



EUROPEAN  
CONFERENCE  
ON  
INNOVATION  
MANAGEMENT

EC20  
IM23

CULTURAL INNOVATION  
CULTURE OF INNOVATION

NOVEMBER  
23-24  
VESZPRÉM



VEB 2023  
European Capital of Culture





## WELCOME NOTE

Welcome to ECIM 2023, the European Conference on Innovation Management! We are thrilled to extend our warmest welcome to this event, now in its third edition. It brings us great joy to announce that our conference has evolved into an international platform, attracting participants from far and wide. We are honored to be hosted in Veszprém by the Faculty of Business and Economics at the University of Pannonia who are organising the event in collaboration with the Corvinus University of Budapest.

As Veszprém, the European Capital of Culture in 2023, embraces the synergy between culture and innovation, we are delighted to invite you to join us on an inspiring journey of exploration. Under the captivating theme of “Cultural innovation – Culture of innovation,” we will delve into the fundamental components of culture, community, and innovation that shape prosperous societies. Together, let’s embark on a quest to uncover practical strategies and implementation methods, unlocking the full potential of these elements. Our collective aim is to build successful innovation cultures, effectively implement cultural innovation, and foster a strong culture of innovation across nations and communities.

We warmly extend our invitation to professionals from governmental, industrial, and academic sectors, as well as passionate PhD students. Your valuable insights and perspectives are essential to our shared success. Join us on 23-24 November 2023 as we come together to unravel solutions, discover opportunities, and exchange best practices that support the fusion of culture, economy, community, and innovation.

**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





# PROGRAMME

"Hidak és Utak"  
European Conference on Innovation Management (ECIM) 2023  
23-24th November 2023  
„Cultural innovation – Culture of innovation”

## Day 1.

<b>23rd November Thursday</b>	Program	Location: Laczkó Dezső Museum (Veszprém, Erzsébet stny. 1) <a href="https://www.ldm.hu">https://www.ldm.hu</a>
9:00-10:00	Conference and museum tour registration Registration welcome by MyArtoo: <a href="https://enterprisegroup.hu/innovationcenter/megoldasok/myartoo">https://enterprisegroup.hu/innovationcenter/megoldasok/myartoo</a> Coffee break	
10:00 - 10:50	Welcome speech	Dr. habil János Abonyi- University of Pannonia, Vice-Rector Zoltán Mészáros- Veszprém-Balaton 2023 ECoC, chief advisor Dr. Beáta Fehérvölgyi - University of Pannonia, Dean
10:50 -11:35	Plenary speech	Gijs van Wulfen: Ten Guidelines for Your Path Becoming an Amazing Innovator
11:40-12:10	Museum	Guided tour
12:10-13:30	<i>Lunch</i>	

## Sessions

<b>13:30-14:50</b>	Room: TIOP room Chair: Prof. Dr. Zoltán Kovács, Pál Farkas		
Time	<b>Session: HR/ competency</b>		
	<i>Presenter</i>	<i>Institution</i>	<i>Title</i>
13:30-13:50	Gábor Papp	PractiWork Zrt.	Current state of vocational interest among students
13:50-14:10	Károly Vizdák	Corvinus University of Budapest	The role of coaching in higher education
14:10-14:30	Pribenszky Csaba Buzási Zoltán	University of Veterinary Medicine Budapest	Proof of Concept Programme as an instrument for spreading innovative mindset in a University
14:30-14:50	Ágnes Raffay-Danyi Gabriella Cserhádi, Eszter Bogdány, Tibor Csizmadia	Faculty of Business and Economics, University of Pannonia	Fostering Competency Research through Innovation: Prioritizing Job-Relevant Competencies in Business Higher Education using Q-Methodology
14:50-15:20	<i>Coffee break</i>		





<b>13:30-16:40</b>	Room: Library		
	Chair: Prof. Dr. habil Csaba Deák, Dr. András Hány		
<b>Time</b>	<b>Session: Culture and supporting innovation processes</b>		
	<i>Presenter</i>	<i>Institution</i>	<i>Title</i>
13:30-13:50	Edit Kóvári	University of Pannonia	How can an ECoC course create a triangular bridge among the University of Pannonia, the European Capital of Culture and the citizens of Veszprém? ECoC seminar, a co-creation case study of innovation
13:50-14:10	Beáta Fehérvölgyi, Tibor Csizmadia, Zsolt T. Kosztyán	Department of Quantitative Methods, Institute of Management, Faculty of Business and Economics, University of Pannonia	Structural examination of self-organized R&D&I framework programs
14:10-14:30	László Gárdonyi	Nexogen Kft.	The Narcissus Narcosis of Cultural Innovation
14:30-14:50	László Gulácsi, István Szabó, Levente Kovács, Márta Péntek	Óbuda University Budapest	Innovation: adaptation or transferability vs knowledge or culture
14:50-15:20	<i>Coffee break</i>		
15:20-15:40	Erdei Gábor	University of Debrecen	Adult learning – a European Union innovation indicator
15:40-16:00	Judit Szakos	University of Public Service, Institute for American Studies	Perception of business incubators – the Hungarian case
16:00-16:20	Attila Sík	Institute of Transdisciplinary Discoveries	Organisation Network Analysis to identify influencers in an academic environment to achieve fast organisational cultural change
16:20-16:40	Judit Sulyok, Tivadar Máhr, Beáta Fehérvölgyi, Júlia Tobak, Eszter Németh, Veronika László, Boglárka Szultos	University of Pannonia	Strategic Collaborations in Associations: A Systematic Literature Review on Synergies and Strategies

<b>13:30-14:30</b>	Room: 1st floor		
	Chair: Dr. Balázs Temesvári, Dr. Ilona Hoffer		
<b>Time</b>	<b>Session for PhD students - Innovation management</b>		
	<i>Presenter</i>	<i>Institution</i>	<i>Title</i>
13:30-13:50	Tamás István Stipkovits	Széchenyi István University	Can a(n academic) spin-off be a start-up? - A perspective of the Hungarian Law
13:50-14:10	Krisztina Kiglics	University of Pannonia	HR competency preferences at the service of competence-based education
14:10-14:30	Bence Tóth	Óbuda University	Innovation management in agriculture: factors determining the success of projects
14:50-15:20	<i>Coffee break</i>		





<b>Workshop</b>	
Location: Egyetem u. 10. Faculty of Business and Economics Building A. Room 204	
Gijs van Wulfen: How to Spark a Culture for Innovation in a Big Organisation 13:30-15:00 Limited seats, based on registration	
15:00-15:20 Coffee break	

<b>15:20-16:40</b> Room: TIOP room Chair: Dr. habil Nikolett Deutsch, Dr. István Ködmön			
<b>Session for PhD students - Investment</b>			
Time	Presenter	Institution	Title
15:20-15:40	Gabriella Drenda-Mattenheim	Doctoral School of Health Sciences Faculty of Health Sciences University of Pécs	Development of Science and Innovation Parks in Hungary: What international experiences should park managers keep in mind?
15:40-16:00	Frigyes Hausz Márk Végh	University of Pannonia, Doctoral School of Management Sciences and Business Administration	R&D Performance in European Framework Programmes: the Interplay of Macroeconomic Indicators and Network Dynamics
16:00-16:20	György Márk Ponác	University of Public Service, Doctoral School of Public Administration	Innovation investment as a key component of the competitiveness in the Central and Eastern European Countries
16:20 -16:40	Ákos Nagy Konrád Petheő Attila, Szabó Krisztofer	Corvinus University of Budapest	Innovatív vállalkozások vizsgálata pénzügyi, regionális és szervezeti kultúra szempontból A Magyar Multi Program második körös nevezőinek és nyerteseinek adatbázisán
<b>15:20-16:40</b> Room: 1st floor Chair: Dr. István Szabó; Zoltán Pék			
<b>Session for PhD students - Digital</b>			
Time	Presenter	Institution	Title
15:20-15:40	Balázs Deák István Szabó	Óbudai Egyetem	Digital marketing innovation and SME competitiveness
15:40-16:00	Viktória Nagy Eszter Németh	University of Pannonia	What are the challenges of Industry 4.0 for higher education institutions?
16:00-16:20	Alexandra Wolfné Kovács	University of Pannonia	AI Impact on Corporate Innovation: A New Era
16:20-16:40	Tamas Gyulai	Széchenyi István University	Digital innovation in construction for circularity in the Danube region
17:00	End of the conference day 1.		
19:00	Gala dinner - Location: Betekints Restaurant, Veszprém, Veszprémvölgyi u. 4		





Day 2.			
<b>24th November Friday</b>	Location: University of Pannonia - Building A. Room A02		
9:00	Registration		
9:30-10:15	Plenary speech	Chris Baldwin: <a href="https://chrisbaldwin.eu/">https://chrisbaldwin.eu/</a>	
10:15-10:50	Coffee break		
Sessions			
<b>10:50-12:10</b>	Room:A204 Chair: Dr. Judit Sulyok, Mária Molnár-Nagy		
Session: Sustainability			
Time	Presenter	Institution	Title
10:50-11:10	Lilla Bartuszek	Center of Sustainable Communities	Sustainable Cities – cradles of innovation
11:10-11:30	Emese Belényesi, Adrienn Lajó	Ludovika University of Public Service	Sustainable Projects from the Perspective of the UN Sustainable Development Goals: Balancing Contradictory and Synergistic Goals
		Nemzeti Közzolgálati Egyetem Diageo Zrt	
11:30-11:50	Catherine Odorige	University of Dunaújváros	Education and innovative bottom-up steps for Nigeria's sustainable development future
11:50-12:10	Péter Gemza	Sixagon nonprofit Kft	Social responsibility and innovation in theatres as public institutions.
12:30-13:30	Lunch		





<b>10:50-12:30</b>	Room:A01		
	Chair: Dr. Gabriella Cserháti, Dr. Tivadar Máhr		
Time	<b>Session for PhD students - Tourism and agriculture</b>		
	<i>Presenter</i>	<i>Institution</i>	<i>Title</i>
10:50-11:10	Mo Fan	University of Pannonia	Travel Live Streaming as a travel innovation idea
11:10-11:30	Sadh Sathawattey	University of Pannonia	Measuring service quality: Perceptions of the employees in hotel industry during the Covid-19 pandemic in Hungary
11:30-11:50	András Báló	Corvinus University of Budapest	The Renaissance of Central American Agriculture: The Power of Innovation
11:50-12:10	Áron József Borda	Doctoral School of Business and Management, Corvinus University of Budapest Department of Agricultural Economics, Institute of Sustainable Development	Challenges and Trends in Hungarian Agricultural Employment
12:10-12:30	Veronika László	University of Pannonia Faculty of Business and Economics	Nudging towards sustainable diet: A case study of German University canteens
12:30-13:30	<i>Lunch</i>		
<b>10:50-12:30</b>	Room:A02		
	Chair: Dr. habil Éva Pintér, Edit Bencsik		
Time	<b>Session for PhD students - Innovation management</b>		
	<i>Presenter</i>	<i>Institution</i>	<i>Title</i>
10:50-11:10	László Személyi	Innovation Management Doctoral School, Obuda University Future-Now	Innovation performance: What can we measure about an organization's innovation?
11:10-11:30	Mark Vegh Frigyes Hausz	University of Pannonia	Exploring the Influence of Culture on National-Level Innovation Performance in the European Union
11:30-11:50	Nikolas Hatz	Andrássy University Budapest	The context of innovation in least developed post-conflict countries
11:50-12:10	Eva Bartalos	Corvinus University of Budapest	Success Stories in Green Energy Transition - Glimpse behind Innovative Transformation of Danish Oil and Gas company
12:10-12:30	Li JinLong	Corvinus University of Budapest	Does Digital Transformation Increase the Cultural innovation of the firm ?-The important role of ESG rating
12:30-13:30	<i>Lunch</i> <i>Closing speech and announcement of the best presenters</i>		
14:00-15:30	Optional free program	Guided tour: Explore Veszprém	





SZENT ISTVÁN

BOLDOG GIZELLA