



The Faculty of Business and Economics of the University of Pannonia and  
Corvinus University of Budapest  
organize the  
European Conference on Innovation Management (ECIM) 2025  
on 20-21 November 2025 with the motto:  
**„Creative regions and innovative education – Hubs for the future”**

Creative regions, innovative education and ecosystems are key components of sustainable growth - especially in today's world, where global challenges, rapid technological and digital developments are reshaping daily life. In this context, creative regions offer solutions for sustainable regional developments by leveraging local culture, social assets and resilience. At the same time, it is significant to examine the powerful role of education in shaping the future of creative regions and innovative hubs by nurturing talented humans. However, to fully realize the benefits of these concepts, we should move beyond the theories and seek practical strategies for implementation. In order to achieve this, we are looking for answers to questions such as: What steps can be taken to build strong creative regions? What are the benefits of establishing a creative region? How can education shape the future? In what ways can education support creative regions? What advantages can be gained from the development of innovative hubs? The objective of the ECIM2025 Conference is to explore diverse perspectives, opportunities, best practices and inspire actionable solutions, that support creative regions, industries and entrepreneurs in building vibrant, future-oriented and innovative hubs that strengthen regional identity and competitiveness.

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

Innovative education and talent development	Creative regions and innovative hubs
The challenges of public and higher education	Social and cultural innovation
Technology, digitalization and role of AI	Business model and financial innovation: for creative industry
Innovation management processes	Creative hubs and ecosystem
ESG networking	

The ECIM2025 warmly welcomes PhD, DBA students and the Society of Romanian Inventors to a special section.

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: 10th November 2025.
- Visitors' registration and payment: 17th November 2025.

Venue: University of Pannonia (8200, Veszprém, Egyetem street 10.) Building A





Conference fee\*:

- 2-day for speakers: 140 EUR
- Romanian Society of Inventors: 140 EUR
- PhD/DBA speakers: 80 EUR
- Visitors' entrance: 120 EUR
- Gala dinner for extra guests: 50 EUR
- ESG, KIM and ALUMNI entrance: 50 EUR
- \*Conference fee contains participation, coffee breaks, lunches, gala dinner

Link for registration:

<https://kerdoiv.gtk.uni-pannon.hu/index.php/923134?lang=en>

Link for payment:

<https://fizetes.uni-pannon.hu/gtk/>

**Dr. Beáta Fehérvölgyi**

**Dean**

Faculty of Business and Economics  
University of Pannonia

**Dr. habil Nikolett Deutsch**

**Head of Institute**

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

