

# NEWSLETTER



FACULTY OF BUSINESS AND ECONOMICS, UNIVERSITY OF PANNONIA  
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MAY 2012

## INTERNATIONAL AFTERNOON 2012

A pleasant combination of knowledge and fun was the main characteristic of the 3rd International Afternoon that was held on 7 March 2012.



The two main components of the International Afternoon were an expo and a cultural event. The spacious hall of the building B gave home for the expo, where 15 exhibitors had the chance to introduce themselves for both Hungarian and international students. Exhibitors were the American Corner Veszprém, the Erasmus program, the CSE Australia, the Veszprém Finnish-Hungarian Association, the CCUSA, the AIESEC, the BEST, the STA-Travel, the Várfok Association Eurodesk Info Point, and the two university career offices (Ka-Iro and FeVák) and of course the partner institutes of the faculty were presented too.

Read the full article on page 4.

## CLAYTON STATE AND KENNESAW STATE UNIVERSITY - MBA STUDY ABROAD

A group of MBA students from Clayton State University, Atlanta, Georgia and Kennesaw State University participated in a study abroad programme in Hungary, between the 3rd and 9th of March, 2012. The group was accompanied by Professor John Parkerson (Honorary Consul of Hungary), Professor Tim Blumentritt (Kennesaw State University) and Professor Alphonso Ogbuehi (Dean, College of Business, Clayton State University). As part of their programme, after spending a couple of days in Budapest, the group visited the Faculty of Business and Economics in Veszprém. They listened to Professor Zoltan Kovacs's presentation about „Logistics/ Supply Chain considerations for foreign companies that want to do business in Hungary”, Professor Alan Clarke's "Observations on Tourism Marketing" and Professor Gyula Vastag's "Supply Chain Overview". The MBA students visited the fascinating Porcelain Manufactory in Herend and had a glimpse of the local Hungarian history in Tihany. The group could not have got a true insight into our region without visit-



ing one of the most famous wineries, so they finished their Veszpremi study abroad tour learning the secrets of fine wine making at the Figula Winery in Balatonfüred. We hope to welcome more students from Clayton State and Kennesaw State University as they can come to Veszprém to deepen and widen their knowledge in the framework of their study abroad programme.

IN ACCORDANCE WITH THE DOUBLE PROFILE OF THE FACULTY,  
OUR NAME HAS BEEN OFFICIALLY ALTERED  
TO FACULTY OF BUSINESS AND ECONOMICS.

## SHORT NEWS

PROFESSOR CRAIG HILL'S  
GUEST LECTURING

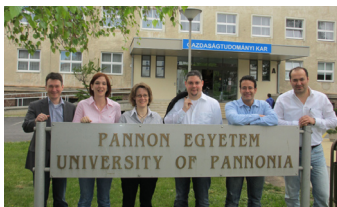
Global Sourcing course started 16 April. Professor Craig Hill took a long journey to come here as he came from the Clayton State University (Morrow, GA, USA) as a visiting lecturer.

We enjoyed the class very much, because he kept the attention

with interesting examples-also from his life. Besides he was open to any questions and requests. The intensive course was 2 weeks long. We wrote our first test in the first week, which was successful for almost everybody from the group. So hopefully we can finish this nice course with good grades, and we can use this knowledge a long life period.

## PROFESSOR BERÁCS IN NICOSIA

The 7th International Conference on Higher Education Marketing was held in Nicosia (Cyprus), March 28-30, 2012. József Berács presented his paper (coauthored with Gábor Nagy) about "International Market Orientation in Higher Education". The conference participants were members of British Special Interest Group of Academy of Marketing.

INTERNATIONALES PRODUKTIONS-  
MANAGEMENT UND LOGISTIK

The course "Internationales Produktionsmanagement und Logistik" was successfully organised by the Department of Management in cooperation with Continental Corporation on the 24th and 25th of

April, 2012. In the German language course the lecturers from the Plant Frankfurt of Continental Corporation gave our students a very practical look at the production and logistics functions of a world-class manufacturer. In the afternoon of the first day our students could see theories working in a real environment during a visit to Plant Veszprém of Continental Automotive Hungary Ltd. The lecturers (from left to right): Timo Zabel, Noémi Elbert, Ulrike Heinze, Stephan Walther, Thomas Jakuscheit, Hakan Yilmaz. Stefan Scharr is missing from the picture.

## EDITOR IN CHIEF OF ACTA OECONOMICA

As from 1 January, 2012 Professor P. Mihályi has been working as Editor-in-Chief of the English language scientific journal, Acta Oeconomica as a successor of Prof. Ádám Török. Prof. Török, will serve in the future as Chairman of the journal's Editorial Board.

GOING GLOBAL 2012  
INTERNATIONALISING  
HIGHER EDUCATION CONFERENCE

The Faculty of Business and Economics participated for the first time at the Going Global 2012- Internationalising Higher Education Conference, organised by the British Council in London on 13th to the 15th of March, 2012.

Going Global is a series of international educational conferences hosted by the British Council.

The conference offers an open forum for policy makers and practitioners from around the world to discuss issues facing the international education community. Each year it attracts over 1,000 delegates from across the further and higher education sectors and a variety of other industries with perspectives on international education.

This year's programme included more than 50 sessions; around 100 posters and 'Talking Heads' video clips; a variety of networking opportunities, including the Opening Reception at the Royal Courts of Justice; and an accompanying exhibition.

## THE DEPARTMENT OF TOURISM IN FRANCE



The Department of Tourism has been organising trips every year for a long time, this year's destination was the French Riviera.

Besides the well-known attractions of Cote d'Azur such as Nice, Cannes and St. Tropez we had the chance to discover the small treasures of the area. Grasse, the capital of perfume seduced us with scents and scenes: one could imagine the perfume makers of medieval times turning around the corners of the narrow streets. Eze, this pedestrian-only hilltop village overlooking the Mediterranean sea speaks for itself and explains why the Swedish royal family has chosen it as their winter residence. Similar was Gourdon, Tourrettes-sur-Loup, Saint-Paul, without the sea in the background but with old walls, stone passageways and magnificent views over steep hills and green valleys. Our last stop, the fancy city-state of Monaco worth every minute we spent there. The Oceanographic Museum, the grandiose Casino, the Prince's palace, the medieval old town, the yachts and Ferraris of the rich and the richer gave us unforgettable sights.

We had many great experiences together, every participant enjoyed the journey. We render thank to Professor Jancsik and Krisztina Priszinger, the organisers of the trip.



## MENTOR PROGRAM BY ESN VESZPRÉM



ESN Veszprém is one of the 396 sections of Erasmus Student Network which is a European student association who is dealing with Erasmus students. In Veszprém

it was established in 2000 and recently shows much development. They launched the mentor program a few years ago. It is especially to help the international students of the university with their schedules, immigration documents and help them to become a member of the Hungarian community. ESN Veszprém invites applicants to the mentor program every semester. The applicants need to write an English CV and a Hungarian cover letter. If an application is accepted the applicant is asked for a personal interview and if it is successful he/she becomes a member of the program. The program starts with one day training which

is held by the members of ESN Veszprém. During this training the mentors receive the most important information how to do this job. After a few days they meet with the exchange students and help them with their new life... It is important to know that to be a mentor is not just work, we are organising a lot of events, trips and they also have the opportunity to develop. ESN is organising plenty of trainings, meetings where you can develop your skills and make friends all around Europe, so as the Erasmus Student Network's motto says: work hard, party harder!

Dorina Hilcz

## A SEMESTER IN BRÜHL WITH ERASMUS

I spent the fall semester in Brühl, Germany. Brühl is a beautiful town situated between Köln and Bonn. The university of Brühl is one of the best universities in Germany, known as the Europäische Fachhochschule, specialising in economics. There are three options for international students: you can learn European Business Management in English or German with a given schedule, or you can be a regular student when you choose your own subjects. I chose the English-taught European Business Management with eight subjects.(...) The international office team helped us a lot. They organised two Welcome days and two field trips (to the European Parliament, Brussels and to the European headquarters of the UPS, Köln). We [the Erasmus team] were a really good international team. We organised a round trip in Germany visiting Hannover, Er-



furt, Frankfurt, Weimar and Berlin, of course. I visited Paris and Basel with a Romanian and a Spanish student. I spent a lot of time in Köln: I was in the tower of the Kölner Dom, in the Chocolate Museum and walked a lot on Schilder Gasse which is the biggest pedestrian street in Europe. The Erasmus Initiative team organised stamm-tisch programmes for us in Köln when we changed languages. So I learnt a little Spanish or Russian and they tried to learn a little Hungarian.

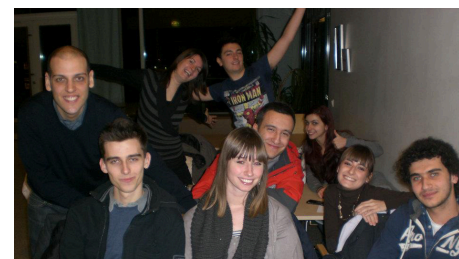
Krisztina Hornung

## ERASMUS EXPERIENCE IN SWEDEN

I am studying Human Geography at Högskolan Dalarna in Borlänge, in Sweden.

Within our first two weeks we had 'The Orientation Week', which was organised for the Erasmus students. We participated in several programmes, such as visiting the main attractions in Borlänge and Falun, playing guitar hero, sledging or rapid dating. I really enjoyed these activities, because we were getting to know each other better. My favorite part in the daily routine is 'Fika time'. Fika means having a break, mostly coffee breaks with friends. We usually accompany it with cookies or cinnamon rolls. This is the best part of the day, if we do not have party at night!

The educational system here is totally different from ours in Pannonia, especially as we do not have a fixed timetable. We take part in lessons at a different time every week, but it was hard to get used to it. We learn a subject for no longer than a month and after the last seminar we have the exam. There is no special exam period. I am enjoying my stay because the teachers are very helpful and friendly and I can also say many of the students are very interested in Erasmus students.



## SOCIAL ERASMUS

The section of ESN (Erasmus Student Network) Veszprém won a tender from ESN International to finance a social project in the county of Veszprém. They are organising a sport day with the Erasmus students of the university for children with less opportunities. This program is beneficial for both parties; it helps Erasmus students to be a member of the local community and helps these children to have an unique experience. The program is taking place in Zirc, in one of the three children's home what they are bringing together on 5th May. The basic idea to launch this program was given by the Várfok Endowment. The given amount of money will be spent on sport equipment what the children will receive and the awards for the sport competitions. Now they are looking for other sponsor and supporters, who will give more chance to these kids to enjoy their weekdays and have an unforgettable day with the Erasmus students of Veszprém.

Dorina Hilcz

## INTERNATIONAL AFTERNOON 2012

On the stage interesting presentations were organised in international topics. Students could pick up useful information on how to get international experiences, how to build international contacts and how to 'get international'. Professor John Parkerson from the Clayton State University (GA, USA) talked about the benefits of a semester in Atlanta. Professor Candy Fresacher, visiting professor of the Faculty of Economics, gave a quick overview on how students can develop their international business skills by communication.

After the presentations the Erasmus Café became the centre of the event, which was sentenced to the differ-



ent cultures. Here visitors could taste national dishes prepared by our international students. In this second part of the International Afternoon the focus point was the culture and the diversity. International students presented their home countries and universities with pictures, slideshows and short videos. Visitors could get a little insight to the life in Lithuania, Turkey, Croatia, Azerbaijan, Tajikistan, Afghani-



stan, Ethiopia, the Czech Republic, France and Paraguay, while Austria and Slovenia were presented by Hungarian ex-Erasmus students. The closing program was the World Traveller's Club on Nigeria.

WORLD TRAVELLERS'  
CLUB – NIGERIA

The club was originally founded in 1997 in the Central Student Hostel, and then the Faculty of Economics revived the popular tradition in 2007, where our travellers give account of their trips abroad usually illustrated by breath-taking pictures and music. There is always a perfect opportunity to have a conversation in an informal manner with the university lecturers, to exchange travel experience and broaden each oth-

er's view of the surrounding world, nations, cultures. Each month there is a presentation laced with the traveller's personal impressions, observations beyond the introduction of the popular local attractions. These joyful, spectacular presentations usually serve as a bridge between the presenter's past adventure and the audience's planned, future trips. Nigeria was the topic of the World Traveller's Club at the International Afternoon. Frank Dibia, Economic Analysis MA student enthusiastically talked about his home country. He shared many interesting facts about the „Green country”. He talked about the culture, the festivals, the traditional food, the must-see places and about the economy of the country. Did you know that Nigeria is one of the largest exporters of cocoa, groundnuts and palm oil in the world?

## ERASMO

The „face” of the International Afternoon 2012 was Erasmo. Erasmo is the most adventuresome member of the 12 stars of the European Union. He is a real explorer with a huge thirst for knowledge. He loves getting to know new people and new cultures. Erasmo is the ambassador of internationalisation and his goal is to encourage students to gain international experiences.





## GUEST LECTURING IN MOSCOW

The Faculty of Business and Economics, University of Pannonia and the Plekhanov Russian Economic University has been cooperating successfully in their lecturer exchange program which made it possible for Professor Péter Mihályi to visit Moscow this semester. Between the 7th and 14th of April, 2012 Professor Mihályi was guest lecturer at the Plekhanov University of Moscow. In the MA course, of the Business School, he had a mandatory elective class in Comparative Economics, under the title “Lessons of the long process of post-communist economic transition”.

## DID YOU KNOW...

That Dr. Ferenc Friedler is a keen motorist?

In his spare time, the rector of the University of Pannonia loves riding his motorbikes. Spending only a few minutes with riding his 170 horsepower Honda provides him the most intensive recreation equaling hours of relaxation after the daily routine. Professor Friedler has a side-car veteran as well, which gives a completely different kind of experience. While cruising with the side-car motorcycle, drivers often slow down and admire the extraordinary vehicle.



## PROJECT PRESENTATION DAY



Presentation Day was organised for the 6th time in the context of Comprehensive Business Studies course. Students had 10 minutes to present an up-to-date economic issue in connection to their study areas. The assessment board consisted of academics, last year's students' winner and the representative of Pearson Education who also offered valuable books to the two best presenting groups and a special prize for the most creative presenters. The aim of the event is to encourage students to do background research into a topic that they have studied and, also, gain presentational experience and confidence in English.

## AMERICAN CORNER

The American Corner in Veszprém is the meeting point for those speaking English and/or interested in American Culture. The Corner is receiving more and more visitors and seeing greater participation in its events and programmes, under the leadership of Judit Bertalan.

Among the regular programmes, the English Conversational Club is the most popular. Every Thursday 20-25 visitors have a great opportunity to practice English, talking about recent news and interesting topics, in pleasant company with a good cup of coffee. At the same time 8-10 children listen to English fairy tales read by students in the ‘Read for Kids’ programme. When I asked Ms. Bertalan, she mentioned that according to her one of the most successful programmes of the summer was the ‘American Institute’, which was a communication training with a Professor from Ohio. After a short break in August, the Corner jumped into the sea of events with the new semester and a Special English Conversation Club and Movie Night remembering 9/11. Shortly after that everyone could have a ‘Bite of America’ with an evening with music, burgers, USA-quiz and a lot of fun. In the middle of October the first ‘Admission Workshop’ was held, with guidance on how to apply for scholarships in the USA.

The American Corner keeps coming up with new ideas and to realise these ideas Ms. Bertalan is recruiting volunteer helpers. At the end of November the traditional Thanksgiving Event was organised and the big surprise of this semester is a new game, whose lucky winner will spend a week in the USA. For more information click:

<http://veszprem.americancorner.hu/htmls/veszprem.html>

**BALATON REGATTA**

The rowing contest on Lake Balaton between the Veszprém campus and the Keszthely campus has been organised each May since 1998. The idea came from the famous Oxford-Cambridge contest on the Thames in London. The boats have been specifically designed for the Balaton, 11 m long with the 10 rowers able to reach speeds of up to 15 km/h. The Balaton Regatta is always a popular event because a mini festival is organised around the contest. After the races, cultural and musical programmes entertain the visitors. This year the Keszthely campus is organising the Balaton Regatta on the 2nd Friday of May (11.05.2012).

**GREETINGS FROM BREMEN**

In 2011, I was invited to lecture as an Erasmus professor in Hochschule Bremen by an earlier student/colleague of mine, Adél Németh and her local PhD consultant, Prof. Dr. Hans-Martin Niemeier, who gave three guest lectures on the International Week at the University of Pannonia back in September 2010. While I was in Bremen I gave three lectures on the macroeconomic situation and the current issues in Hungary which all met with overwhelming interest from faculty and students alike. Unsurprisingly, students in Germany are very much aware of the current state of economic and political affairs in Hungary and were more than happy to share their experiences with me. From them I learned that a new party called the Pirates (Piraten) is gaining more and more supporters in the German political arena at the expense of the Green party and is extremely popular with the youth although it lacks a clear economic policy strategy. (Shortly afterwards, I actually bumped into a demonstration against the hunger-promoting policies of Deutsche Bank attended by Piraten members, amongst others. By the way, the demonstration, however politically delicate the issue, proceeded in a very peaceful and organized fashion.) I could also spend ample time getting to know faculty at both the Hochschule and the Jacobs University, the latter private school now being Adél's host university for her remaining time as a PhD student in the aviation industry. I was especially happy to see an alumna of the University of Pannonia – and an ex-student of our doctoral school – have professional reputation in Germany: Adél is often interviewed and cited by leading German and other European newspapers and journals as an aviation expert! (...)

Read the full article on our Blog: [http://blog.gtk.uni-pannon.hu/wordpress\\_en/greetings-from-bremen/](http://blog.gtk.uni-pannon.hu/wordpress_en/greetings-from-bremen/)

**UNIVERSITY DAYS  
VENTERNATIONAL PICNIC**

VEN (=Veszprém University Days) was organised for the 24th time between 23-28 April. This year more than 23 bands played on the stages including two favourites from the United Kingdom; MC Xander and Freestylers DJ set.

Among the variety of cultural and fun programmes the Faculty of Business and Economics organised the VENternational Picnic. This was the meeting point for all international students and visitors, with English speaking programmes. In the early afternoon anyone interested could pick up some useful phrases and party vocab in Italian, Croatian and Lithuanian (It could be useful once. Who knows?). Later the little brother of the famous and beloved competition the 'Games without borders' was in the centre of the attention. Those who prefer strategic games had the chance to become real strategists in the giant nine men's morris game. Those who has a thirst for music could join the International Music Jam with any kind of instruments (even with pots and spoons). The closing program was 'Pizza and chat' with the American Corner Veszprém, where our topic was: studying/working abroad.

All who were there had a very nice afternoon before the evening party. Special thanks for the AIESEC, the BEST and the ESN Veszprém.

**DESTINATION MANAGE-  
MENT PROGRAMME**

25 Masters students from the University of Lapland consortium from Finland came to Veszprém to follow a programme on Destination Management, developed and implemented by Dr Ágnes Raffay and Professor Alan Clarke. The programme included lectures and presentations, research opportunities and field visits. These visits included Pannonhalma, Tihany, a wine tasting, Heviz, Veszprém historic city and a tour was arranged of the not yet then opened Szaléziánium. The highlight of the trip was the students use of the Pecha kuca technique to present their areas of Finland at the World Travellers Club with lots of pictures and no more than four minutes. They were superb!

**ISTRIAN TOURISM FORUM, ROVINJ, CROATIA**

Alan Clarke was invited to address the annual CPD and awards ceremony of the Istrian Tourism Forum. The theme was Cultural and Heritage Tourism and Alan presented on 'Making More of Culture – the challenges of the future development'. The formal presentation was followed by an intense question and answer session including individual consultations, interviews with the Istrian

media and a highly enjoyable wine tasting, where discussions continued with the new Minister for Tourism for Croatia and the key members of the Istrian Tourism Board. The location was spectacular as the event was hosted by the latest 5\* Resort hotel Lone, which opened last Summer with 536 beds, demonstrating the confidence felt in the strength of the Istrian tourism product.



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

**ELISA MÄKITALO,  
FINLAND**

I always knew that I wanted to go for an exchange again while studying in University of Applied Sciences. It was an easy decision since I already was on an exchange when I was in upper secondary school. But the choice where to go wasn't easy, since there are so many interesting places available. This time I wanted to go somewhere which is closer to home (Australia last time). First I was going to Germany, but I accidentally saw Hungary (Pannon Egyetem) on our school website and after a bit of researching my decision was made. And I haven't regretted it since. I have actually been Hungary once before this semester. I was InterRailing (travelling in Europe by train) three years ago and we visited Budapest. I can't remember much from that visit, because it was only a day trip on our way back home. When I arrived in Hungary at the end of January, I was a bit shocked, because everything looked so grey and old. Now that I have been here a couple of months I have really started to love Hungary and see how beautiful it really is. Veszprém really reminds me of my home University city in Lapland; small, compact and safe. I feel like home. I have found that Hungarian people are really friendly. Even though most of the time the common language is missing, they are still nice, smiling and always try to help. I can't understand how quickly the time has gone already. I am very happy that eventually I chose Hungary and Veszprém.



And in June I will leave back to Finland with whole punch of new experiences and friends!

**FRANK DIBIA, NIGERIA**

Before I came to Hungary, I was offered series of advice on universities to choose from around Europe including Hungary. But before I made my final choice for the University of Pannonia, Veszprem Hungary, my choice was influenced based on the fact that: 1. Hungary and Veszprem is a small country and city with great historical background and values. 2. The history and background of the University of Pannonia is great and also the country "Hungary" as a member of EU countries is also an advantage for me as an international student from Africa to learn, travel and widen my network and as well acquiring a degree which is recognized all over the world. 3. Veszprem is a city with modern lifestyle while it still preserved its traditions, cultures and values. 4. The lower cost of living and studying in a classy environment in comparison to costs in other EU countries is also a good advantage for me. 5. The University of Pannonia, Faculty of Business and Economics offered me a very exciting and highly competitive curriculum in MA Economic analysis which can be adjudge as world standard. 6. People of Veszprem are kind, super friendly and Veszprem has this kind of international atmosphere to live and study regardless of who you are, where you come from, your



cultural background etc. I don't even speak Hungarian yet I feel like I'm at home and welcomed. The feeling is really good!!

7. I also wish to witness and be part of the largest pop festival in Europe "Student island" which is organized yearly on one of the islands emerging from the river Danube in Budapest

I have been happy since I came here and while writing this piece, I realized I could not have been anywhere else than the University of Pannonia.

**MUSTAFA ISIK, TURKEY**

My name is Mustafa Isik. I am 24 and was born Turkey. Actually I am Arabic and living in Germany. I am studying tourism management. To be an Erasmus student in Hungary was a suggestion from one of my teachers and before I came here I had all the time doubts about it. But after being a part of an Erasmus family I definitely like it. Because we are doing many trips in our free time and the Erasmus students here keep strongly together. I have taken many courses this semester (even more that my home university would accept), because I have found here many interesting subjects. The only thing that was an unpleasant surprise that I realised after coming here was not seeing the sea every time I woke up but you get used to it and you see the another beauties of nature. Like the bliss of the wind which is dancing on the leaves with the song of the birds. I really enjoy my stay in Veszprém and try to stay as long as I can.



COURSES IN FOREIGN LANGUAGES		
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## RECENT PUBLICATIONS

### ARTICLES

**Gaál Zoltán, Szabó Lajos - Obermayer-Kovács Nóra, Csepregi Anikó (2012)** Middle Managers' Maturity of Knowledge Sharing: Investigation of Middle Managers Working at Medium- and Large-sized Enterprises. *The Electronic Journal of Knowledge Management*, Vol. 10, No 1, pp. 26-38

**Hegedűs, Csaba - Kosztyán, Zsolt T. (2011)** The consideration of measurement uncertainty in forecast and maintenance related decisions. *Problems of Management in the 21st Century 2011; 1(1):46-59.*

**József Berács (2012)** *International Market Orientation in the Higher Education Sector: An opportunity for Central Eastern Europe.* ЧЕЛОВЕЧЕСКИЙ КАПИТАЛ И ПРОФЕССИОНАЛЬНОЕ ОБРАЗОВАНИЕ, No 1, pp. 55-60.

**Kiss, Judit - Kosztyán, Zsolt T. (2011)** Matrix-based project planning methods. *Problems of Management in the 21st Century 2011; 1(1):67-85.*

**Kosztyán, Zsolt Tibor - Mátrai, Rita (2012)** A New Method for the Characterization of the Perspicuity of User Interfaces. *Acta Polytechnica Hungarica Vol. 9, No.*

*1, 2012, pp. 139-156*

**Madarász, Eszter – Papp, Zsófia (2011)** Using Network Analysis to Define a Tourist Destination as the Basis for a DMO. *Tourism and Management Studies*, Vol. 2. (Special Issue)

**Papp, Zsófia – Raffay, Ágnes (2011)** Factors Influencing the Tourism Competitiveness of Former Socialist Countries. *Journal of Studies and Research in Human Geography*, vol. 5, No. 2, pp. 21-30.

**Priszingner, Krisztina (2011)** Hotel-Investments Risk Factors in Hungarian Health and Wellness Tourism. *Tourism and Management Studies Special Issue, Vol 2. pp. 1081-1083. ISSN: 1646-2408*

### CONFERENCE

**Hegedűs, Csaba - Kosztyán, Zsolt Tibor (2011)** Consideration of Measurement Uncertainty in Forecast Based Decisions, *42nd Annual Meeting of Decision Sciences Institute, November 19-22, 2011, Boston, MA (Published in CD)*



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