



PANNON Egyetem
TÁMOP-4.1.1.A-10/1/KONV-2010-0006
Komplex hallgatói, intézményi és
munkaerő-piaci szolgáltatásfejlesztés a
Pannon Egyetemen



Workshop on International Business

Faculty of Business and Economics, University of Pannonia, Veszprém, September 26, 2012

Conference Room B, Egyetem utca 10, Veszprém, Hungary

CHALLENGES AND PROMISES IN INTERNATIONAL BUSINESS

Best Practices in Intercultural Communication, Finance, Strategy, Logistics and Network Design

Welcome by Lajos Szabó (Acting Dean, University of Pannonia, Hungary) 09:00-09:30

Importance of Social Embeddedness

Gyula Vastag (University of Pannonia, Hungary) 09:30-10:00

New Developments of the Supply Chain and Logistics Concept

Hans-Christian Pfohl (Darmstadt University, Germany) 10:00-10:30

Cultural Alignment: The Heterogeneity and Homogeneity of Subcultures

Nick Chandler (Budapest Business School, Hungary) 10:30-11:00

Break 11:00-11:30

Changing Trends in Cultural Tourism

Alan Clarke (University of Pannonia, Hungary) 11:30-12:00

Recent Developments in Turkish Economy

Taha Bahadir Sarac (Nigde University, Turkey) 12:00-12:30

Intercultural Management Communication

Candy Fresacher (European Business College, Austria) 12:30-13:00

