

WORKSHOPS:

False truths or true lies? Current trends, challenges and contradictions in marketing communication education

The aim of the workshop is to explore the interconnection between innovative educational strategies and current trends, as well as their potential in the context of marketing communication, and to align them with research objectives through joint topic development and live case simulation methodology. The format of the workshop also reflects a conceptual approach: with the active involvement of participants, our goal is to create a joint dialogue and an ad hoc micro-community through which the dichotomous opposites that currently define the marketing environment can be successfully approached and even resolved. The workshop focuses on appearance and reality, deception and authenticity, stability and change, analog and digital creations, natural and artificial intelligence, and the distinction between human and AI influencers, the separation of which not only holds the potential for the development of flexible and valuable educational methodologies, but also presents a real challenge that we face not only as consumers but also as educators. Within the framework of the program, a common understanding is created based on the relevant experiences of the participants and the case studies we present, which will be recorded by participants in analog or digital form. This will be complemented by professional (self-)reflection on constantly changing marketing trends and media tendencies, as well as the development of educational methodology strategies. By the end of the workshop, participants will be able to create their own credo as educator-influencers and formulate new challenges and opportunities related to the future possibilities of critical, persuasive, and authentic marketing communication.

Organisers: Éva Markos-Kujbus, Zita Komár and Máté Bollók

Date: Wednesday, 9:00-10:00

Room: Tó Park

International dimensions in higher education

Significant changes have taken place in the external and internal environment of higher education institutions. Foreign language training, outward and inward teacher and student mobility, and international cooperation have become important factors in the international education and research arena. Institutions need to develop an international educational environment, ensure the improvement of the quality of education, and respond to the challenges of interculturalism and digitalization. University marketing is placing greater emphasis on promoting the international visibility of programs. László Józsa will give a keynote speech at the beginning of the workshop.

The workshop welcomes those who are willing to share their experiences and research results and who are thinking about further opportunities for internationalization.

Organisers: Katalin Ásványi and Ida Ercsey

Date: Wednesday, 9:00-10:00

Room: Panoráma

Designing for Togetherness: A multidisciplinary insight into family-friendly marketing

Recognizing the growing importance of family-friendly services, our workshop seeks to explore the intersection of marketing, tourism, and the family as a research focus. As the concept of family becomes increasingly diverse and complex, so too do the expectations of travel and hospitality providers serving families as a specific niche target group. Marketing strategies that recognize and satisfy these needs not only increase consumer satisfaction, but also contribute to the competitiveness of destinations, service providers, and institutions, as well as to increased brand loyalty. This innovative workshop, which touches on the fields of marketing, tourism, sociology, and service design, aims to show how businesses can create an inclusive, friendly environment for all age groups and why they may need to do so. Among other things, it will discuss how family-friendly services influence travel decisions, how cultural differences shape families' expectations, and what role branding plays in communicating family-friendliness. Through a multidisciplinary approach, this workshop encourages dialogue on designing economically sustainable and socially inclusive experiences. Participants will gain insight into how incorporating family-friendly values into service and marketing strategies can increase long-term value across sectors.

Organisers: Katalin Ásványi, Tamás Csordás and Éva Markos-Kujbus

Date: Wednesday, 10:00-11:00

Room: Panoráma

Marketing researcher / Marketing educator 3.0. – AI vs. researcher/educator values

How is the role of marketing researchers changing in a world where artificial intelligence is becoming increasingly prevalent? What will remain ours, and what will algorithms do better, faster, and more efficiently? Will research values be lost or reshaped? As AI becomes capable of increasingly precise data processing and pattern recognition, human intuition, contextual deep analysis, and ethical sensitivity become increasingly important. But will critical thinking, strategic thinking, and the ability to interpret connections be enough for researchers to not only survive but also create value? In the era of Marketing Researcher 3.0, the question is not whether AI will replace us, but how we can work with it to become even more relevant.

AI can give researchers a new role: we can become interpreters of machine-generated analyses and real users of machine-generated work, creating real value in research together with AI. The only question is how to do this, how to transform and develop ourselves.

Organisers: Sándor Huszár, László Csóka, Tamás Iványi and Zsófia Kenesei

Date: Wednesday, 10:00-11:00

Room: Tó Park

What's next for domestic B2B marketing research?

The workshop is particularly relevant given that in recent years, the number of studies and presentations on B2B marketing has declined at the annual EMOK conferences. Together with the participants, we will seek answers to the question of what the reasons for this might be and

how this area of marketing could be promoted, given that the B2B market is known to be orders of magnitude larger than the B2C market. Despite this, marketing research, professional articles, and textbooks deal significantly more with the behavior and purchasing habits of individual consumers than with organizational buyers. The question also arises as to what expectations business players have of researchers, given that current research topics and problems waiting to be solved should be brought to the surface by the practical and academic spheres together.

We welcome all marketing educators and researchers who are interested in the challenges of business marketing and the research opportunities they offer.

The workshop is organized by the MTA Business Marketing Working Committee.

Organisers: Zsuzsanna Szalkai, Mirkó Gáti and Árpád Jankó

Date: Wednesday, 11:30-12:30

Room: Panoráma

Failure Freezing - Interactive installation workshop

Do we consume or freeze our own failures? Do we collect our freshly picked failures in a basket or freeze them? Do we serve them thawed? We bite into it. We taste it. We want to spit it out. Our enzymes bind it. What wants to come out of us? How many times do we paint? Silence? Life? We look at it. Our gaze withers it. Our thoughts burn into it. We become the dwelling place of our own failures. Through projective techniques and self-reflection, the workshop connects the consumption of failure with art, resulting in the creation of an installation that transcends time and space. The special fruit tree takes root and bears fruit. Our collaborative installation will grow during the conference: we will nurture it together, water it, and finally harvest its fruits together. You can prepare (hang) freshly picked or deep-frozen (academic) failures for the interactive installation workshop.

Organisers: Nóra Kisfürjesi, Ariel Mitev, Dóra Horváth, Bettina Bifkovics and Máté Bollók

Date: Wednesday, 11:30-12:30

Room: Tó Park