Rural Tourism	Csilla Raffai	24+3
Tourism Policy and Planning	Alan Clarke	49+6
Marketing Management	József Berács, Annamária Sasné Grósz	18+3
Service Quality Management	Petra Gyurácz-Németh	14+1
Comprehensive Business Studies I.	Edit Komlósi, Réka Polák-Weldon, Andrea Varga	154+8
Grundlagen der Ökonomie I.	Éva Erika Gazda, Erika Molnár	118
Internationale Finanzierung	Horst Laubscher	50
Internationales Management	Hans-Christian Pfohl	59+1
Managing the enterprise	Gyula Vastag	20+1
Management Challenges	Balázs Szentes	14+1
Improving Management Communication Skills	Candy Fresacher	27+10
Quantitative methods in Economics	Zsolt Tibor Kosztyán	16+1
ERP Systems	Zsolt Tibor Kosztyán	15+1

COURSES IN FOREIGN LANGUAGES		
COURSE	LECTURER	STUDENTS
Economic Policy	Anita Veres, Ádám Török	17+8
Corporate Finance II.	Szabolcs Szikszai	16+5
Geschäftsproto-kol	Ágota Kozma	13
Aussenhandelskorrespondenz und Geschäft	Ágota Kozma	14
Wissenschaftliches Präsentieren für Wirtschaftswissenschaftler	Éva Erika Gazda	15
Psychology	Nóra Szedlák	9+3
Business Simulation	Zoltán Kovács	25+1
Macroeconomics	Szabolcs Szikszai	9+3
Introduction to Tourism	Katalin Formádi	9+8
Introduction to EU studies	Viktória Vásáry	10+7
Academic Writing	Péter Székely	0+3
Advanced Microeconomics	Judit Badics	0+4
Demography and Economy	Etelka Daróczi	0+3
Monetary Macroeconomics	Szabolcs Szikszai	0+3
Monetary Theory	Péter Mihályi	0+3
Mathematical Foundations of Economics	Mihály Pituk	9+5

RECENT PUBLICATIONS

BOOK CHAPTERS

Formádi, Katalin - Mayer, Péter (2011) Disabled tourism: a competence issue. In Wyrzykowski, J. Marak, J. (Ed.) *Tourism role in the regional economy. Vol III. Social, Health-related Economic and Spatial Conditions of Disabled People's Tourism Development*, University of Wroclaw, pp. 158-169.

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