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**Tuesday: May 29, 2012**

Reception 15:00- 18:00 (Cocktail)

**Day 1: Wednesday: May 30, 2012**

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| Time | Event at ÚT 231 |
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| 8:00–8:30  | Registration |
| 8:30–8:45 | Introduction from Judit Koltai |
| 8:45–9:00 | Official welcome from the Széchenyi István University |
| 9:00–9:15  | Welcome Speaker: Kim-Shyan Fam (President of MAG Scholar) |
| 9:15 – 9:25 | Introduction from Pearson Publisher |
| 9:25 – 10:15 | Keynote Speech László JózsaChanges in marketing paradigms at the beginning of the 21st century (East European view of Marketing) |

**10:15 – 10:45 Morning Tea**

**Time: 10:45 – 12:15pm**

**Plenary Session 1**

**Session Chair: Kim-Shyan Fam**

**Assistant: Szandra Gombos**

**Room: ÚT 231**

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| Name | Plenary 1 |
| Richard Fletcher | Are our 'western' derived techniques and approaches suitable for conducting research in developing country markets?  |
| Ernest Cyril De Run | Experience and suggestions on international collaboration in research |

**Time: 10:45 – 12:15pm**

**Track 1: Services and Tourism Marketing**

**Chair: Alfred Ogle**

**Assistant: Edit Süle**

**Room: ÚT 229**

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| --- | --- | --- |
| **No** | **Title of Paper** | **Authors** |
| 1 | A Research on the Role of Municipalities in Tourism Development of Rural Areas: The Case of Turkey | Yüksel Öztürk, Nurettin Ayaz, Rana Allahyari Sani |
| 2 | An Empirical Study in Telecommunicaiton Industry: Value Added Service in Service Quality on Customer Satisfaction and Loyalty Intention | Saowanee Srikanjanaraka |
| 3 | Australia’s business platform into the ASEAN Region | Siva Muthaly |
| 4 | Tis the season to be jolly, Ka-Ching: A study on the commodification of Christmas in the hotel industry | Alfred Ogle |

**Time: 10:45 – 12:15pm**

**Track 2: Consumption Marketing**

**Chair: Kara Chan**

**Assistant: Szilárd Németh**

**Room: ÚT 217**

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| **No** | **Title of Paper** | **Authors** |
| 1 | Social Marketing In Practice - Environmental Behaviour Based Segmentation In Hungary | Szabolcs Nagy, István Piskóti, László Molnár, Anita Marien  |
| 2 | Are You ‘Fine’ with Writing Instruments? A Review of the Luxury Market | Anouk Robert-Tissot, Lynn L.K. Lim, Thomas Buergi |
| 34 | Attributes of young consumers’ favorite retail shops: A qualitative studyAn empirical study on consumer ethnocentrism among young Hungarian customers | Toby C. Y. Yip, Kara Chan, Evon PoonLászló Józsa, Judit Makkos-Káldi, Judit Koltai, Szilárd Németh |

**12:30pm – Visit to Pannonhalma Monastery**

Dinner on your own

**End of Day 1**

**Day 2: Thursday May 31, 2012**

**Time: 9:00 – 10:30 am**

**Plenary Session 2**

**Session Chair: Ernest Cyril De Run**

**Assistant: Szandra Gombos**

**Room: ÚT 231**

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| Name | Plenary 2 |
| Kara Chan | The last mile in academic publication: Revising a manuscript |
| Forrest Yang | The road to JM Meet the editor of AJBR |

**Time: 9:00 – 10:30 am**

**Track 3: Retailing and Marketing Innovations**

**Chair: Marta Ziółkowska**

**Assistant: Szilárd Németh**

**Room: ÚT 229**

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| **No** | **Title of Paper** | **Authors** |
| 1 | Empirical Analysis of Purchase Activity of a Hungarian Food Retailer Chain | Péter Huszka, József Horváth, Judit Makkos-Káldi |
| 2 | Development of Franchising in New Zealand (Franchising opportunities in New Zealand) | Marta Ziółkowska  |
| 3 | Staging space: an emerging trend in brand communication in Hong Kong | Francis Hung Yuen Lam, Violet Chan Tze Man, Wendy Shek |
| 4 | Driver of Customer Satisfaction Perspectives from the Food Retail Sector of an Arab Nation | M. Sadiq Sohail, Syed Aziz Anwar, Fuad Hossain Rabbie |

**Time: 9:00 – 10:30 am**

**Track 4: Branding**

**Chair: Andrew Lee Hock Cheong**

**Assistant: Petra Platz**

**Room: ÚT 217**

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| **No** | **Title of Paper** | **Authors** |
| 1 | Identification between Individuals and Places of Residence | István Piskóti, Szabolcs Nagy, László Molnár, Anita Marien |
| 2 | Antecedents and consequences of brand attachment among a cross section of Malaysian consumers: a phenomenological study | Andrew Lee Hock Cheong |
| 3 | Determinants of the Confusion between Private Brand and Manufacturer Brand |  Pedro Quelhas Brito |
| 4 | TOMA by South Moravian students - local or global | Martin Přibyl |

**10:30 – 11:00 am Morning Tea**

**Time: 11:00 – 12:30 pm**

**Track 5: Consumer Behaviour**

**Chair: Zoltán Veres**

**Assistant: Boglárka Eisingerné Balassa**

**Room: ÚT 231**

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| **No** | **Title of Paper** | **Authors** |
| 1 | "BUYologic” in stepfamilies | Boglárka Eisingerné Balassa, Petra Platz |
| 2 | Lifestyle and Consumption based Segmentation of Budapest Citizens | Zoltán Veres, Erika Hlédik, József Hack-Handa |
| 3 | Cognitive Customer Experience of Women Shopper in Personal Interaction in Thailand’s Department Store | Siripat Chodchuang, Mahmod Sabri Haron |
| 4 | Commercialization of Social Goods: A Behavioral Analysis | Masroor Ahmad Beg |

**Time: 11:00 – 12:30 pm**

**Track 6: Digital Marketing**

**Chair: Slawomir Smyczek**

**Assistant: Andrea Sólyom**

**Room: ÚT 229**

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| **No** | **Title of Paper** | **Authors** |
| 1 | Three Factor Relation Model of Patients with the Medical Units in the Virtual Environment | Slawomir Smyczek, Justyna Matysiewicz |
| 2 | Key parameters to create a successful deal on Groupon® | Mohammad Hossein Askariazad, Davood Mirzabagherian, Arash Neishabouri, Seyed Sina Sajjadi |
| 3 | Digital Inequality amongst University Students in the Tshwane Region | Wilfried Ndiaye Kassangoye, Johan De Jager, Robert Rugimbana |

**12:30 – 1:30 pm Lunch at Széchenyi Restaurant**

**Time: 1:30– 3:00 pm**

**Track 7: Marketing Communications**

**Chair: Wendy Shek**

**Assistant: Petra Platz**

**Room: ÚT 231**

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| **No** | **Title of Paper** | **Authors** |
| 1 | Changing brand communication mode in China |  Francis Hung Yuen Lam,Violet Chan Tze Man, Wendy Shek |
| 2 | Social Media: Changing Role of Public Relations’ Tools | Márta Konczos Szombathelyi,Veronika Keller |
| 3 | Fashion Marketing in Asia – Negotiations between Fashion Marketers and Print Media Practitioners | Tommy H. L. Tse |

**Time: 1:30– 3:00 pm**

**Track 8: Marketing in Asia**

**Chair: Ernest Cyril De Run**

**Assistant: Judit Makkos-Káldi**

**Room: ÚT 229**

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| **No** | **Title of Paper** | **Authors** |
| 1 | Can Emic variables be truly culture specific - is Guanxi unique to China? | Richard Fletcher, Tendai Chikweche, John Stanton |
| 2 | A study on the outdoor posters effectiveness in Hong Kong | Maggie S. K. Fung |
| 3 | Malaysian Adolescents View of Controversial Advertising | Ernest Cyril de Run, Abdul Mukmin bin Alias |

**Time: 3:30– 5:00 pm**

**Track 9: Marketing Strategy and Supply Chain Management**

**Chair: Len Tiu Wright**

**Assistant: Andrea Sólyom**

**Room: ÚT 231**

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| **No** | **Title of Paper** | **Authors** |
| 1 | The Exercise of Power Sources in Distribution Channels: A Synthesis Study | Angelina Hanh Nhat Le,Julian Ming-Sung Cheng |
| 2 | Relational Capital and Export Performance | Naval Bajpai,Praveen Gupta |
| 3 | The Influence of Brands on Export Pricing | Robert Bradshaw, Len Tiu Wright, Hulya Oztel , Mark Burridge  |
| 4 | Managing Uncertainty in Marketing Channels: A Dynamic Effect of Firm Competence and Institutional Capital | Forrest Yang, Dongsheng Zhou |

**Time: 3:30– 5:00 pm**

**Track 10: Organizational Behaviour**

**Chair: Raida Abu Bakar**

**Assistant: Viktória Stifter**

**Room: ÚT 229**

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| **No** | **Title of Paper** | **Authors** |
| 1 | The Adoption of High Performance Work Practices and its Effect on Employee Engagement Does Individual Personality Matters | Raida Abu Bakar, Fang Lee Cooke, Nuttawuth Muenjohn |
| 2 | Vox Populi approach to academic journal rankings: An update | James E. Richard, Kim-Shyan Fam, Geoff Plimmer, Stephan Gerschewski |
| 34 | Do Chinese consumers like advertisements of legal professionals?Meet the Guest Editor of special Issue of Industrial Marketing Management | Kara Chan, Vivienne Leung, Lennon TsangZhilin Yang, Chenting Su |

**Dinner at Raba Hotel**

**6:30 pm to late**

**End of Conference**

LIST OF PARTICIPANTS

|  |  |  |
| --- | --- | --- |
| **NAME** | **UNIVERSITY** | **COUNTRY** |
| Richard Fletcher | University of Western Sydney | Australia |
| Siva Muthaly | RMIT University | Australia |
| Alfred Ogle | Australian School of Management | Australia |
| Dongsheng Zhou | China Europe International Business School  | China |
| Martin Pribyl | Private College of Economic Studies Znojmo | Czech Republic |
| Kara Chan | Hong Kong Baptist University | Hong Kong |
| Siu Kuen Maggie Fung | Hong Kong Baptist University | Hong Kong |
| Francis Hung Yuen Lam | Hong Kong Polytechnic University | Hong Kong |
| Wendy Beth Shek | Hong Kong Polytechnic University | Hong Kong |
| Leung Lun Lennon Tsang | Hong Kong Baptist University | Hong Kong |
| Ho Lun Tommy Tse | Hong Kong Baptist University | Hong Kong |
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| István Piskóti | University of Miskolc | Hungary |
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| Praveen Gupta | SMT. Vidyawati Group of Institutions | India |
| Arash Neishabouri | Sharif University of Technology | Iran |
| Raida Abu Bakar | University of Malaya & RMIT University | Malaysia |
| Andrew Lee Hock Cheong | Taylor's University | Malaysia |
| Ernest De Run | University of Malaysia Sarawak | Malaysia |
| Kim Shyan Fam | Victoria University of Wellington | New Zealand |
| Forrest Yang | Victoria University of Wellington | New Zealand |
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| Slawomir Smyizek | University of Economics in Katowice | Poland |
| Marta Ziółkowska | Warsaw School of Economics | Poland |
| Pedro Quelhas Brito | University of Porto | Portugal |
| Robert Rugimbana | Tshwane University of Technology | South Africa |
| Leng Khim Lim | Zurich University of Applied Science | Switzerland |
| Julian Ming-sung Cheng | National Central University | Taiwan |
| Angelina Nhat Hanh Le | National Central University | Taiwan |
| Siripat Chodchuang | Prince of Songkla University | Thailand |
| Saowanee Srikanjanarak | Thepsatri Rajabhat University | Thailand |
| Nurettin Ayaz | Gazi University | Turkey |
| Yüsel Özturk | Gazi University | Turkey |
| Len Tiu Wright | University of Huddersfield | United Kingdom |