

# NEWSLETTER



FACULTY OF BUSINESS AND ECONOMICS, UNIVERSITY OF PANNONIA  
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SEMESTER 2013/14/II.

## ACKNOWLEDGEMENT AND DISSEMINATION OF SCIENTIFIC RESULTS

The Faculty of Business and Economics aims to spread its research results in various ways to various target groups and to launch new researches based on the demand and ideas of the businesses and students. We are currently undertaking these activities within the framework of the project nr. TÁMOP-4.2.3-12/1/KONV-2012-0026, entitled "Acknowledgement and dissemination of scientific results at the University of Pannonia". First, the project facilitated the publication of 6 issues of the journal Pannon Management Review in English, which is sent to numerous European and American universities and businesses. The journal creates an excellent opportunity for our colleagues to spread their research results, and on the other hand, it may generate further research projects with the authors publishing in the journal. The second aim of the project is to bridge students and businesses. Hence, the Case Study Club was created, whose purpose is to improve the communication, analytic, presentation, concentration and problem-solving skills of the students by using the case study methodology. We have seen that the distance between the current teaching methods, course curricula and the expectations of the enterprises is decreasing. The case study methodology allows students to meet issues and problems which enterprises face during their training programme. Several enterprises have joined the Club and brought cases, helped the preparation of students and were represented in the jury of the case study competition. Among our partners we can acknowledge TATA Consulting, IT Services Hungary Ltd., Nitrogen Works Co. Ltd. and MagiCom Ltd. The third element of the project is the "Be your own manager!" programme, which arms 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, journalism and TV programme production. It is of high importance in the strategy of the Faculty of Business and Economics to establish strong and successful relationships with the business sector and to generate mutual research projects. The Faculty constantly seeks for meeting points and is open to new connections. Those interested in discussing research projects, please contact Dr. Beáta Fehérvölgyi, Vice-Dean for Development at [fehervolgyi@turizmus.uni-pannon.hu](mailto:fehervolgyi@turizmus.uni-pannon.hu).

## AACSB INTERNATIONAL MEMBERSHIP

The Faculty of Business and Economics, University of Pannonia considers one of its most important goals to become international and for this essential purpose earning the international accreditation is vital. In January 2014 the Faculty came to a milestone in the accreditation procedure: the Faculty became a member of the AACSB International (The Association to Advance Collegiate Schools of Business). Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting. AACSB Accreditation is the hallmark of excellence in business education. Membership is a valuable resource of the development of the Faculty, making international contacts and world-wide reputation.



## 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".

## KNOWLEDGE MANAGEMENT COURSE



Prof. Dr. Dr. Dr. H.C. Constantin Bratianu held an intensive Knowledge Management course between the 7<sup>th</sup> and 11<sup>th</sup> of April 2014. (Continued on page 5)

## CASE STUDY COMPETITION

The Faculty of Business and Economics, University of Pannonia organized the László Timár Case Study Competition for the 13<sup>th</sup> time between the 22<sup>nd</sup>-24<sup>th</sup> February, 2014. 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, managers of companies, graduates and former participants of case study competitions.

## SHORT FACULTY NEWS

### NEW DEPARTMENT FOUNDED

The newly established Department of Marketing started its operation under the leadership of Professor Zoltán Veres in April. His colleagues are the marketing lecturers, who parted from the Department of Business Economics: Dr. Annamária Grósz Sas, senior lecturer, Dr. Attila Bátor, associate professor and Dávid Hargitai, doctoral student. The Department's tasks are, among others, to prepare the professional background for the new "Commerce and Marketing" undergraduate (bachelor) programme and the establishment of a scientific workshop, which will focus on researching preference-based consumer behaviour from multidisciplinary aspects in cooperation with other workshops. The increased research capacity makes it possible to provide high quality and effective market research services to both businesses and the non-profit sector. The formation of the Department of Marketing is an important contribution to the work of the Doctoral School of Management Sciences and Business Administration. Moreover, the course offer for international exchange students will widen with the introduction of new English language courses such as "Services and Business-to-Business Marketing".

### NEW FACULTY MEMBER



Dr. Zoltán Veres has been appointed as the Head of Department of Marketing.

He received his university degrees from the Technical University of Budapest and from the Budapest University of Economic Sciences. He obtained his CSc (PhD) in Economics at the Hungarian Academy of Sciences. More recently, he obtained his habilitation degree at the University of Szeged.

He worked as project manager on numerous international industrial projects in the Mediterranean region (e.g. Greece, Middle East, North Africa) between 1977 and 1990. In 2001 and 2002 he was the Head of the Service Research Department at the multinational GfK Market Research Agency. Since 1990 he has actively participated in higher education. Between 2002 and 2011 he joined the University of Szeged and there he was charged with heading the Institute of Business Sciences. In 2011 he was appointed Professor of Marketing at the Budapest Business School (BBS) and between 2010 and 2014 he was also the Head of the Research Centre at BBS. Zoltán Veres has had consultancy practice and conducted numerous research projects on services marketing and project marketing. He is a member of the Committee of Marketing Sciences at the Hungarian Academy of Sciences.

### DR. KAMANN IN CHINA

Dr. Dirk-Jan Kamann was invited by the University of Tianjin (in Tianjin, China) and Huawei (in Shenzhen, China) to give presentations on the Sino-European Operation and Management Forum in Tianjin and present a workshop to the Procurement Department of Huawei in April 2014. At Huawei, Dr. Kamann was a part of a delegation from the University Medical Centre of Groningen (The Netherlands) and gave a lecture on purchasing at Huawei. Both presentations were successes and show the way forward to continuing the relationship in the future.

### DR. KOVÁCS AWARDED

Dr. Zoltán Kovács, Head of Department of Supply Chain Management, Faculty of Business and Economics, University of Pannonia, was awarded the Pro Facultate Oeconomia medallion by the University of Miskolc's Faculty of Economics. With this gesture the institution acknowledged Dr. Kovács's scientific and professional achievements and expressed its gratitude for his cooperation.

### CONFERENCE ON PUBLIC ADMINISTRATION

On the 3<sup>rd</sup> of April 2014 a conference was held on Public Administration and Development. The conference was the closing event of a competition for students. The successful students presented their paper and a round table discussion was held on the role of public administration in improving the competitiveness of enterprises.

### DOCTORAL SCHOOL NEWS

Dr. Zsolt Tibor Kosztyán's (Department of Quantitative Methods) habilitation was held on the 4<sup>th</sup> April 2014, during which he held a lecture on the 'Challenges of Project Design Methods', then held a scientific lesson with the title: 'Project Expert System: Fact or Fiction?'

Zsófia Márta Papp's doctoral thesis defence was held on the 4<sup>th</sup> of April 2014 with the title 'Toward a competitive destination'.

The Doctoral School in Management Sciences and Business Administration announced a new research topic: 'Exploring attribute-preferences determining buying decisions', inviting researchers to work under the supervision of Dr. Zoltán Veres.

Professor Ádám Török, Head of the Doctoral School in Management Sciences and Business Administration of the University of Pannonia, was elected General Secretary of the Hungarian Academy of Sciences.

## INTERNATIONAL AFTERNOON AT THE FACULTY OF BUSINESS AND ECONOMICS



The 5<sup>th</sup> International Afternoon was organised on the 12<sup>th</sup> of March 2014. Following the traditions, this afternoon was dedicated to international opportunities. The aim was the creation of a multicultural experience for students without having to travel abroad. The event was opened by the Dean's, Dr. Lajos Szabó, warm words of welcome. Then Dr. Margaret A. Thompson from Clayton State University (Morrow, GA, USA) introduced the study tour which she was currently taking with her MBA students. Dr. Thompson emphasised the benefits of such experiences abroad and proposed the possibility of organising further American-Hungarian study tours. The following presenter, Prof. Dirk-Jan F. Kamann, who joined the Faculty of Business and Economics recently, gave an exciting lecture about the several aspects of Change.

Next, Prof. Alan Clarke talked to the audience about the effect of one's culture on the travel experience; let it be an exchange programme or a holiday abroad. In the following talk Eric Delattre introduced the University of Cergy-Pontoise and its opportunities for exchange students in France. Following these presentations, Edit Komlósi, lecturer, invited students for two interactive and eye-opening games on cultural adaptation. After the games it was high time for virtual travel; international exchange students presented their home countries and home institutions with lots of photos. Germany, Italy, Lithuania, the Netherlands, Turkey, and Ukraine were presented. The last but one programme was the talk show of world traveller students, who shared their experiences gained on exchange programmes and traineeships with the audience. The 'Taste the world!' closing event was a real celebration of cultural diversity; international students provided samples from their national dishes that they had cooked themselves. For this afternoon the Faculty of Business and Economics turned into a melting pot of cultures.



## AMERICAN STUDY TRIP TO HUNGARY

Dr. Margaret A. Thompson from Clayton State University, Atlanta visited the Faculty of Business and Economics for the second time after her successful intensive course and falling in love with Veszprém last year. This time she came with 10 MBA and 2 undergraduate students for 3 days in March 2014. During their study tour in Veszprém the group had a factory visit to Continental Ltd., to Herend Porcelain Manufactory and also to Balatonfüred and Tihany. As part of their planned programme on the International Day American students presented together with Hungarian students of economics on various topics such as how to start a business in Georgia, the bank system in America, health care, Hungarian inventions and successful start-ups. The two Universities wish to continue this effective collaboration and we hope that next year the Hungarian students will explore and experience the American business and university life. Written by Edit Komlósi



## PROF. ALAN CLARKE AS VISITING PROFESSOR IN THE UK, SWEDEN AND SLOVENIA

Alan Clarke visited the University of Derby in February, where he was asked to take part in an industry partnership workshop, deliver a keynote address to the annual Research Conference on 'Business Excellence and the role of the guest', and deliver a public lecture. 'Cultured Tourisms – what we do on our holidays and more' which not only attracted a large audience but was judged a success because of the length of time they stayed around to discuss the topic afterwards (even when they wanted to lock the building!). March saw Alan in Sweden at Södertörn University in Stockholm where he delivered a tutorial on research methodology for the Masters students, a lecture on Experience Tourism for the BA students and a voluntary lunchtime lecture on Cultural Clashes in Tourism. This was attended by over 120 students and resulted in a standing ovation! The visit was also successful in ensuring the publication of a jointly edited book on Enterprising Tourism. April took Alan to Turistica at the University of Primorska in Portorož, where he performed a version of Power, Hegemony and Stakeholders in Festivals and Events to the Masters students, two lectures on the commodification of culture in tourism and one on Destination Management disseminating the research results of the Faculty within the framework of the project nr. TÁMOP-4.2.3-12/1/KONV-2012-0026 titled "Acknowledgement and dissemination of scientific results at the University of Pannonia". Written by Dr. Alan Clarke

## ALAN CLARKE IN SWEDEN

The University of Gothenburg organised an expert symposium on the Evaluation of the Impacts of Tourism and Events in April. There were 20 participants and Alan Clarke was invited to put forward an alternative to the economic views of the vast majority of the other experts. His paper argued that economics should not be the only language of evaluation and that other values should be considered important in the holistic accounting of sustainable tourism, festivals and events.

## EXTRAORDINARY LECTURES

Extraordinary lectures were held between the 5<sup>th</sup> and the 9<sup>th</sup> of May by PhDr. Daniela Matušiková, senior lecturer and vice dean for international relations for the Faculty of Management, University of Prešov. The lectures were on the trends in tourism and gave insight into rural and agritourism. Besides, PhDr. Matušiková also gave an introductory presentation on the University of Prešov, which is a new partner of the Faculty of Business and Economics.



## INTENSIVE PARTNERSHIP WITH THE UNIVERSITY OF DERBY

Although the Faculty of Business and Economics, University of Pannonia and the University of Derby (UK) have had a strong partnership for several years, academic year 2013/14 was especially rich in student and staff mobility between the two institutions. The following short news stand as good examples for further intersinstitutional cooperations.

Edit Komlósi won a Campus Hungary long-term teaching scholarship and as a guest lecturer and a part-time PhD student she spent 14 weeks at the University of Derby in the autumn of 2013. She was involved in teaching two core modules: Developing and Managing Performance and Employability and Personal Development Plan. Also she was invited as a guest lecturer to MBA, MA courses to talk about the importance of emotional intelligence in work and to the Tourism Department to teach spa management and leadership. Furthermore she took part in study tours, open days and regular meetings. With colleague Dave Lees and Ian Roberts (Head of Derby Business School) and with Ties Sweyen from University of Fontys, (NL) they started to work on a mutual European coaching module. This gave Edit the opportunity to gain competencies working in an international environment and she wishes to strengthen this collaboration for mutual benefits of all three institutions. Written by Edit Komlósi

## MOBILITY TO EINDHOVEN

Thanks to the Erasmus Programme, at the end of 2013, I visited Fontys University of Applied Sciences in Eindhoven (NL) in order to give lectures. My interactive, multi-media based seminar focused on strategic human resource management and leadership through the lens of a case study about Shackleton, the great Antarctic explorer's exceptional leadership skills. Furthermore I gave a presentation at a conference based on my first "Knowledge Management in Hungary 2005/2006" survey and the latest "Organizational Knowledge Sharing in Hungary 2013/2014" research - which explores the factors that influence the knowledge sharing practices of the organizations.

Written by Dr. Nóra Obermayer-Kovács

"In the beginning of April I had the chance to travel to the University of Derby Buxton with an Erasmus scholarship to deliver lectures about hotel management. I was asked to talk about the situation of hotels in Hungary, which is an interesting and useful topic to discuss. I presented the most important statistics of the Hungarian hotel sector for example the prices which surprised the students who took part in the lecture. I had the opportunity to talk about the University of Pannonia as well which they were really interested in and as the Erasmus coordinator said we would welcome our first students from the institution in the spring semester and they are still happy to host students from our university in all level of studies. During the stay I managed to talk to other staff members as well and we could share our experience and teaching methods. It was a useful visit professionally in strengthening the relationship with the two universities and studying new teaching methods and personally in getting to know more colleagues and students." Written by Petra Gyurácz-Németh

The Faculty of Business and Economics, University of Pannonia hosted Leonard Cseh, Culinary Experiential Learning Leader and Lecturer of the School of Hotel, Resort & Spa Management, University of Derby in Buxton between the 28<sup>th</sup> -30<sup>th</sup> April. On the first day of his stay Leonard presented the UK partner institution emphasising the opportunities it has to offer for exchange students. In the following days he gave extraordinary lessons in his field of expertise, namely in catering, culinary and the anthropology of food. The visit was a good opportunity for deepening the relationship between the two institutions. Leonard admitted before his leaving that he would return home with positive memories of the beautiful Veszprém, especially because this was his first visit to Hungary, where a part of his family came from.



## KNOWLEDGE MANAGEMENT COURSE BY PROFESSOR BRATIANU

*(Continued from front page)* Topics covered in the Knowledge Management course included emotional and spiritual knowledge; explicit and tacit knowledge; knowledge dynamics; organisational learning. Prof. Dr. Dr. Dr. H.C. Constantin Bratianu is a professor of Strategic Management and Knowledge Management at the Faculty of Business Administration, Academy of Economic Studies, Bucharest, Romania. He is Director of the Research Centre for Intellectual Capital, Academy of Economic Studies, Bucharest. Furthermore, he is a member of the American Academy of Management, Southern Association of Management, USA, and International Association of Knowledge Management. Professor Bratianu has published over 30 books, and over 200 papers in international journals and international conference proceedings. Based on his extensive knowledge and experience in the fields of knowledge dynamics, knowledge management, intellectual capital, and strategic management, his Knowledge Management course covered topics such as emotional and spiritual knowledge; explicit and tacit knowledge; understanding knowledge by using metaphors; Nonaka's model for knowledge dynamics; the multifield model for knowledge dynamics; organizational learning and learning organization. Students' feedback confirms that Professor Bratianu's course helped the students to establish a new way of thinking which will help them to be a knowledgeable leader in the future. Written by Dr. Anikó Csepregi

## APPLICATION MANAGEMENT INTENSIVE COURSE

The 'Basics of Application Management' course was organized between the 31<sup>st</sup> of May 2014 and the 4<sup>th</sup> of April 2014 as a mutual cooperation between the Faculty of Business and Economics of the University of Pannonia and the department Telekom IT NC of IT Services Hungary Kft. During the week the students had the chance to get familiar with the phenomena of company practice and got acquainted with the application managers' daily work while studying unique techniques. This course was organized to fill the gap in awareness of this special profession and it has an international significance in the field of management. In the process of the study material preparation, not only the application management experts of the ITSH participated, but the lecturers and the pre-eminent students of the Faculty of Business and Economics as well. At the end of the course, a special event was organized, where the students received certification on completing the course. We received outstanding positive feedback about the course from the management and the university lecturers, from the ITSH colleagues who participated in the course and also from the students. The students were 100% satisfied with the efficiency of the course leaders, and evaluated the course as an interesting and useful event. Several national and regional media reported about the event both in electronic and in printed forms. This course is a significant milestone in the cooperation between the University and the company which triggers further projects plans. Written by Dr. Zoltán O. Kovács

## RECVLTIVATUR PROJECT

Tunde Vajda and Prof. Alan Clarke flew to Xanthi (Greece) to take part in a RECVLTIVATUR conference and B2B workshop on the 10<sup>th</sup> – 11<sup>th</sup> of April. There were presentations on the regional tourism strategy, local attractions and new ways to engage visitors. Alan's presentation on 'Exploring the myths and mysteries of religious tourism' was well received and provoked many questions in the workshop afterwards. RECVLTIVATUR will come to a close in June but hopefully the routes and products developed will continue and the experience of religious tourism will be informed by our best practice guidelines ([www.recultivatur.eu](http://www.recultivatur.eu)).

Written by Dr. Alan Clarke

## THE CITY MARKETING COMPETITION



Final year Tourism Management master's students, Zoltán Hamberger, Nikolett Horn and Ildikó Tóth qualified for the national final of the City Marketing Competition organised and hosted by the Marketing Institute of the University of Miskolc. The competition launched every two years invites students to devise a comprehensive city marketing plan which is judged by a panel of marketing experts both from the academia and large businesses. In the call for the 2013/14 competition students had to choose from the range of forty participating destinations and submit a one page summary of their development ideas to be evaluated by the destinations themselves. Students could start the work on the development of a 40 page city marketing plan only after positive feedback from their chosen destinations. The Tourism Management master's students chose nearby Várpalota as the subject of their investigation and their initial ideas convinced the local council and they got the green light for the actual work. With some help from the marketing assistant of Várpalota and the tourism assistant of the Thury Castle, they devised a comprehensive marketing plan for Várpalota focusing on the potential in tourism as requested by the local council. The work was judged to be amongst the 13 best marketing plans submitted for the competition. The students participated in the national final on-line, since, they were at the ITB Berlin travel and tourism fair that week. Although the technology was not on the side of the students they successfully delivered their presentation, proved by the applause from the audience. However, the greater impacts are the highly useful development document produced for Várpalota and the way our students have represented the Tourism Department. Written by Dr. Ágnes Raffay

## NEWS FROM NAGYKANIZSA CAMPUS

### CROSS MARKETING ACROSS BORDERS PROJECT

On the last day of February the University of Pannonia organized the closing conference of the Cross Marketing Across Borders project in Nagykanizsa, which aimed to provide the event organizers in the region with marketing tools and techniques reaching across the border that allow them to brighten and invigorate the festivals and to bring the performers and visitors of the two countries closer. The project was co-financed by the Hungary-Croatia IPA Cross-border Co-operation Program. During the event the main outputs of the project were presented, including the main results of the cross-border survey about the event organizers' competences and experiences; the presentation of the Croatian pilot festival, which was supported with new marketing tools; sharing the experiences of the event organizer's workshops in both country; at last but not least the introduction of the event organizer's guide, which can be useful as a guideline for the amateur and the practicing organizers, as well. The results of the project are available on the project website: [festival-market.com](http://festival-market.com)

### STUDENT TRAINEE EXCHANGE ACROSS BORDERS

In the framework of the STEP project of the University of Pannonia ten Hungarian students had the opportunity to spend a 10-week long traineeship in the Croatian town of Krizevci and its surrounding. The Hungarian students were working in tourist offices and other tourism-related institutions, and some of them were involved in the international projects of the Krizevci College of Agriculture, as well, and had the opportunity to make short visits in Kalnik and Zagreb, as well. In the other part of the project, ten Croatian students arrived in exchange in Nagykanizsa and started their traineeship in various companies near the town. The Croatian students took part in a study trip to Zalakaros, Hévíz and Keszthely and participated in the 1st international Hackathon competition, too. All the students really enjoyed the traineeship, and as a result they acquired work experience, gained appropriate language skills, became more open and built up relationships in the cross border region. Beside the fact, that with all these experiences and skills the chance of obtaining marketable knowledge and the possibility to find a job grows, the project also provides support in finding a job on the other side of the border. The newly established international connections also enhance the Croatian-Hungarian relationship.

### INTERNATIONAL HACKATHLON IN THE BOX

More than 65 participants from 3 countries and 7 universities took part in the Hackathon in the box idea competition in the Nagykanizsa Campus of the University of Pannonia between the 11th-12th of April. The main goal of the event was to give an opportunity to the students to meet the start-up world. This Hackathon was the first international one in Hungary. The most prominent guest was David Trayford, the founder of the „theHUB.hu” and mentor of the Singularity University. During the idea-generation section more than 30 great ideas were presented such as the business goodwill passport; hamp-agriculture; water-management; personal fashion assistant; smart door; new drinks and of course a lot of outstanding software- and application-development plans. After the idea-generation all the participants had the opportunity to vote for the three most interesting ideas. Finally 12 ideas were selected and the team-building was launched. The teams got to know the Business Model Canvas method and started to work out their projects and their ideas with the help of the mentors. As the final element of the two-day-long event the teams had three minutes to present their ideas and convince the jury to “invest” in their idea. This ‘pitch’ was very interesting and useful to all the participants. All participants agreed that the ideas generated were really good. Seeing the success of the event, the organizers are already thinking on the next step - next year.

Articles written by Nikolett Kaszás

## SESSION ON HIGHER EDUCATION COMPETITIVENESS AT THE HUNGARIAN ACADEMY OF SCIENCE

The competitiveness of higher education, the sustainability of quality education, the interpretation of university rankings and the change of students' preferences were the topics of the Hungarian Academy of Sciences (HAS), Section of Economics and Law's latest assembly and scientific session. The assembly was opened by Dr. Iván Bélyácz, President of the Section of Economics and Law, who emphasised the demand for the development of higher education. Dr. Ervin Balázs, Full Member of the HAS, President of the Hungarian Accreditation Committee, gave a speech on the quality of mass education and the consequences of the introduction of the Bologna-system. Dr. Ádám Török, Secretary General of HAS and Professor of the Faculty of Business and Economics, University of Pannonia, drew the audience's attention to the awkwardness and shortcomings of rankings. Dr. Attila Chikán, Full Member of the HAS, identified the connection between the country rankings and university rankings. Dr. Barna Mezey, Full Member of the HAS, pointed out the importance of publication productivity in terms of university rankings. András Schubert, Specialist of the Library and Information Centre of HAS, also underlined the importance of the publishing activity of higher education institutions. Dr. György Fábry emphasised that the presence of rankings is inevitable, because the market called them to life. Dr. András Telcs, Doctor of the Academy, professor of the Faculty of Business and Economics, University of Pannonia, introduced the methodology, the difficulties and results of ranking Hungarian higher education institutions based on the students' preference list filled out during the application process. Dr. Gyöngyi Csuka, Senior Lecturer of the Faculty of Business and Economics, University of Pannonia, gave an overview of the results of a recent research investigating students' preferences.

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



**İLKNUUR ÇAKIR,  
TURKEY**

Earlier at my home university I met Erasmus students. Two of them were Hungarian. I spent a lot of time with them, which made me realize that I wanted to benefit from the Erasmus Programme too. I talked with them and with other Erasmus students about the Erasmus Programme and their countries. My Hungarian friends suggested that I should come to Hungary. First, I thought about it, and then I searched for information on the internet about the country, then I said: "why not?". I applied to the Erasmus Programme, met the application requirements, put Hungary at the top of my preference list and now I am in Hungary. Veszprém is a small but charming city. I do not like big and very crowded cities. I like the tranquility here and I like to live in Veszprém. The people are really respectful and helpful. I am definitely very lucky to have such a nice mentor. She always helps me with everything I need and she always cares about me. I am very pleased with her and I really like her very much. I am so happy to be here. Meeting different people and cultures is a really very good experience. I am so happy that I can make new friends and visit new places. I believe that as time passes, everything will get even better and more beautiful.



**ELISA CATERINA  
BALSAMÀ, ITALY**

I joined the Erasmus programme because it is a great opportunity to get to know other cultures and to experience the real "European Citizen's feeling": we are a great community and it is great to get to know each other! I chose Hungary because this country is like a bridge between Central and Eastern Europe and I was interested to discover this melting pot of cultures. Furthermore, I went to Budapest two years ago for a holiday: visiting the capital of Hungary made me eager to explore other towns and regions of the country. I must say that at first I found it difficult to orientate, but now I am learning a little bit of Hungarian and the communication is easier than it was when I arrived here. I really appreciate the fact that Veszprém is not big because it is possible to reach the main places by foot and there are also nice paths in the green areas: a good way for a healthy lifestyle! Time is really running quickly and I can not believe that the semester has already gone: I am sure that I will miss the Erasmus student life at the University of Pannonia and the Faculty of Business and Economics (whose Hungarian name was so difficult to pronounce at first!). Here I found a great studying environment, with interesting courses and events for foreign students, like the International Afternoon. I must say that the classrooms and the university's common areas are very nice and clean, so it is a pleasure for me to stay here.



**KAMILĖ VAITIEKUTĖ,  
LITHUANIA**

I have chosen Hungary and the University of Pannonia, because this country is in the middle of Europe, so my first thought was that I could travel a lot and reach many countries in the easiest way! The second decisive thing was that two of my friends from my university studied here before, so they recommended me to choose Hungary. My experiences are really good here! Especially about the University! I really like it here, because it is really different from my university in Lithuania. People and lecturers are really friendly, they help you any time! And the lessons are so interesting! And also there is a university lounge where students can relax comfortably. I am really pleased about my choice. I am thinking more and more about coming back here for further studies after my BA. I am in love with Hungary!

**VISTORS FROM WROCLAW**

Aleksandra Dzierzypolska, the Erasmus Programme Coordinator, and Justyna Kudyba Financial Department Specialist, visited the Faculty of Business and Economics, University of Pannonia between the 14<sup>th</sup>-18<sup>th</sup> April 2014. The Polish colleagues presented the new developments in their institutions and proposed new co-operation possibilities. The visit made it possible to exchange ideas and best practices.

COURSES IN FOREIGN LANGUAGES		
COURSE	LECTURER	STUDENTS
Advanced Statistics	András Telcs, Betsabé Pérez Garrido	3
Business Case Studies in Tourism	Betsabé Pérez Garrido	12
Business Informatics (Information Economics)	Zsolt T. Kosztyán, Betsabé Pérez Garrido	20
Business Simulation	Zoltán Kovács	29
Comprehensive Business Studies II.	Edit Komlósi, Réka Polák-Weldon	158
Corporate Economics	Melinda Koczor-Keul	19
Corporate Finance I.	László Vincze	13
Cultural Tourism	Alan Clarke	55
Destination Management	Ágnes Raffay	22
Ecotourism Management	Erzsébet Péntzes	12
Entrepreneurship	Ildikó Virág-Neumann	54
EU projects, programs	Beáta Fehérvölgyi	20
Foundations of Accounting	Réka Polák-Weldon	13
Fundamentals of Marketing	Annamária Sasné Grósz, Attila Bátor	12
Grundlagen der Ökonomie II.	Éva Erika Gazda	60
Health Tourism Management	Krisztina Priszinger	10
Improving Management Communication Skills	Candy Fresacher	15
Improving Negotiation and Presentation Skills	Edit Komlósi	0
International Economics	Andrea Elekes	13
Internationales Produktionsmanagement und Logistik	Szentes Balázs Michael Dornoff	17
Introduction to Hospitality	Krisztina Priszinger	19
Introduction to Hotel Operations	Petra Gyurácz-Németh	18
Knowledge Management	Anikó Csepregi, Constantin Bratianu	18
Local Government Finance and Economics	Szabolcs Szikszai	8
Logistics III.	Zoltán Kovács, Dirk-Jan Kamann	23
Managerial Decisions	Tibor Csizmadia	11
Microeconomics	Judit Badics	15
New Product Development in Tourism	Alan Clarke, Ágnes Raffay	8
Organisation and Management of Integrated Tourism Business	Petra Gyurácz-Németh	7
Project Planning and Direction	Lajos Szabó, Anikó Csepregi, Beáta Fehérvölgyi	10
Strategic Destination Marketing	Alan Clarke	16
Strategic Human Resource Management	Nóra Obermayer-Kovács	10

COURSES IN FOREIGN LANGUAGES		
COURSE	LECTURER	STUDENTS
Strategic Management	Zoltán Gaál, Szabolcs Sebrek	6
Tourism and Travel Law	András Salamon	20
Tourism Information System	Erzsébet Péntzes	6
Tourism Marketing I.	Csilla Raffai	28
Tourism Policy and Planning	Alan Clarke	14
Transport and Tourism	Ágnes Raffay	23

## RECENT PUBLICATIONS

### ARTICLES

**Cserháti, Gabriella - Szabó, Lajos (2014)** The relationship between success criteria and success factors in organisational event projects. *International Journal of Project Management*, Vol. 32(4), pp. 613-624

**Gaál, Zoltán - Szabó, Lajos - Csepregi, Anikó (2013)** Organizational Characteristics and Social Competences: Are there differences within social competences connected with communication and co-operational skills based on the characteristics of organizations? *The International Journal of Management Science and Information Technology*. Vol. II. Special issue: Knowledge strategies, decision making and IT in emergent economies. pp. 182-200

**Kamann, Dirk-Jan - Johnsen, Thomas E. - Giannakis, Mihalis - Miemczyk, Joe - Bernadin, Emmanuelle (2014)** Purchasing & supply management for a sustainable world: Introduction to the IPSERA 2013 conference special issue. *Journal of Purchasing and Supply Management*, Vol. 20 (2), pp. 71-73

**Szabó, Lajos - Csepregi, Anikó (2013)** Organizational characteristics and methodological competences. *Management & Marketing*. Vol. 8(Special), pp. 353-362

**Raffai, Csilla (2013)** Innovation in Rural Tourism: A Model for Hungarian Accommodation Providers. *Management & Marketing*, Vol. 8, pp. 747-766

### CHAPTERS

**Clarke, Alan - Raffay, Ágnes (2013)** Benchmarking Tourism Partnerships. In Costa, C., Panyik, E. and Buhalis, D. (Eds.) *Trends in European Tourism Planning and Organisation*. Bristol, Channel View Publishers ISBN: 978 1845 414115 Chapter 8 pp. 102 - 115

**Clarke, Alan (2014)** Luxembourg: Quality is the Key. In Costa, C., Panyik, E. and Buhalis, D. (Eds.) *European Tourism Planning and Organisation Systems: The European Union Member States*. Bristol, Channel View Publishers

**Clarke, Alan (2014)** Culture and Authenticity in Food and Wine Events. In Cavicchi, A. and Santini, C. (Eds.) *Food and Wine Events in Europe - a stakeholder approach* London, Routledge ISBN: 978-0-415-82781-2 Chapter 5 pp. 45 - 57

### PLENARIES

**Clarke, Alan in United Kingdom:** Guests, Guesses and Games Plenary at the University of Derby Research Day for Tourism, Hospitality and Culinary Arts 12<sup>th</sup> of February, 2014

**Clarke, Alan in United Kingdom:** Cultured Tourism - what we do on our holidays and much more. University of Derby public lecture 13<sup>th</sup> of February, 2014

**Clarke, Alan in Sweden:** University of Gothenburg invited participant in Symposium on Estimating the Evaluation of Impacts of Tourism and Events 20<sup>th</sup> - 22<sup>nd</sup> of March 2014

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