

NEWSLETTER



FACULTY OF BUSINESS AND ECONOMICS, UNIVERSITY OF PANNONIA
Vol. 7. No. 1.

SEMESTER 2014/15/II.

IPSERA REGIONAL NODE AWARD

At the AGM of the International Purchasing and Supply Education and Research Association (IPSERA) in Amsterdam on the 30th of March 2015, Prof. Dr. Michael Henke, Vice President of the Association, handed over the Certificate of being an IPSERA Regional Node to Prof. Dr. Dirk-Jan Kamann, representing the University of Pannonia, Veszprém. IPSERA has in total 23 of these Academic Centres of Excellence worldwide. Veszprém is the first of these in any Central European Country, including Austria and Switzerland.

Written by Prof. Dr. Dirk-Jan Kamann

DEAR READERS,

It is my pleasure to welcome You to the seventh volume of the Newsletter magazine. The Faculty has come a long way since its foundation in 2003. I have been lucky to be here since the beginning and am glad and proud to see the evolution and flourishing of the Faculty. The internationalization endeavour has always played an important role in the Faculty's life, and this strong tradition is going to continue with my support as Acting Dean.

The current issue of the Newsletter provides an insight to the happenings and the work we have done recently at the Faculty. You are going to find articles on projects, study trips, conferences, competitions as well as short news and useful information. Enjoy reading the Newsletter!

Sincerely,

Dr. Zoltán Kovács, Acting Dean

5TH JÁNOS HARSÁNYI ECONOMIC AND MANAGEMENT CONFERENCE

Between the 20th and 21st of March 2015 the 5th János Harsányi Economic and Management Conference was held by the Harsányi János Scientific Student Hostel. Three IT professionals were invited from different areas of the ICT sector to the plenary session on the opening day: Dr. Zoltán Obermayer-Kovács from IT Services Hungary Ltd; Zsolt Csillag from Faculty of Information Technology of University of Pannonia and Szabolcs Szalai from Mortoff Ltd, who all spoke about the Big Data theme. It was interesting to see how three different IT professionals think about the same issue.

This year 19 students participated in the conference with 17 research papers. The audience could listen to presentations in four sections including economics, finance and accounting, marketing and consumer behaviour, human resource management. In addition to the teachers of Faculty of Business and Economics business professionals who came from IT Services Hungary, Jost Hungária and Morgan Stanley Hungary evaluated the presentations.



Written by Cintia Szenteleki

PANNON MANAGEMENT REVIEW THE NEW ISSUE IS OUT

<http://pmr.uni-pannon.hu/>



The publication of the PMR was supported by the project nr. TÁMOP-4.2.3-12/1/KONV-2012-0026 titled "Acknowledgement and dissemination of scientific results at the University of Pannonia"

APPLY FOR ADMISSION!

A new, student-friendly application procedure has been introduced.



Read the details on the back page.

PROJECTS

- Köszeg Innovation and Research Centre
- VIR2COPE
- ISICS
- Career orientation consulting
- Cooperative dual-system training
- Developing entrepreneurial skills
- Training the trainer
- Talent Academy

SHORT FACULTY NEWS

ACTING DEAN APPOINTED



Professor Dr. Zoltán Kovács, Head of Department of Supply Chain Management was appointed as Acting Dean of the Faculty of Business and Economics on the 28th of January 2015.

Professor Kovács received his BSc degree in Industrial Engineering in 1978, and MSc in 1980. He worked in meat industry as head of quality control laboratory, and took part in new product development. At a coal mining company he was involved in establishing the computer centre and information system implementation. He received his PhD (Candidate of Science) degree in 1991 at the Hungarian Academy of Sciences. He also holds a PhD from the University of Technology and Economics, Budapest. He teaches production and service management, logistics, maintenance and business simulation. He has a regular business simulation course at the University of Technology, Darmstadt, Germany. He was teaching in the USA as a Fulbright scholar and in Germany and Austria during Erasmus visits. He took part in and coordinated training and R&D projects supported by USAID, EU (Leonardo, Marco Polo II.) Professor Kovács' his consulting experience includes companies like General Electric, Philips, Plati, Continental Teves, Paks Nuclear Power Plant, Herend Porcelane Manufacture, and Nagykanizsa Local Government. He established the Centre for Continuing Education at the University of Veszprém and was the first dean of Faculty of Business and Economics.

NEW HEAD OF DEPARTMENT

Dr. habil. Zsolt Tibor Kosztyán has been appointed as the Head of Department of Quantitative Methods.

Zsolt Tibor Kosztyán got his Master's degree (2002) in information engineering, a Bachelor's degree (2002) in economics, a Bachelor's degree of electrical engineering (2003) from the University of Veszprém and a PhD degree (2006) in business and management sciences from the University of Pannonia. He is part of the Department of Management at the University of Veszprém (later University of Pannonia) since 2006 when he was appointed as an assistant professor at the Department of Management until he was appointed as associate professor in 2009. He is a member of PMUni (International network for professional education and research in process and project management), Hungarian Logistics Associations and Coloristic Department of Hungarian Chemical Associations. He has authored and co-authored more than 50 academic publications.

KNIGHT TO THE HUNGARIAN ORDER OF
MERIT AWARD

Dr. Péter Tamás Halmi, professor, Head of Institute of Economics at the Faculty of Business and Economics, has been awarded with Knight to the Hungarian Order of Merit Award by János Áder, President of Hungary in acknowledgement of his research-, educational and scientific activity.

NEW PROGRAMMES TO BE LAUNCHED

Quality Engineer, Quality Engineer at master's level, Quality Manager and Quality Manager at master's level training programmes will be launched at Nagykanizsa Campus.

MARKETING CHALLENGE DAY

On the 15th of March 2015 the Faculty of Business and Economics organised a marketing competition for secondary school students under the title Marketing Challenge Day. The competition had 2 rounds, in which 25 students participated from 5 schools. In the second round the teams had to develop a marketing plan for an event in Veszprém. The winner was the Market-mixers team from Lóczy Lajos Secondary Grammar School and Dual Language Secondary School for Tourism.

'BE YOUR OWN MANAGER!' COURSE

The Faculty of Business and Economics has organised the 'Be your own manager!' course for secondary school students for the second time. The course consisted of a series of seminars and lectures which arm students with key competences that helps them to be successful in their careers or in the launching of their own business. The participating students attended courses in self-knowledge and self-management, social media, project management, enterprise management, resource acquisition and bid writing and journalism.

NEW SENIOR LECTURERS AT THE
INSTITUTE OF BUSINESS

Dr. Márta Judit Sulyok has joined the Institute of Business as senior lecturer. Dr. Sulyok has graduated at the College of Commerce, Catering and Tourism and the University of Pécs, then she obtained her PhD in 2014. Between 2001 and 2015 she was involved in numerous research activities, studies conducted by the Hungarian Tourism Ltd., as a member of the European Travel Commission Market Research Group she participated in international projects, as well. Her main research field is waterside tourism and destination marketing. She is a member of the International Association of Scientific Experts in Tourism (AIEST).

Dr. Zoltán Horváth has joined the Institute of Business as senior lecturer. Dr. Horváth has graduated at the University of Pécs and obtained his PhD in 2011. His main research fields are tourism, conference tourism and hospitality.

INTERNATIONAL AFTERNOON AT THE FACULTY OF BUSINESS AND ECONOMICS



The 6th International Afternoon was organised on the 11th of March, 2015. For this afternoon the building “A” of the University of Pannonia was turned into a melting pot of cultures. After Dr. Zoltán Kovács, the acting dean’s warm welcome speech there began a series of exciting presentations introducing cultures, countries and international opportunities.

First, Dr. Margaret A. Thompson held a presentation on her experiences about the study tour of American MBA students from the Clayton State University, which she was leading for the second time to Veszprém. Second, Dr. Betsabé Pérez Garrido – lecturer in the Department of Quantitative Methods – introduced the differences between the student life in Mexico, Spain and Hungary from cultural aspects. Then, Max Gebhardt, foreign service officer at U.S.

Department of State introduced the Transatlantic Trade and Investment Partnership to the audience, which is a draft free trade agreement between the EU and the USA. Next, Dr. Noëlle O’Connor from the Limerick Institute of Technology held a presentation on the training opportunities and student life in Limerick, Ireland. In the following section, in the ‘Travel around the Globe’, international students presented their homeland. Thus, the audience took part in an imaginary travel to Germany, Tunisia, France and Italy. The closing element of the busy afternoon was the tasting of national dishes from Spain, Germany and France. All delicacies were prepared by the Faculty’s international students.

The International Afternoon was a lively event, bringing together people from different cultures. With this programme the Faculty wishes to facilitate international mobility and encourage students to spend 1-2 semesters abroad.



24TH IPSERA CONFERENCE IN AMSTERDAM

The 24th Conference of the International Purchasing Education and Research Association (IPSERA) was hosted by VU University Amsterdam and organised together with the University of Pannonia, Veszprém. More than 200 participants from more than 20 countries presented and discussed more than 145 conference papers during three and a half days, which included a Doctoral Workshop and a special Educators Conference as pre-Conference events.

The Welcome reception on Sunday evening was in the Council Hall of the City of Amsterdam, where the Chief Procurement Officer of Amsterdam, Hans Dussel, welcomed the participants with an interesting presentation about social targets and economic targets in city procurement.

On Monday, two key note speakers presented after the official opening of the Conference in the VU University Aula. Professor Jan Fransoo (TU Eindhoven) dealt with the academic key note, while Stijn Kiens – Head of Logistics for Doctors without Borders (Médecins Sans Frontières) – gave a fascinating presentation about the operations of setting up supply systems in crisis areas. “Effectiveness, rather than efficiency” and “independence rather than efficiency” were some of the criteria used in deciding who to partner with, how to maintain neutrality and most of all, how to help those in need. The main motivator was “outrage”. Outrage about what happened to certain tribes, nations or minorities. Stuff to make you think about things...

The remainder of the days was filled between 8.30 and 17.00 with hard work: presenting, discussing, meetings, Assembly, the usual conference activities. The evenings were spent on social activities, a buffet dinner in the wonderful Zuiderkerk on Monday and on Tuesday the Gala Conference Dinner in the famous marble hall of the Royal Institute of the Tropics. Here, the various awards for best papers were handed out, and the numerous bursaries that IPSERA has for promising young talents. The IPSERA Best Paper went to Nadine Kiratli et.al. (Maastricht University) for her paper on Team Creativity. The IFPSM Best Paper with managerial implications went to Cees Gelderman et.al. (OU Heerlen) for his work on the role of Critical Incidents in designing Globalisation Strategies. The Nevi Zorg Best Paper in Health care procurement went to Fredo Schotanus et.al. (university Twente) for the work on Cooperative procurement. A special award was given for the first time in the history of IPSERA: the Life Time Achievement Award. It was awarded to Prof. Attila Chikán, for his work in the field of Purchasing and Supply Management.

Altogether, it was a very successful conference and I would like to thank my Team members of the local Organising Committee for the very good cooperation!

Written by Prof. Dr. Dirk-Jan Kamann, Photo by Rudi Wells Fotografie.



GUEST LECTURING AT THE UNIVERSITY OF LAPLAND

Thanks to the Erasmus Staff (Teacher) Mobility Programme, at the beginning of March, 2015, I visited the University of Lapland in Rovaniemi, which is the land of Santa Claus. I gave guest lectures for Finnish and International master students. My highly interactive, multi-media based course focused on Knowledge Management and Social Media. Knowledge management is a relatively new discipline that focuses on the ways organizations learn to create, identify, capture and share knowledge. As huge amount of knowledge is encountered in employees' minds, it is important to understand what encourages them to share their knowledge and what retains them from doing that. Based on my latest research "Organizational Knowledge Sharing in Hungary 2013/2014", I presented how Social media technologies are being used for knowledge sharing during work and showed the characteristics of the different generations using these tools by exploring willingness of employees to participate in knowledge sharing.

Written by Dr. Nóra Obermayer-Kovács

VISIT IN PORTUGAL

Supported by the Campus Hungary scholarship programme I had the opportunity to visit the University of Lisbon, Centre for Geographical Studies, Institute of Geography and Spatial Planning. During this mobility in spring 2015 my aim was to introduce the Tourism and Catering BA and Tourism Management MA programmes of University of Pannonia, the activity of the Institute of Business and to discuss the possibility of an Erasmus+ partnership. The Portuguese colleagues have similar research areas to ours, such as tourism and sustainability, regional development in rural areas, so we talked over further R&D activities, mutual projects and publication possibilities as well. I was invited to give lectures in the Tourism PhD programme about Tourism Geography of Hungary and Tourism Marketing and Cooperation in Central Europe. In my opinion my visit was successful and beneficial for both universities. Witten by Dr. Katalin Lőrincz

AMERICAN STUDY TRIP IN VESZPRÉM



The Clayton State University (GA, USA) and the University of Pannonia collaborated on an international student exchange between the 9th and 11th of March 2015. The programme began at Continental in Veszprém, where the students attended a lecture by Peter Tóth and a plant tour. The Clayton State University students were led by Dr. Margaret Thompson and the University of Pannonia students were led by Edit Komlósi. This visit was part of a

multi-city tour for the Clayton State University students, which included Budapest, Veszprém, and Prague. The group visited the impressive Herend Porcelain Manufacturing Company and spend a sunny afternoon exploring Balatonfüred and Veszprém. As part of the programme, the American students attend businesses, participate in cultural tours, and work on collaborative presentations with the University of Pannonia students. This was the first time when the Hungarian BSc and the American MBA students co-created their mutual presentations via social media in the three weeks before presenting. Dr. Margaret Thompson also met Dr. Zoltán Kovács, the Acting Dean to discuss further cooperation possibilities.

Written by Edit Komlósi

PRESENTATION DAY

The 9th Presentation Day as part of the Comprehensive Business Study II course took place 12 March. The topics showed a great variety. The 17 different presentations focused on relevant issues such as teleworking, home sharing, youth migration, gamification etc. The assessing board consisted of the last year winners, Balázs Csáforda and Tamás Szikszai, Ádám Horváth and Robert Roboz from FiveStar! Creative Consulting and Erzsébet Csibi, Higher Education and Professional Representative from Pearson. The best presentation was on 'The North-Korean economy: Behind the curtain' by Kitti Molich and Ádám Stefán, while the best presenter was Anita Mohlasz. They along with the second and third place presenters were awarded by valuable and practical books that can help in academic and career life by Pearson. This event gave great possibilities to students to co-work, to practice their presentation skills and gain feedback from different perspectives.

Written by Edit Komlósi



FRUITFUL PARTNERSHIP IS ON HORIZON

The Faculty of Business and Economics recently signed a bilateral agreement with the School of Business and Humanities, Limerick Institute of Technology (LIT, Ireland). Within the ERASMUS+ framework Dr. Noelle O'Connor Senior Lecturer in Tourism and Hospitality at LIT visited the Faculty in March. The professor held guest lectures on the social media in tourism and destination marketing case studies in Ireland. Furthermore she participated actively in the programme of the International Afternoon 2015, introducing her home institution and home country to the Hungarian students. This very successful beginning of our partnership promises mutual benefits in the future.

PROJECTS LAUNCHED AT THE FACULTY**KÖSZEG INNOVATION AND RESEARCH CENTRE**

The University of Pannonia has launched a project for the development of the Köszeg innovation research- and knowledge centre in March 2015 with the support of the European Social Fund (project nr. TÁMOP-4.2.1.D-15/1/KONV-2015-0006). The project had multiple aims. The new centre is to get linked into the leading research networks of Europe, to support research and development in the region, to strengthen the synergy between various research projects and to support the regional research potential. Further goals are to facilitate the intersectoral cooperation and to organise dissemination workshops. Those interested in discussing research projects, please contact Dr. Beáta Fehérvölgyi, Vice-Dean for Development at fehervolgyi@turizmus.uni-pannon.hu.

VIR2COPE PROJECT

From the 28th November until 2nd the December 2014 teachers and experts of e-learning, photography, art, pedagogy, marketing, management and information technology were part of a multinational training, which took place in Rastatt, Germany. Funded by the ERASMUS+ programme, they came from the Czech Republic, Germany, Greece, Hungary, Italy and Portugal in order to practice an example of blended learning on the European level. Our Faculty was represented by Gábor Kohlrusz and Katalin Szeili Szalai. The six project partners are working in different sectors of education: universities, vocational education providers and adult education institutions. The cross-sectoral cooperation is being done as a mixture of classroom meetings and transnational online seminars in real time. The institutions involved are working together on an attractive theme: HDR photography. This special photo technique, in fact, could be considered as revolution in photography. Written by Katalin Szeili Szalai

SOCIAL INNOVATION PROJECT

The Faculty of Business and Economics, University of Pannonia participates in the International Social Innovation Competition for Students and Adult Learners (ISICS) project. The main objective of the project is to create a multipliable methodology that continuously provides new social innovation solutions for Europe. Further aims are to promote the concept of social entrepreneurship and social innovation, draw the attention of university students to various social issues, encourage them to find solutions to social issues using entrepreneurial concept and to enhance international cooperation between students. For the elaboration of the proposed activities, a well experienced consortium is formulated from six expert groups, representing five countries from the EU. Two universities, one adult education provider, two non-governmental and one public organization responsible for regional development teamed up for this work.

DOCTORAL SCHOOL

Our Doctoral School takes part in the project which aims at the development of scientific researches at the University of Pannonia.

THE DEVELOPMENT OF THE PROGRAMMES AND SERVICES OF THE UNIVERSITY OF PANNONIA BASED ON LABOUR MARKET NEEDS IN THE SERVICE OF THE SOCIETY AND ECONOMY

The project includes the following activities:

- CAREER PLANNING AND ORIENTATION CONSULTING

The Faculty of Business and Economics has developed a project for providing career orientation consulting for secondary school students. The aim is to help student realise their current skills and abilities and to identify those competences which need further development. The consultancy is based on the Common European Framework of Reference. The project was launched in April 2015.

- COOPERATIVE DUAL-SYSTEM TRAINING

The Faculty of Business and Economics has launched a project to develop dual-system training in technical management and tourism in close cooperation with leaders of local enterprises. A part of the project is to develop such course content which combine and balance the theory and practice for the benefit of the students as future employees. First, the Destination Management and the Health Tourism Management courses in the tourism programme and the Maintenance Management and the Corporate Economics courses in the technical management programme will be re-designed to meet the dual-system's requirements.

- TRAINING FOR DEVELOPING ENTREPRENEURIAL SKILLS

The Faculty of Business and Economics has developed a training for student which arms them with skills and knowledge that will enable them to start own businesses. The training focuses on unfolding creativity, innovation and risk-tolerance and on practicing how to write business plans. Furthermore, on the pro-active project management, the effective interest representation and the teamwork are the highlights of the training.

- TALENT ACADEMY

The aim of the Talent Academy is to develop students' problem solving skills and to provide them opportunity to meet and solve business challenges. In this project local enterprises provide cases or research topics from their every-day operations and student teams develop solutions for them. Each of team will be supervised by a mentor from the involved company and will receive all necessary information to help them develop their solution.

TOURISM STUDENTS ON STUDY TRIP

The yearly organised study trip of the Tourism Department this year gave opportunity for the most talented students to practice their tour organising skills. In 2015 for the first time in the departmental study trips' history a bid was announced for organising the trip, for which teams of 3-4 students could apply. Eventually, the winners, Gyöngyi Pethő, Ildikó Rezneki and Tekla Andrási, had the right to realise their plan.

The study trip took place between the 16th and 18th April 2015 and the destination was Eger and its surroundings. The first day was dedicated to exploring Eger itself and getting to know the operations and activities of the local tourism destination management (TDM) organisation. Later the group visited the Hotel Cascade Resort&Spa in Demjén and also tested its spa facilities. Next day the destination was Aggtelek, where the students took part in a trip in the stalactite caves, then met the mayor of Gömörzölös and the head of the Geological Institute who introduced their strategies for the local tourism development. The evening was spent in the Valley of the Beautiful Women tasting wine in the Molnár Cellar and Vinery and enjoying Hungarian gastronomy. Last day the group visited the La Contessa Castle Hotel in Szilvásvárad and took a short excursion to see the Veil-waterfall in the beautiful Szalajka Valley. On the way back home the last stop was in Gödöllő, where the group visited the picturesque Grassalkovich Palace.

Written by Tekla Andrási

NEWS OF THE STUDENT LIFE

VESZPRÉM UNIVERSITY DAYS (VEN)

VEN (=Veszprém University Days) was held between the 28th April and 3rd May 2015. VEN has been organised since 1969, which become a real music and cultural festival. This time more than 10 different bands, singers, DJ's and performers entertained the students. The main attraction was the competition of the Student Rector Nominees with their VEN teams. The competing teams chose witty themes, such as vampires with Dracula, Gauls with Asterix and Obelix, boy band with Backstreet Boys and soldiers. The high point of the festival was the announcement of the winner, Adél Kristofics and her team, who has been appointed the new Student Rector.



BALATON REGATTA

The Balaton Regatta, the 13th rowing contest on Lake Balaton between the Veszprém campus and the Keszthely campus was organised on the 15th of May 2015. Originally, the idea of this sporting event 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.

CASE STUDY COMPETITION

The Faculty of Business and Economics, University of Pannonia organized the László Tímár Case Study Competition for the 14th time between the 21th and 23th of February 2015. During the three-day competition student teams competed in solving actual business cases. The teams presented their solutions for a jury which consisted of lecturers of the University of Pannonia, managers of companies, graduates and former participants of case study competitions. The student teams came up with innovative ideas and creative solutions for the business issues. The goal of the Case Study Competition is to complement the talent management activity of the Faculty of Business and Economics, University of Pannonia and to promote case studies as teaching tools.

STUDY IN HUNGARY WITH SCHOLARSHIP!

The Hungarian Government has announced the policy of Global Opening, part of which the Stipendium Hungaricum Scholarship Programme has been launched in 2013 for foreign students. The aim of the programme is to promote cultural understanding, economic and political relations between Hungary and other countries. The programme is available in BA/BSc (undergraduate, 3 years), MA/MSc (graduate, 2 years) and PhD levels (doctoral, 3 years). The financial provisions include an exemption from tuition fees, a monthly stipend, dormitory places or contribution to accommodation costs and medical insurance. Eligible countries: Algeria, Angola, Argentina, Azerbaijan, Belarus, Bosnia and Herzegovina, Cambodia, China, Colombia, Ecuador, Georgia, India, Iraq, Japan, Jordan, Kazakhstan, Korea, Kurdistan Regional Government/Iraq, Laos, Lebanon, Macedonia, Mexico, Moldova, Mongolia, Morocco, Myanmar, Namibia, Nigeria, Palestine, Tunisia, Turkey, Turkmenistan, Uruguay, Vietnam, Yemen. Further information: www.stipendiumhungaricum.hu

WHY HAVE YOU CHOSEN THE UNIVERSITY OF PANNONIA FOR YOUR STUDIES?**İSA YESİL,
TURKEY**

At the beginning the Erasmus+ programme had only been a dream for me, because two years ago I did not speak English at all. Then, I decided to learn English and I took a language course. Later I applied for the Erasmus+ programme and received the grant. I have chosen to apply because it would be useful for me for many reasons; my English would improve and I could learn new cultures and meet new people. Previously, I had collected a great deal of information about Hungary, which helped me in the decision. I found that Hungary and the Faculty of Business and Economics at the University of Pannonia would be perfect for me. Earlier I had heard many good things about Veszprém from my friends, who had been studying here last year. After my arrival I found that everything they told me was true. Teachers and mentors are really helpful, so is the administrative staff. Veszprém is a perfect choice for students. I can find many interesting activities. Also the local community is good. I enjoy living in Veszprém, that is why I extended my stay from one to two semesters. I have been to the "Taste our country" programmes and tasted the national dishes of many different countries. I have collected unforgettable memories with all the international students in Veszprém and I will never forget my stay here. If you are planning to come to Veszprém, don't worry! I'm so happy to be here, you would not regret your decision either!

**ROXY CABIE,
THE UNITED KINGDOM**

I chose to do Erasmus+ mobility at the Faculty of Business and Economics, University of Pannonia, as I believe the programme will be beneficial for my academic, professional growth and development. I have always wanted to visit Hungary, especially the capital city Budapest, for its beautiful landmarks and bustling nightlife. Another reason why I chose Hungary, is the location, the country is well situated as it is so close to other countries which gives me a great opportunity to travel around easier and cheaper. Veszprém is also a great city, people are nice. It has started to get warmer now and I cannot wait to visit the Lake Balaton which I've heard is beautiful in the summer, with lots of tourists and many things to do. I chose the University of Pannonia due to its excellent reputation and it also offers courses in English, which is extremely attractive. However I am also highly interested in socializing with other exchange students and local students and observing their attitudes towards learning. I am having a great time here in Veszprém, one of the highlights of my life so far, and I feel truly fortunate to have participated in this programme. Best moments are meeting different students from different countries and making lots of memories with them, a group of us went to travel to Brussels, Paris and Amsterdam and that was truly an unforgettable trip, it was amazing!

**FRANÇOIS LE TEXIER,
FRANCE**

I've chosen Hungary and Veszprém because I was looking for a small city and besides the location of Hungary is a perfect starting point to discover some other countries around. I tried to choose a destination where the French community is not significant, otherwise when you're a student in a new country and you find someone who speaks your language you usually spend most of the time with this person and that doesn't improve your language skills. This kind of problem was minimized in Veszprém since this semester I am the only French student at my Faculty, so I managed. Furthermore, my home university in Angers had concluded a partnership with the University of Pannonia not long ago and I found it great to go to this university as a kind of pioneer student. I'm glad about my choice because it has been an amazing cultural and personal discovery, even if it was a bit strange for me to see at the beginning that few people except students spoke English but it was very fun at a same time. The Hungarian are full of kindness, especially my mentor who has been there to help me each time that I needed him. I had the chance to discover this amazing country with nice people and I improved my English skills, so yes, definitely this Erasmus+ and the Faculty of Business and Economics in Veszprém was the best decision for me.

COURSES IN FOREIGN LANGUAGES

COURSE	LECTURER	STUDENTS
Business Simulation	Dr. Zoltán Kovács	22
Comprehensive Business Studies II.	Edit Komlósi, Réka Judit Polák-Weldon	116
Corporate Economics	Melinda Koczor-Keul	14
Corporate Finance I.	Dr. Éva Sztankó	17
Cultural Tourism	Dr. Alan Clarke	28
Destination Management	Dr. Ágnes Nóra Raffay	30
Fundamental of Accounting	Réka Judit Polák-Weldon	17
Hotel Management	Dr. Petra Gyurác-Németh	25
Information Economics	Dr. Betsabé Pérez Garrido	16
International Economics	Dr. Andrea Elekes	11
International Production Management and Logistics	Balázs Szentes	9
Introduction to Hotel Industry	Dr. Petra Gyurác-Németh	4
Introduction to Marketing	Dr. Zoltán Veres	13
Managerial Decisions	Dr. Tibor Csizmadia	8
Microeconomics	Dr. Tamás Badics	11
Organisation and Management of Integrated Tourism Businesses	Dr. Petra Gyurác-Németh	6
Project planning and direction	Dr. Lajos Szabó	6
Rationales for Responsible Business	Dr. Betsabé Pérez Garrido	38
Strategic Destination Marketing	Dr. Alan Clarke	12
Strategic Management	Dr. Szabolcs Sebrek	11
Tourism Marketing I.	Eszter Madarász	13
Tourism Policy and Planning	Dr. Alan Clarke	13
Travel Agency Management	Dr. Zsófia Márta Papp	27
Grundlagen der Ökonomie	Éva Erika Gazda	24

APPLY FOR ADMISSION!

A new application method and admission process was announced for international applicants. The improved process is student-friendly and quicker than its predecessor. Applicants may apply directly at the Centre of Marketing and International Relations by mailing their application package. All applicants receive support all throughout the admission procedure from the Coordinator for International Relations, who is there to help when doubts and questions arise.

For further information please visit <http://en.gtk.uni-pannon.hu> or contact international@gtk.uni-pannon.hu.

RECENT PUBLICATIONS

ARTICLES

Clarke, Alan - Lesjak, Miha - Raffay, Ágnes - Wiltshier, Peter (2015) Combatting climate change: understanding the role of sustainable decision making. *Pannon Management Review*, Vol. 4(1). pp. 13-31.

Csepregi, Anikó - Szabó, Lajos (2015) Middle managers, their organization and knowledge sharing: Examination of knowledge sharing maturity. *Journal of Social Sciences Research*, Vol. 7(2). pp. 1192-1205.

Gyurác-Németh, Petra (2015) The role of process standardisation and customisation in hotel management. *Pannon Management Review*, Vol. 4(1). pp. 79-109.

Huják, Janka (2015) Study Abroad Programs as Tools of Internationalization: Which Factors Influence Hungarian Business Students to Participate? *Journal of Teaching in International Business*, Vol. 26(1). pp. 56-76.

Kosztán, Zsolt Tibor (2015) Exact Algorithm for Matrix-Based Multilevel Project Planning Problems. *Lecture Notes in Electrical Engineering*, Vol. 313. pp. 487-492.

Kosztán, Zsolt Tibor (2015) Exact algorithm for matrix-based project planning problems. *Expert Systems with Applications*, Vol. 42(9). pp. 4460-4473.

Kosztán, Zsolt Tibor – Telcs, András – Török, Ádám (2015) Unbiased one-dimensional university ranking – application-based preference ordering. *Journal of Applied statistics*, Vol. 42. pp. Aip-17.

Obermayer-Kovács, Nóra - Wensley, Anthony (2015) Social media in organizations: leveraging knowledge sharing. *Pannon Management Review*, Vol. 4(1). pp. 35-64.

Veres, Zoltán (2015) Editorial: CSR undertaken for solving social issues is not merely a self-sacrificing act, but adaptation to rules as well. *Pannon Management Review*, Vol. 4(1). pp. 5-10.

CONFERENCE PROCEEDINGS

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Publisher: Dr. Zoltán Kovács - Acting Dean, Editor: Katalin Szeili Szalai (szeilikatalin@gtk.uni-pannon.hu), Unsigned text contributed by Janka Huják, Proof-reading: Dr. Alan Clarke

Production Manager: Katalin Szeili Szalai, Assistant: Janka Huják, Layout: Janka Huják, Published by the Faculty of Business and Economics, University of Pannonia Veszprém, 2015