

NEWSLETTER



FACULTY OF BUSINESS AND ECONOMICS, UNIVERSITY OF PANNONIA
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SEMESTER 2014/15/I.

PANNONIA AWARD TO PROFESSOR PFOHL

Prof. Dr. Dr. h.c. Hans-Christian Pfohl was awarded with the Pannonia Award in acknowledgement for his efforts made for the relationship between the University of Pannonia and the University of

Darmstadt for more than twenty-five years. Professor Pfohl has been a visiting professor at the Faculty of Business and Economics holding an International Management course every autumn semester. The Professor's fields of interest and research are supply chain- and network management and logistics. The award was presented to Professor Pfohl by Dr. Ferenc Friedler, Rector, on the 10th of November 2014. This semester Professor Pfohl's 'Internationales Management' course took place between the 10-14th of November 2014. In the first part of the week Professor Pfohl gave lectures on leadership and logistics in international environment, outlining the advantages and disadvantages of the inclusive world economy and introduced students to various management theories. In the second half of the week Christian Zuber presented management issues such as personnel development, strategic controlling from a global perspective and public affairs management, too.



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 to promote further scientific partnerships. The second important aim of the project is to bridge students and businesses. Hence, the project supports the László Tímár Case Study Competition, which develops the communication, analytic, presentation, concentration, problem-solving skills of the students. Furthermore we have seen that the distance between the current teaching methods, course curricula and the expectations of the enterprises is decreasing. 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 and journalism. 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.

PROJECTS AT THE FACULTY

E-learning Solutions for Vocational Education and Training

Financialisation, Economy, Society and Sustainable Development

METALOG Project

Recultivatur project

Read the projects' summaries on page 4.

6TH INTERNATIONAL WEEK



Read the article on page 3.

CONFERENCES AT THE FACULTY

Procurement in Health Care

Competency Development

Communication of SMEs'

Hungarian Regional Science Association's Annual Meeting

6th ATLAS Expert Conference on Religious Tourism and Pilgrimage

Read about the conferences on page 5.

SHORT FACULTY NEWS

NEW ACADEMIC PROGRAMME: COMMERCE AND MARKETING BA

The Faculty of Business and Economics, University of Pannonia launches its new Commerce and Marketing bachelor's programme in September 2015. The new academic programme fills the gap in the supply of BA programmes in the region. The Commerce and Marketing programme will be launched in both the Veszprém and Nagykanizsa campuses. The duration of studies is 6+1 semesters including internship. Covered fields among others will be, on-line marketing, advertising, PR, market research, sales promotion. Graduates of the new programme will know the marketing theories and methods and will also be able to form marketing strategies. Besides, students will acquire knowledge in the field of economics and management, as well.

REFORM OF THE CURRICULA

The curricula of the academic programme of the Faculty of Business and Economics, University of Pannonia were renewed during the summer of 2014. The content and structure of the programmes were adjusted to better satisfy the needs of the labour market. This development results in higher efficiency from the Faculty's side and it will enhance employers' satisfaction.

IMPROVED INTERIOR DESIGN

The corridors of the second and third floor of building "A" – the home of the Faculty of Business and Economics – received a new outlook. Impressive signs were installed to show the direction to the Departments and the Dean's Office. Furthermore, new illuminated signs lead the way to the three institutes. Besides, an inspiring poster has been placed onto the wall between the second and third floor on Strategic Objectives of the Faculty of Business and Economics to express the Faculty's high devotion to reach its goals.



PROFESSOR KNOLL'S PRESENTATION

Prof. Emeritus Dr. Dr. hc. Imre Knoll, Doctor of The Hungarian academy of Science, European Logistics Association Fellow, held a unique presentation at the Faculty of Business and Economics, University of Pannonia on the 30th of September 2014. The topic of the presentation was the relation functions of innovative supply chains and business processes from the point of view of the challenges of the world economy. The professor spoke about the importance of innovation, management and adequate infrastructure and about the challenges of the future logistics.

PROTOCOL EXPERT AT THE FACULTY

Ibolya Görög was a guest lecturer at the Faculty of Business and Economics for a day on the 27th of October 2014 and held a wonderfully exciting presentation on protocol full of good advice for young people starting out on their career. Ms. Görög used to be a colleague of and later the Head of the Protocol Department of the Prime Minister's Office in Hungary for more than a decade. She has published several books on protocol presenting the knowledge with her characteristic humour.

DR. CHRISTINE JONES'S VISIT

Professor Dr. Christine Jones from University of Derby Business School visited the Institute of Management under the Erasmus+ exchange programme in November 2014. Apart from giving lectures on various topics such as Negotiation Techniques of SMEs in Derby, Low-carbon and Globalisation, and Service Marketing, she introduced a logistic project carried out in the UK. Furthermore a roundtable discussion on mutual future research opportunities was initiated where lecturers and professors of the Faculty were present. Dr. Jones also discussed potential cooperation with Dr. Lajos Szabó, Dean. Dr. Jones' programme included two company visits: Herend and Beurer. Written by Edit Komlósi

PANNON MANAGEMENT REVIEW

A new volume (Vol. 3 Iss. 3) of Hungary's quarterly international management journal has been published with new research results. Current issue carries a focus on management consultancy. In their article, Andrew Gross, Jozsef Poor and Emeric Solymossy present the western approach to management consultancy. Judit Tessenyi and Klara Kazar introduce the potential effects of the "tobacconist law" on entrepreneurs with the tools of economic psychology and behavioural research. In the Company Portrait section you can read an interview with Imre Hercegh, Certified Management Consultant of VIALTO Consulting. In the Young Researcher's section an article on risk-based decisions under measurement uncertainty written by Csaba Hegedűs can be found. The electronic version of the PMR is freely accessible through: <http://pmr.uni-pannon.hu>

THE 6TH INTERNATIONAL WEEK WAS A GREAT SUCCESS



The Faculty of Business and Economics, University of Pannonia, has a strong tradition of International Weeks. The 6th one was organised between the 10th and 13th of November 2014. Devoted to internationalisation, the Week's purpose was to bring unique presentation of internationally acknowledged professors and presenters to the students. Besides, the International Week is always an opportunity for multicultural meeting and making international relationships.

Monday afternoon Dr. Lajos Szabó, Dean, held a warm welcome speech to all participants of the International Week. Dr. Szabó introduced the first presenter, Ildikó Fejérdi (HR manager, JOST Hungária Bt.), who gave useful tips and hints in her presentation for the student on how to be successful in a multinational working environment. On Tuesday H. E. Maria Assunta Accili,

Ambassador of Italy to Hungary, held an interesting presentation on the duties of the diplomatic mission related to the Italian Presidency of the Council of the European Union. In the afternoon world-traveller professors - Dr. Alan Clarke, Professor Dr. Dirk-Jan Kamann, Dr. Eszter Bogdány, Réka Polák-Weldon and Professor Dr. Zoltán Kovács - shared their funny, surprising and sometimes even shocking experiences abroad in a roundtable discussion moderated by Professor Dr. Zoltán Veres. Next, Professor Dr. Hans-Christian Pfohl from the University of Darmstadt held a lecture on international supply chains. Wednesday's programme

was a real melting pot of cultures. First, the

Coordinator for International Relations, Janka Huják held an intercultural training. This was followed by the "Travel around the globe" session, in which the Faculty's international students presented their homeland with many photos. The closing of the day was the "Taste the world!" event, for which international food specialities were prepared by students. On Thursday Professor Dirk-Jan Kamann spoke about the importance of change in our life in a very mind-opening presentation. And last but not least, Christian Zuber from the University of Darmstadt presented his lecture with the title of "Prospects of an Integration of Production, Logistics and Traffic".

This year a new "passport game" was introduced. Those students who collected at least five stamps into their International Week Passport by attending the

programmes had the chance to win one of three prizes. The 6th International Week was a great success in terms of attendance and students' feedback. What was the key to success? The famous professors? The passport game? The delicious food? One thing is for sure; the smiles on the faces said more than words could.



MAKE LEARN CONFERENCE: WON THE BEST PAPER PRIZE

The paper entitled as "The Determinants of Strategic Choice Over Openness: Scale-based Competition, Slack Resources and the Innovativeness of Product Portfolio" written by Dr. Betsabé Pérez Garrido and Dr. Szabolcs Sebrek - members of our faculty - won the best paper award at the 2014 MakeLearn international conference, held in Portorož, Slovenia. The paper seeks to explore the drivers of the rate of openness in firms' innovation processes. Their study aims to underscore the role played by scale economies, the innovativeness of product portfolio, the existence of financial slack, and the rate of internal change in operations. The authors find that competitive pressure due to economies of scale and possession of financial slack encourage firms to pursue a more open innovation strategy, while a valuable product portfolio embedding superior technologies and the rate of commitment toward internal process changes make firms refrain from being open innovators. To better address the choice toward openness, Dr. Sebrek and Dr. Perez apply a more fine-grained measure as distinguishing three types of innovation strategies: open, semi-open, and the traditional closed model. For the empirical analysis, data are taken from the 2008 PITEC database, which is the Spanish correspondence of the Community Innovation Survey, and a sample of 2148 firms is applied. The econometric model useful to accommodate multiple categorical responses implied by our model specification, is the multinomial logit model.

Written by Dr. Szabolcs Sebrek

ACTIVITY BOOK FOR THE YOUNG VISITORS OF RELIGIOUS TOURISM SITES



The colleagues of the Tourism Department have designed an activity book for the young visitors of four religious tourism sites within the framework of the Recultivatur project funded by the South East Europe Transnational Cooperation Programme. The activity book is aimed at primary school children who may find it more exciting to explore the religious tourism sites of Pannonhalma Archabbey, Zirc Abbey, Tihany Abbey and the Szaléziánium Archdiocesan Touristic Centre in Veszprém with the help of the little booklet and the friendly monk. It provides them with enough information to solve some of the tasks but also leaves enough space to make them want to see the sites for themselves. The idea of linking the four sites is hoped to promote them individually as well as jointly. The activity book includes tasks such as a crossword puzzle, finding the odd-one-out and a board game, all linked to the features of the four sites. The authors hope children will have just as much fun with the activity book as they had while compiling it! Written by Dr. Ágnes Raffay

TOURMIS USERS' WORKSHOP

In September, 2014 the 10th TourMIS Users' Workshop and the International Seminar on Knowledge Sharing for Tourism Destinations was organized jointly by the World Tourism Organization (UNWTO), European Travel Commission (ETC), European Cities Marketing (ECM), and MODUL University Vienna. The topics and presentations were focusing on the evaluation and monitoring of marketing activities. Nowadays technology provides valuable support to facilitate the performance of complex analyses and TourMIS - the leading tourism marketing information system in Europe - effectively serves this aim. The international audience (contributions from various colleagues and practitioners, participants) learnt how to enter tourism statistics into the system and how to use the various benchmarking tools to produce valuable market research reports. This international seminar emphasized the strategic role of knowledge as a driver of innovation and competitiveness for tourism organizations, higher education institutions and businesses. This event gave us an excellent opportunity to build new international connections and also to talk with the Hungarian tourism representative, Mr. Balázs Kovács in Vienna, Austria. Further information: <http://www.tourmis.info/>

Written by Beáta Fehérvölgyi and Katalin Lőrincz

ANNUAL ASSEMBLY OF
THE FESSUD PROJECT

Two colleagues of the Department of Economics participated in the Third Annual Assembly and Conference of the FESSUD project on October 16-17th, 2014 in Warsaw. The conference was organized to discuss the causes and consequences of the financial crisis of 2007-2008 and the role of financialisation in the crisis. FESSUD (Financialisation, Economy, Society and Sustainable Development) is a five-year-long research project, funded by the European Commission under the 7th Framework Programme, and led by the University of Leeds. University of Pannonia is a member of the project consortium which includes 14 other partners from Europe, Asia and Africa. Learn more about FESSUD: fessud.eu

Written by Dr. Csilla Raffai

BRITISH ACADEMY OF
MANAGEMENT

The British Academy of Management organized its annual conference in Belfast, Northern Ireland between the 9-11th of September 2014. The conference theme was The Role of Business School in Supporting Economic and Social Development which enabled to invite scholars and business people to bind theory and practice together at high level. More than 600 papers were submitted and roughly 500 presentations were held. Réka Polák Weldon gave a presentation on Sustainable Value Creation for Employees and Edit Komlósi on The Role of Emotional Intelligence in Performance: pilot studies with managers, citizens and university students. The conference provided a platform for international discussion on various topics ranging from management, education, research methodology, strategy, organizational behavior, marketing, innovation etc. Written by Edit Komlósi

NEW PROJECT: METALOG

The requirements of the labour market are changing due to globalisation, integration of actors and business processes, standardisation and the increasing role of logistics as a multi-sectorial function where some 10 million people are currently employed in Europe. The METALOG project intends to develop a Europe-wide Logistics Qualifications Framework and to lay grounds for the development of a European stakeholder network for qualification within the transport and logistics sector. The Faculty of Business and Economics, University of Pannonia works under the coordination of DEKRA in Germany, in co-operation with European and multi-actor partners: ITL in Italy, AFT in France, Arbeit und Leben Hamburg, perspektive3 and ITB in Germany, Sfl in the UK, 3srl, Lagermax in Austria. <http://www.project-metalog.eu>

Written by Dr. Zoltán Kovács

E-LEARNING SOLUTIONS

The E-learning Solutions for Vocational Education and Training (E-SOLVE) project's final conference was held in Budapest, on the 24-25th of November 2014. The Faculty of Business and Economics as the project leader participated in the international conference where Hungarian, Slovenian and Greek visitors could get acquainted with the results of the project. Best practices were introduced along with the final booklet of the project which contains 50 good e-learning practices. Further information about project and its results at the website: esolve.gtk.uni-pannon.hu

Written by Dr. Annamária G. Sas

PROCUREMENT IN HEALTH CARE: PRACTICE AND RESEARCH

On the 10th of October 2014, a conference was held on procurement in health care at the Faculty of Business and Economics, University of Pannonia. Health care is becoming more expensive everywhere in the world. Whether organised as private health care institutions, public bodies or a mixture of these, the rise in costs of medical care is widespread. In this context, most governments try new institutional arrangements to control expenditure, while at the same time hospitals and care institutions look for ways to reduce costs, although at the same time they are under pressure to improve the quality of medical care. The conference reviewed both the state of the art of modern procurement practice in hospitals in Western-Europe and the latest research findings and practitioner experiences in Stakeholder dependent activities like Hospitals, Public Procurement, Humanitarian activities and the Hospitality sector. The conference was supported by the International Purchasing and Education Research Association (IPSERA).

Invited guest speakers were:

- Prof. Dr. Péter Mihályi: Cost-benefit analysis in health care and the current financial state of the Hungarian health care system
- Prof. Dr. Dirk-Jan Kamann: External dynamics: new challenges and opportunities
- Hans Bax, MBA: Procurement at the UMCG: challenges and results
- Prof. Dr. Ning Qu: Sourcing in China for medical devices? Some results
- Prof. Dr. Zoltán Kovács, Márta Vörös: Hospital purchasing: a case study

HUNGARIAN REGIONAL SCIENCE ASSOCIATION: 12ND ANNUAL MEETING

The Annual Meeting of the Hungarian Regional Science Association in 2014 was held in association with the Faculty of Business and Economics, University of Pannonia in Veszprém between the 27-28th of November. On Thursday the General- and Annual meeting was held in the morning, while plenary sessions were held in the afternoon. Invited plenary speaker was Roberta Capello, former president of the Regional Science Association International. On Friday invited speakers spoke in twelve parallel sessions covering numerous sub-fields of local development including global-local relations, development strategies, local governments, social development, agriculture and rural developments, competitiveness, tourism development, environmental factors in local development and development of borderlands.

PROMOTING AND EXPERIENCING RELIGIOUS TOURISM



The Tourism Department of the Faculty of Business and Economics, University of Pannonia hosted the 6th ATLAS Expert Conference on Religious Tourism and Pilgrimage between the 19th and the 22nd of June 2014. Themed around the central concerns of Promoting and Experiencing Religious Tourism and Pilgrimage, the conference attracted 47 speakers from 21 countries across the world. We welcomed visitors from Australia, USA, Canada, Japan, Lebanon, Oman and Macao as

well as Europeans from as far North as Lithuania and as far South as Greece, Spain and Portugal. We celebrated the contributions of people of many faiths and none in an open conference. The feedback was overwhelmingly positive both about the quality of the conference papers and the wonderful experiences which were made possible in the historic city. Written by Dr. Alan Clarke



COMPETENCY DEVELOPMENT

On the 28th of October 2014, a conference was held with the title of “Development of competencies from secondary school up to employment” at the Faculty of Business and Economics, University of Pannonia. The conference was held within the framework of project TÁMOP-4.1.2.D-12/1/KONV-2012-0017 for the development of language teaching at the University of Pannonia, which aimed at the development of a new set of course materials for the “Comprehensive Business Studies” course. The conference provided a perfect opportunity for conversation between secondary school educators, university lecturers and HR managers to discuss the issues of competency development.

COMMUNICATION OF SMES

Conference was held on the Communication of Small and Medium-sized Enterprises on the 14th of November 2014 at the Faculty of Business and Economics, University of Pannonia. Sixteen marketing managers, communication- and PR professionals and scholars shared their knowledge. Topics covered were SMEs’ development and communication, SMEs entering international markets, SMEs’ internal communication and the importance of communication in foreign languages. Besides, best practices and case studies were presented.

HOW MUCH DOES IT COST US, AND CAN WE STOP IT? INVESTIGATING THE ECONOMIC IMPACTS OF CLIMATE CHANGE

The Faculty of Business and Economics is involved in a wide-ranging research project into the regional impacts of extreme weather conditions resulting from climate change and the possible measures of mitigation and adaptation (TÁMOP-4.2.2.A-11/1/KONV-2012-0064). The project is realised with the support of the European Union, with the co-funding of the European Social Fund. The impacts are visible in every aspect of business and economics therefore the question is to what extent the different fields are affected and how the impacts can be addressed. One aspect of the investigation aims to assess how the impacts of climate change on agriculture will influence food provision and food safety, as well as on the availability of drinking water. Another research area follows on this with the assessment of the cumulative impacts on public health, especially on the more vulnerable elderly generations.

Colleagues are looking into how logistics can respond to the challenge of reducing greenhouse gas emission and in what ways it can adapt to the changing weather conditions. Within the broader area of tourism, the stakeholders' attitude to climate change and its potential impacts are analysed, as well as the measures taken to minimise the contribution of the tourism industry to the causes of climate change. Furthermore, through interviews and questionnaire surveys colleagues participating in the project are attempting to find examples of how the various tourism businesses, such as tour operators, event organisers, accommodation providers, with special attention to wellness hotels, and destination management organisations can adapt to the changing circumstances.

Written by Dr. Ágnes Raffay

ERASMUS+ PROJECT "VIR2COPE"



The Executive Board of the International Purchasing and Supply Education and Research Association (IPSERA) has certified the Faculty of Business and Economics of the University of Pannonia, Veszprém as an Academic Centre of Excellence, in addition

being a Regional Node for research and education in the field of Purchasing and Supply Management. There are only 21 other IPSERA Academic Centres of Excellence in the World. Veszprém will be the first Hungarian IPSERA Certified Centre of Excellence. The others are in Canada (1), Finland (1), France, (3), Germany (2), Ireland (1), Italy (3), the Netherlands (6), Sweden (1), USA (1) and in the United Kingdom (2). The official Certificate will be handed over at the official Gala Dinner of the 24th Annual European IPSERA Conference on the 31st of March 2015 in Amsterdam.

Written by Prof. Dr. Dirk-Jan Kamann

VISITING LECTURER AT THE MEDITERRANEAN SEA

There is a traditionally strong and good relationship between the Faculty of Tourism Studies Portorož (of University of Primorska, Slovenia) and the Department of Tourism at the University of Pannonia, with an active Erasmus+ partnership. This October I had the chance to visit this Slovenian partner as a visiting lecturer. During the week I held eight lectures in the field of travel agency management, met several colleagues and discussed joint research possibilities, too. By talking to lecturers and by looking around I found that the two countries and the two universities have a lot in common, for example tour operators face the same challenges in Slovenia as in Hungary, and the students are equally open and interested – and both institutions have a beach. However, the Slovenian seaside beach right at the gate of the faculty building is maybe a little bit closer for students, than our Nereus beach at the Lake Balaton. Written by Dr. Zsófia Papp

BOOKS PUBLISHED BY THE FACULTY'S LECTURERS

JOB DESCRIPTIONS WORKBOOK AND RESOURCE BOOK

Job Descriptions Workbook and Resource Book by university associate professor Dr. Beáta Sz. G. Pató was published in English in 2014 by Pearson publishing company. It was also published in Hungarian by Pannon Egyetemi Kiadó. The aim of the book is to provide examples of job descriptions used by companies. The book was written for experienced human resource managers as well as for those who wish to have a deeper insight of the world of job descriptions, both for BSc and MSc students. The book is also useful for employers and employees.

EXPLORING COMMUNITY FESTIVALS AND EVENTS

A book was published by Routledge with title "Exploring Community Festivals and Events" edited by Dr. Alan Clarke, Associate Professor at the Faculty of Business and Economics, and his colleague Allan Jepson. The book for the first time explores the role and importance of 'community', 'culture' and its impact through festivals and events. The volume will be valuable reading for students and academics across the fields of Event, Tourism and Hospitality studies as well as other social science disciplines.

THE KNOWING <-> DOING GAP IN PURCHASING

While the tool kit of the purchasing manager is full of theories, instruments, methods and techniques, he actually does not make full use of these in practice. Max Boodie, PhD student and Prof. Dr. Dirk-Jan Kamann from the Department of Supply Chain Management reported on the first research findings when they went out and actually measured these differences in the Dutch Magazine for Purchasing managers Deal!, read by more than 6000 purchasing practitioners. It explored that 30% of the purchasing managers interviewed, knew all concepts but did not apply them. The article deals with the causes and gives some recommendations to narrow this gap, such as aligning HRM Incentives between purchasing managers and internal clients and getting more familiar with the ideas of internal clients.

The article was published on the 25th of September 2014.

Written by Prof. Dr. Dirk-Jan Kamann

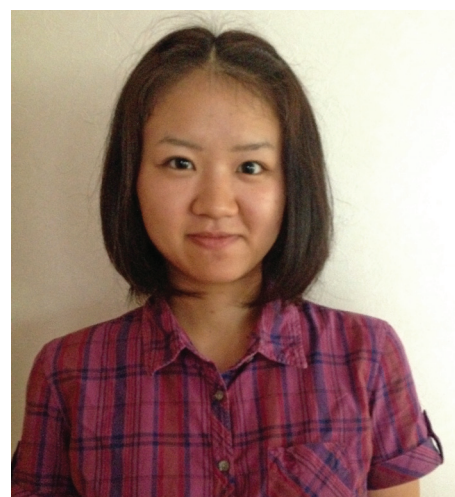
WHY HAVE YOU CHOSEN THE UNIVERSITY OF PANNONIA FOR YOUR STUDIES?

**MAGDA GÓRSKA,
POLAND**

Ever since I've heard about the Erasmus programme at the beginning of my studies, I knew it was for me. In my second semester I had a personal meeting with my Erasmus coordinator to discuss the opportunity. First, I had to decide which country I wanted to go to. The choice was difficult but my Erasmus coordinator recommended me Hungary and the University of Pannonia. In my university last year I took part in lectures taught by lecturers from the University of Pannonia and I met two Erasmus students from Hungary as well. These experiences helped me in the decision; I chose Veszprém. Hungary is not far from my country and the climate is warmer. Hungarian students are very helpful and sociable. I have chosen this university because I heard many positive opinions about it. And all I heard before is true! All lectures I attend are interesting, lecturers are helpful and they give colour to lectures by introducing projects and inviting guest speakers. I love Veszprém because it is not crowded, but beautiful and there are many cultural and entertainment events for students. It's a pity that Erasmus is so short, I'm staying only one semester. After my return to Poland I will remember my semester in Veszprém as a wonderful and unforgettable experience. By the way, I have a great mentor, we often meet. It's hard to decide what the best moments were, because each week something interesting happens. I warmly recommend the Erasmus+ programme and the University of Pannonia to everyone.

**MIRA LANTOS,
AUSTRIA**

I have chosen Veszprém for my Erasmus exchange semester, because my home University in Austria is a partner university of the university in Veszprém and one of my professors really recommended it. I wanted to go abroad to learn more about different people, their countries and cultures. My motivations were also to improve language skills. And I really like it: I like the Hungarian people, the University, because everything is well organized, and of course the Hungarian kitchen. It is so delicious:) It is really interesting to get in touch with a lot of different mentalities. The best moments for me during my Erasmus semester are the events for example "Taste our Country". There you can get information about other countries and their traditions; there is a possibility to try some typical food, and to do some dances together. I also like the sports programmes of the university and the possibility to choose from a huge variety for free. Of course, I like the courses as well because they are really interesting. I participate in a language course for foreigners and now I am improving my Hungarian skills as much as possible. Veszprém is a small town but I really like it. People here are very friendly and I really like the mentor-system. Time is running quickly but I am really happy to be here and thankful for the opportunity of this great experience. I hope to keep in touch with the people I get to know here and maybe I will come back for a visit or see some of them in Austria again.

**SAKI TOKONAMI,
JAPAN**

I came to Hungary to acquire global wide visions. This is why I chose a foreign country to learn many things after my graduation from high school. I have been fascinated by diversity of the EU since childhood because here there are many religions and ethnic groups, and many types of people live together. There are a lot of opportunities to experience various cultures. Unfortunately, however, we don't have such opportunities in Japan. I am surprised to know that a lot of people can speak not only English but also other languages and they also can communicate with each other even by different languages in Europe. I feel close emotions for Hungary because this country has a relationship with Asia in the history. Also, I had been to Veszprém twice before I decided to come here to study. I had thought it was a quite beautiful city and I'd like to live in such a city someday. That is why I chose the Faculty of Business and Economics at the University of Pannonia. I have never changed my impression about this city since I actually started to live here. I am so happy because my primary dream came true. I like to discuss the differences between cultures and habits among some countries with other foreign students in English. This is the best moment for me. I hope I will go to other countries in Europe and see something which I have never seen. I will always do my best to improve myself in Hungary.



COURSES IN FOREIGN LANGUAGES

COURSE	LECTURER	STUDENTS
Business Communication	Edit Komlósi	15
Business Law	Dr. Ildikó Ernst	10
Competence Management	Dr. Nóra Obermayer-Kovács	0
Comprehensive Business Studies I. (English)	Edit Komlósi, Réka Polák-Weldon	169
Comprehensive Business Studies I. (German)	Éva Erika Gazda	77
Corporate Finance II.	Dr. László Vincze	12
Event Management	Dr. Csilla Raffai	32
Finance	Dr. Péter Mihályi	12
Finance II.	Dr. László Vincze	8
Geography of Tourism in Hungary	Dr. Katalin Lőrincz	24
Health Tourism Management	Krisztina Éva Priszinger	27
International Finance	Dr. Horst Laubscher, Balázs Szentes	49
International Management	Dr. Hans-Christian Pfohl, Christian Zuber	27
Introduction to the EU Studies	Dr. Ildikó Neumanné Virág	23
Introduction to Tourism	Dr. Ágnes Raffay	14
IT for Tourism Accommodations	Gábor Kohlrusz	15
Macroeconomics	Dr. Szabolcs Szikszai	12
Management	Dr. Ferenc Bognár	23
Management case studies	Balázs Szentes	0
Marketing Management	Dr. Annamária Sasné Grósz	2
Production and Service Management	Dr. Zoltán Kovács	21
Psychology	Péter Zsolt Szabó	12
Quantitative methods in Economics	Dr. Betsabé Pérez Garrido	2
Regional Development and Tourism	Dr. Alan Clarke	34
Service Quality Management	Petra Gyurácz-Németh	6
Statistical Methods for Marketing	Dr. Betsabé Pérez Garrido	0
Statistics	Dr. Betsabé Pérez Garrido	13
The Social Relations of Business	Dr. Alan Clarke	22
Tour Operation	Dr. Zsófia Papp	26
Tourism Destination Management	Dr. Alan Clarke	16
Tourism Geography	Dr. Katalin Lőrincz	8
Leisure management	Dr. Alan Clarke	21
Purchasing	Dr. Dirk-Jan Kamann	33

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SCIENTIFIC RESULTS AT THE UNIVERSITY OF PANNONIA

RECENT PUBLICATIONS

ARTICLES

Clarke, Alan - Jepson, Allan - Ragsdell, Gillian (2014) Investigating the application of the Motivation-Opportunity-Ability (MOA) Model to reveal factors which facilitate or inhibit inclusive engagement within local community festivals. *Scandinavian Journal of Hospitality and Tourism*, Vol. 4(3), pp. 331 -348 Special Issue on Advancements in Event Management Research and Practice

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