



The Faculty of Business and Economics of the University of Pannonia and  
Corvinus University of Budapest  
organize the

European Conference on Innovation Management (ECIM) 2023  
on **23-24 November 2023 with the motto:**

***„Cultural innovation – Culture of innovation”***

Culture, community and innovation – key components for the prosperous society. However, to realize the benefits of these there is a need to move beyond the theories and search for practical implementation and strategies. In order to achieve this, we are looking for answers to the questions such as: What could be done to see the results of the interplay of these components in practice? How could we build a successful innovation culture? How can cultural innovation be effectively implemented? What steps can be taken to create a strong culture of innovation across nations and communities? The conference's objective is to explore the solutions, opportunities and best practices, supporting the intertwining of culture, community and innovation!

The conference invites professionals from the governmental, industrial and academic sectors as well as PhD students in the following research areas (but not limited to):

- |                                     |   |
|-------------------------------------|---|
| Technological innovation            | Marketing innovation                    |
| Social and cultural innovation      | Business model and financial innovation |
| Organization and process innovation | Innovation management processes         |
| Education and innovation            | Innovation policy and ecosystem         |

The language of the conference is English. The abstracts of the conference presentations will be published in an online issue with ISBN number. The full papers selected by the invited jury will be published in a special issue.

The conference will award the **Best Speaker** and **Best PhD Presentation!**

**Important deadlines:**

- **Abstract submission for presenters: 22<sup>nd</sup> October 2023.**
- **Visitors' registration and payment: 31<sup>st</sup> October 2023.**

**Venue:** University of Pannonia (8200, Veszprém, Egyetem street 10.) Building B – Conference Centre

**Conference fee\*:**

- 2-day for speakers: 100 EUR
- PhD speakers: 50 EUR
- Visitors' entrance: 50 EUR
- Gala dinner for extra guests: 50 EUR

\*Conference fee contains: participation, coffee breaks, lunches, gala dinner

**Dr. Beáta Fehérvölgyi**  
**Dean**

Faculty of Business and Economics  
University of Pannonia

**Dr. habil Nikolett Deutsch**  
**Head of Institute**

Entrepreneurship and Innovation  
Corvinus University of Budapest

More detailed information on: [www.ecim2023.com](http://www.ecim2023.com)

