

# Sessions – July 3<sup>rd</sup>, 2017

**Time: 11.30 – 13.00**

## **Session I Markets – evolution, development, performance**

**Place: 5/15 CNTI**

**Chair: Martin MacCarthy**

Forrest Yang, Dongsheng Zhou

*Market evolution and brand competitive dynamics in the Chinese sportswear industry: An institutional perspective*

Zsuzsanna Tóth, László Józsa

*Business behavioral characteristics of different culture*

Pranjal Bezborah, Horen Goowalla

*Performance and prospects of tea tourism in India with special reference to the state of Assam*

**Time: 14.00 – 15.30**

## **Session II Leadership and business performance**

**Place: 5/15 CNTI**

**Chair: Pranjal Bezborah**

Csilla Polster, Márta Konczosné Szombathelyi

*Leadership succession among three Hungarian family businesses from the metal industry*

Paul Niculescu-Mizil Gheorghe, Cezar Scarlat

*Music industry – streaming versus downloading and the vinyl revival*

Erika Seres Huszárík, László Józsa, Zsuzsanna Tóth

*Customer groups in the course of advertising cooperations*

Agata Malysa-Kaletka

*The concept of trust within relationships on the contemporary market*

**Time: 16.00 – 17.00**

**Session III Consumer behavior and consumption**

**Place: 3/15 CNTI**

**Chair: Forrest Yang**

Agnieszka Tetla

*Consumer misbehavior on insurance market – experience of front-line employees*

Marta Grybs-Kabocik

*Virtualization as a boost for sustainable consumption*

Urszula Grzega

*Consumption in Poland and the European Union in the condition of the economic crisis*

**Session IV Entrepreneurship and management**

**Place: 5/15 CNTI**

**Chair: Bilal Erdem**

Alpha Mara Santos-Recto

*The entrepreneurial and B2B linkage management of the traditional dairy communities in Central Luzon, Philippines*

Karolina Brzezińska

*General troubles while managing outsourcing organizations in Poland – financial perspective*

Justyna Matysiewicz

*Consumer Value Co-creation in Health Care*

Marta Zembik

*Exploring the use of social media in large enterprises in Poland*

**Posters session**

**Chair: Zsuzsanna Tóth**

Alpha Mara Santos-Recto, Janice Faye S. Ang

*The second-hand clothes retailing business in Northern Nueva Ecija cities, Philippines: boom or bane?*

# Sessions – July 4<sup>th</sup>, 2017

Time: 9.30 – 11.15

## **Session V Marketing and business models**

Place: 3/15 CNTI

### **Chair: Horen Goowalla**

Bilal Erdem, Durdu Mehmet Biçkes

*Marketing viewpoint of society and underlining reasons: NEVŞEHİR sample*

Marta Ziółkowska

*Social Business model - franchise perspective*

Steve Varela

*Advancing cross-border education exchange: the case of Taiwan and the United States*

Beatrix Faragó, Márta Konczos Szombathelyi

*Sport as a source of value creation*

Izabela Sztangret

*The marketing value of municipal waste*

## **Session VI New trends in consumer behavior**

Place: 5/15 CNTI

### **Chair: Dongsheng Zhou**

Martin MacCarthy

*Consuming America's Favourite Assault Rifle: 'GI Joe' for Adults*

Aleksandra Burgiel, Jolanta Zralek,

*In search of sustainable behaviors prerequisites: assessment of the Polish consumers' perceived consumer effectiveness*

Grzegorz Zasuwa

*Human values and consumer boycotts: evidence from European countries*

Tomasz Silwanowicz

*Benefits and threats of collaborative consumption*

Izabela Sowa

*Typology of generation Z: The use of lifestyle criterion*

**Time 11.45 – 13.00**

**Session VII Challenges for higher education market in XXI century**

**Place: 5/15 CNTI**

**Chair: László Józsa**

Sławomir Smyczek, Justyna Matysiewicz

*Pathologies on Higher Education Market*

Kim Fam

*Nine strategies to rise research profile*