

| Room:       | Tó Park Hall  |   | Panoráma Hall  |   | Lótusz Hall   |  |
|-------------|---|---|--|---|---|--|
| 13:00-14:00 | Value-based Marketing - Focus on Healthcare   |   | Consumer behavior and social science approaches                        |   | Marketing strategy and -communication   |  |
|             | Chairs:   | Lányi, Beatrix<br>Simon, Judit  | Chairs:  | Pólya, Éva<br>Bíró-Szigeti, Szilvia   | Chairs:   | Hlédik, Erika<br>Kovács, Stefan  |
|             | Czegény, László   | Measuring patient satisfaction in outpatient care, focusing on private healthcare: a brief systematic review of the literature  | Bálint, Alexandra  | Consumer Behaviour Transformed by Crises: Findings from a Qualitative In-Depth Interview Study  | Kocsis, Máté and Kovács, Stefan   | A Face Behind the Brand: The Role of Nonverbal Communication in Brand Humanization   |
|             | Huszár, Sándor; Bifkovich, Bettina; Kisfűrjesi, Nóra; Hadadiné Jászay, Marianna and Fehér, András | Messages and Persuasion: Openness to Artificial Intelligence in the Mental Health Context Among Generation Z  | Csernák-Csorba, Klaudia and Tóvölgyi, Sarolta                          | Examination of Added Value and Customer Trust from a Marketing Management Perspective   | Madarászné Bányai, Ágnes  | The Role of Digital Decision-Making and Technology Acceptance in the Choice of On-Demand Services – A Theoretical Framework                          |
|             | Kun, Zsuzsanna and Simon, Judit   | Understanding Medication Adherence Through the Lens of Consumer Timework  | Pólya, Éva; Máté, Zoltán and Oravecz, Titanilla                        | Changes in consumer attitudes and shopping habits during the inflation crisis 2022-2023 in Hungary: results of a national representative survey | Onczay-Török, Réka Szabina  | Emotion or rationality? Investigating decision mechanisms in the travel planning phase   |
|             | Szigeti, Szilárd  | The Role of Value-Based Healthcare in Social Value Creation: Challenges and Opportunities through the Lens of Health Policy and Nonprofit Marketing                             | Vereckei-Poór, Bence   | Three years, three surveys: changes in the social acceptance of electric vehicles   | Rudolf, Alexa; Horváth, Kata; Schweigert-Kisida, Krisztina and Antal, Márk Csaba    | Investigating the Impact of Artificial Intelligence-generated Advertisements and Visual Content on Consumer Decisions in the Office Equipment Market |
|             |   |   |  |   | Szász, Tünde and Hlédik, Erika  | The role of self-congruity in the visual processing of hedonic and utilitarian attributes  |
| 14:00-15:30 | Value-based marketing - Focus on Data and Digital Transformation                                  |   | Marketing approaches to sustainability and altruism                    |   | Intercultural and social value creation   |  |
|             | Chairs:   | Kelemen-Erdős, Anikó<br>Iványi, Tamás   | Chairs:  | Sasné Grósz, Annamária<br>Putzer, Petra   | Chairs:   | Malota, Erzsébet<br>Mitev, Ariel   |
|             | Danó, Györgyi and Kovács, Stefan  | Inter- and intragenerational knowledge transfer in the acquisition of digital competences   | Sasné Grósz, Annamária and Hargital, Dávid Máté                        | Twisting world - Circular economy in different cultures' fashion industry   | Dinya, László   | Social competitiveness in a chaotic world  |
|             | Halász, Ágnes and Kenesei, Zsófia   | Helping students in career planning: Investigation of a data-driven academic advising platform  | Béla-Csovcsics, Andrea; Kincsesné Vajda, Beáta and Kazár, Klára        | The role of online platforms in becoming a blood donor  | Kolos, Krisztina  | Digital ageism: conceptual frameworks and research opportunities   |
|             | Lázár, Erika; Varga, Renáta Tímea; Németh, Péter and Szűcs, Krisztián                             | The eyes are the window of the soul (and the UX)? - Pupil size as an indicator of emotional response in user experience research  | Cserdi, Zsófia and Török, Anna   | New Pathways to Airport Inclusion: Best Practices and Challenges in Supporting Individuals with Hidden Disabilities                             | Malota, Erzsébet and Mucs, Attila   | Culture in a bite: Traditional Hungarian cuisine as a bridge to the acculturation of international students  |
|             | Orovicz, Lilla and Agárdi, Irma   | The human element in AR: how consumers' personal value orientations affect the Augmented Reality customer experience in online beauty retail                                    | Gyurián Nagy, Nikolett   | Environmental awareness in three dimensions: the role of social values, ecological beliefs, and personal commitment in consumer behavior        | Papp, Adrienn and Marien, Anita   | How Do Small Town Leaders Evaluate Their Settlements? – The Relationship Between Problem Perception and Satisfaction                                 |
|             | Simay, Attila Endre and Kővágó, Györgyi   | Technology Acceptance of Mobile Commerce Applications – A possible framework  | Putzer, Petra; Tóth-Pajor, Ákos and Csapi, Vivien                      | The Sustainability Tree and ESG Maturity Matrix as a Conceptual Framework for Assessing SMEs' Sustainability Transition                         | Szecsai, Blanka   | Identity, Culture and Consumption – A Theoretical Approach Through the Example of China  |
| 16:00-17:30 | Value-based Marketing - Focus on Education  |   | The relationship between artificial intelligence and consumer behavior |   | Social Media Marketing  |  |
|             | Chairs:   | Agárdi, Irma<br>Révész, Balázs  | Chairs:  | Gyulavári, Tamás<br>Veres, István   | Chairs:   | Fehér, András<br>Prónay, Szabolcs  |
|             | Dobó, Róbert  | "Smartphones, Smart Votes? Technology, Education, and Political Divides in the 2024 U.S. Presidential Race: Degrees, Devices, and Democracy as Structural Correlates of Voting" | Gerdesics, Viktória; Végi, Szabina and Nagy, Ákos András               | What determines how I experience VR? Personality and VR   | Cservék, Judit and Hlédik, Erika  | Analysis of the factors influencing the sharing behaviour of advertising videos for complex decision making among parents with young children        |
|             | Kéri, Anita   | Silicon Valley or the Southern Great Plain? Thematic comparative code matrix-based heatmap analysis of international student satisfaction in two universities                   | Kovács, Stefan; Veres, István and Bíró-Szigeti, Szilvia                | Human or machine? Consumer attitudes towards AI-generated and human-created visual advertising  | Jakab, Bálint and Raffay-Danyi, Ágnes Nóra  | Analysis and grouping hotel online guest assessments with the SERVQUAL method  |
|             | Kovács, Ildikó; Zarándné Vámosi, Kornélia and Harsányi, Dávid                                     | Talent management in economic higher education: development, motivation, and student retention in the Scientific Student Conference   | Lányi, Beatrix and Fésű, Fanni   | The role of trust in the acceptance of artificial intelligence in the beauty industry   | Mohr, Míra  | Food Marketing Strategies on Social Media - A Systematic Literature Review   |
|             | Kökény, Levente   | MI teachers: The role and effectiveness of artificial intelligence-based playful language learning applications in language learning  | Molnár, László and Horváth, Kata                                       | Identification and Profiling of Clusters based on Attitudes Towards Artificial Intelligence   | Molnár, Marietta and Szabó, Bálint  | Consumer-centred website development for a Hungarian university: A case study  |
|             | Piskóti, István   | Marketing, the synergy of science – consulting – and practice   | Uhrin, Dávid; Gáti Mirkó and Keszei, Tamara                            | AI in Service Innovation: A Bibliometric Analysis   | Moreno Frau; Asheen Heranga Hettiarachchi Maha Hettiarachhige and Francesca Cabiddu | Fiction or Familiar? Exploring Consumer Responses to Humanlike vs. Nonhuman Virtual Influencers  |
|             | Szalánczy, Eszter and Révész, Balázs  | Identifying Alumni Segments based on their Engagement and Involvement level   | Uhrin, Dávid; Halász, Éva Angéla and Molnár, László                    | "Show me the money": E-sports betting behaviour of GenZ: antecedents, motivations, moderators   | Sikó, Beáta   | Exploring attitudes towards targeted online advertising through in-depth interviews  |