

			Tó Park Hall	Panoráma Hall			
PhD day - Monday		1st day - Tuesday		2nd day - Wednesday			
Tó Park Hall	9-10	From 9:30: Registration	From 9:00: Registration		9:00-10:00: Workshops - Part 1	False truths or true lies? Current trends, challenges, and contradictions in marketing communication education Organisers: Éva Markos-Kujbus, Zita Komár, Máté Bollók	International dimensions in higher education Organisers: Katalin Ásványi, Ida Ercsey
	10-11	10:00: Opening ceremony	10:00-12:00: Plenary session 10:00-10:10 Opening of the XXXI EMOK International Conference (Szilvia Biró-Szigeti, Zsuzsanna Szalkai) 10:10-10:20 Welcome speech by the Dean and Head of Department 10:20-10:35 András Nemeslaki (BME, Vice-Rector for International Affairs): How the innovation ecosystem works at the Budapest University of Technology and Economics 10:35-10:50 EMOK annual report 10:50-11:15 Roland Molontay (BME, Human and Social Data Science Lab): Brands, memes, models: what does data science offer to modern marketing? 11:15-11:25 Presentation of MTA publication awards (Tamara Keszey, Ariel Mitev) 11:25-11:35 MTA Publication Award: presentation by the winner of the international journal article category 11:35-11:45 MTA Publication Award: presentation by the winner of the Hungarian-language journal article category 11:45-11:55 Information about the EMAC conference (Mirkó Gáti) 11:55-12:00 Omnichannel Day (Judit Simon)		10:00-11:00: Workshops - Part 2	Marketing researcher / Marketing educator 3.0 - AI vs. researcher / educator values Introductory speech: How we use AI and how we could use it in the future Organisers: Zsófia Kenesei, Tamás Iványi, Sándor Huszár, László Csóka	Designing for Togetherness: A multidisciplinary insight into family-friendly marketing Organisers: Katalin Ásványi, Tamás Csordás, Éva Markos-Kujbus
	11-12	10:30-12:00: PhD junior section			11:30-12:30: Workshops - Part 3		
	12-13	12:00-13:00: Sandwich lunch (Hotel Restaurant)	12:00-13:00: Sandwich lunch (Hotel Restaurant)		11:00-11:30: Coffee break		
	13-14	13:00-14:30: PhD senior section - Part 1	13:00-14:00: Parallel sections - Part 1	Value-based Marketing - Focus on Healthcare Chairs: Beatrix Lányi, Judit Simon	Consumer behavior and social science approaches Chairs: Éva Pólya, Szilvia Biró-Szigeti	Marketing strategy and -communication Chairs: Erika Hlédik, Stefan Kovács	
	14-15	14:30-15:00: Coffee break (Hotel Restaurant)	14:00-15:30: Parallel sections - Part 2	Value-based marketing - Focus on Data and Digital Transformation Chairs: Anikó Kelemen-Erdős, Tamás Iványi	Marketing approaches to sustainability and altruism Chairs: Annamária Sasné Grósz, Petra Putzer	Intercultural and social value creation Chairs: Erzsébet Malota, Ariel Mitev	
	15-16	PhD senior section - Part 2		15:30-16:00: Coffee break			
	16-17		16:00-17:30: Parallel sections - Part 3	Value-based Marketing - Focus on Education Chairs: Irma Agárdi, Balázs Révész	The relationship between artificial intelligence and consumer behavior Chairs: Tamás Gyulavári, István Veres	Social Media Marketing Chairs: András Fehér, Szabolcs Prónay	
	17-18	16:30-18:00: „PMSZ-Faktor” – Market and talent hunting community workshop	17:30-19:00: Workshops	Innovative course workshop and EDUardo demo	IAB Teachers club meeting (Hotel Garden)	PMSZ Teachers club meeting (Hotel Garden)	
	18-19	From 18:00: Free time		From 19:00: Free time			
	19-20	19:00-21:00: Dinner (Hotel Restaurant)		20:00-01:00: Gala dinner (Csónakház Hall)			
	After 20:00	From 21:00: Wellness party					



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Tanszék





EGYESÜLET A MARKETING
OKTATÁSÉRT ÉS KUTATÁSÉRT

Tó Park Hall

Panoráma Hall

Lótusz Hall



BME



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