



Call for papers

**NEW IDEAS IN A CHANGING WORLD OF BUSINESS MANAGEMENT AND
MARKETING**

3rd CENTRAL EUROPEAN PHD WORKSHOP ON ECONOMICS AND
BUSINESS STUDIES

19th-20th March 2015, Szeged, Hungary

Organized by
**University of Szeged, Faculty of Economics and Business Administration
Doctoral School in Economics**

The workshop is open for all PhD students from Central European doctoral schools, working in the fields of business management and marketing. It offers specific training and provides an opportunity for interaction amongst senior and young researchers. We invite papers that aim at better understanding of the business marketing and non-business marketing, marketing research and methodology, IT and innovation in marketing, social media and marketing, public and nonprofit management, managing strategies, entrepreneurship, organizational development, networking and clustering of organizations, diversity and organizational culture.

INVITED KEYNOTE SPEAKERS:

Balázs Hámori, professor, Corvinus University of Budapest, Hungary

Tibor Mandják, research professor, Ecole de Management de Normandie, Le Havre, France

Maciej Mitrega, professor, University of Economics in Katowice, Poland

SUBMISSION

All doctoral students who wish to participate in the PhD Workshop, and wish to present a paper must **register** and submit an **abstract before the extended deadline of 25th January, 2015** through the workshop website: www.eco.u-szeged.hu/phdworkshop. Registration is free of charge for all PhD students. Those who have an abstract accepted have to submit a **complete paper before 1st March, 2015**.

Participation is free of charge and a **limited number of accommodations are provided for presenters**. The workshop is open to the public; however, due to place limitations, registration is required.



GUIDELINES FOR ABSTRACTS, PAPERS AND PRESENTATIONS

Applicants must submit one-page long **extended abstracts**, with key words, but without tables or graphs, in plain text. Abstracts should focus on own contribution (research question, arguments, method and results).

Participants must submit **complete papers** in accordance with the abstract accepted. The body of the papers (the paper without the cover page and reference list) should be 10-12 pages long.

Participants give **presentations** based on the written papers. Presentations should be no longer than 15 minutes, leaving 15 minutes for discussion. Each paper will be assigned to a senior discussant and a junior discussant (one of the participating PhD students).

Based on the evaluation of the session chairs, some of the works presented at the PhD workshop will be selected for **publication** in a refereed workshop proceeding under ISBN number.

Further information: phd.workshop@eco.u-szeged.hu
www.eco.u-szeged.hu/phdworkshop

Local organizers:

Prof. Erzsébet Hetesi Beáta Kincsesné Vajda Prof. Imre Lengyel Zsófia Vas



PRELIMINARY PROGRAM

0. day (Wednesday, 18th March, 2015)

18.00: Welcome reception

1. day (Thursday, 19th March, 2015)

8.00-8.45: Plenary session
9.00-10.30: Parallel sessions
11.00-12.30: Parallel sessions
14.00-14.45: Plenary session
15.00-16.30: Parallel sessions
19.00: Conference dinner

2. day (Friday, 20nd March, 2015)

8.00-8.45: Plenary session
9.00-10.30: Parallel sessions
11.00-12.30: Parallel sessions
14.00-14.45: Closing ceremony
15.00- Social programs

PRELIMINARY SESSIONS AND THEMES

Marketing

- Business marketing and SMEs
- Business marketing and management
- Non-business marketing
- Consumer behavior
- Marketing research and methodology
- IT and innovation in marketing
- Branding
- Social media and marketing
- City marketing

Management

- Management challenges in a globalised world
- Public and nonprofit management
- Managing strategy, changes and innovation
- Entrepreneurship
- Organizational development
- Networking in organizations
- Diversity and organizational culture
- Management of regional development strategies