



Budapest Business University  
Day of Hungarian Science

9th November 2023

Branding in the academic and business world – Future  
challenges

Section brochure

The conference' website, programme and registration are available [HERE](#).

## BRANDING IN THE ACADEMIC AREA

Section leader: Dr. Zsuzsanna Géring  
Venue: Budapest, Markó street 29-31. Hall

	Speakers	Title
13:00	Dr. habil. Arnold Tóth, Dr. Gyöngyi Csongrádi, Dr. Melinda Majláth	How Can Communication Channels Reflect to University Values?
13:20	Prof. Dr. habil Paweł Lula, Dr. Zsuzsanna Géring, Magdalena Talaga, Dr. Norbert Magyar, Dr. Ildikó Dén-Nagy, Réka Tamássy	Academic publications and emerging research problems in Hungary and Poland in the field of economics, finance and business
13:40	Dr. Rita Lukács Dr. habil. Árpád Papp-Váry	Beyond Green Campuses: Sustainability Rankings as Strategic Tools for University Branding
14:00	Dr. Ágnes Pál Dr. Rita Kóris	Leveraging internationalization for university branding and global competitiveness: An exploratory study into university practices
14:20	Eszter Szendrei-Pál, Zsófia Frányó, Dr. Zsuzsanna Géring, Réka Tamássy	Varieties of missions in Hungarian higher education – through time and/or between clusters
14:40	Dr. Ahmad Hajeer Jamil Toptsi	Enhancing University Branding through Fostering Intercultural Sensitivity: A Comparative Study of Domestic Students in Various Bachelor Programs

## THE IMPORTANCE OF SUSTAINABILITY IN BRANDING

Section leader: Dr. Zsuzsanna Győri

Venue: Budapest, Markó street 29-31. Community Hall

	Speakers	Title
13:00	Dr. Péter Berta	Branding the (Consumer's) Self through Ownership Histories
13:20	Amankwah Ebenezer Rexford, Marian Cudjoe Miller	Social Entrepreneurship Education in Ghana
13:40	M'barek Alhaddar Dr. Harshavardhan Reddy Kummitha	The Impact of Digitalization on Sustainable Branding in the Tourism destination
14:00	Dr. habil. Krisztina Szegedi Dr. Judit Sági Dr. Zsuzsanna Győri Prof. Dr. Fabio Pizzutilo	Social capital and circularity as a means of branding in the case of financial institutions
14:20	Dr. Zsuzsanna Győri Dr. Cecília Szigeti Dr. habil. Krisztina Szegedi	Saarika as a sustainable brand

## THE ROLE OF BRANDING IN THE TOURISM SECTOR

Section leader: Dr. János Debreceni  
 Venue: Budapest, Markó street 29-31. F. 22.

	Speakers	Title
13:00	Eliyas Ebrahim Aman, Deborah Kangai, Dr. habil. Árpád Ferenc Papp- Váry	Future tourism branding challenges and opportunities:- A literature-based review.
13:20	Dr. Katalin Juhász-Dóra	Alone or together? The case of multi-branded hotels
13:40	Annamária Ács, Bagdadi Ali	Branding cities as a touristic product: samples from successful cities
14:00	Dr. János Debreceni, Dr. Zsófia Fekete-Frojimovics	The role of human capital in tourism business resilience and its integration into internal branding
14:20	Dr. György Komáromi	How do private and public theatres communicate their mission and values in Budapest?

## BRANDING THE FUTURE: VISION AND STRATEGIES IN THE INTERNATIONAL ECONOMY

Section leaders: Dr. Tamás Gáspár  
Venue: Budapest, Markó street 29-31. Lotz Hall

	Speakers	Title
13:00	Dr. László Zoltán Kucséber Dr. habil. Richárd Kása	Synthesizing and critically evaluating existing studies on financial analysis of mergers and acquisitions in the covid 19 years
13:20	Dr. Tamás Gáspár	Branding the future? – futures literacy as a special soft skill for strategic decision making
13:40	Dr. László Tóth Kende Rados	Future challenges in economics – on the evolution of identity economics
14:00	Dr. László Csonka	Travelled or untravelled roads? The relationship between innovation (policy) and foresight
14:20	Dr. Pál Koudela	Korean virtual business networks and their challenges
14:40	Péter Burger, Dr. habil. Árpád Ferenc Papp-Váry	Brand Building for a Product That Nobody Wants to Buy - Unveiling the Tire Industry's Extraordinary Transformation
15:00	Dr. habil. Árpád Ferenc Papp-Váry	Brand Building with Superheroes, Superhero Building with Brands: The Brands of Iron Man and Captain America in the Marvel Film Universe
15:20	Péter Szántó	Value of Personal Branding Equity

## CHALLENGES OF BRANDING IN SMALL AND MEDIUM-SIZED ENTERPRISES

Section leaders: Dr. Judit Csákné Filep  
 Venue: Budapest, Markó street 29-31. P. 18.

	Speakers	Title
13:00	Marian Cudjoe Miller Ebenezer Rexford Amankwah	Challenges of branding in Smes in Ghana: a cross-sectional study in the greater accra region of Ghana.
13:20	Dr. Nicholas Chandler	The art of branding: an explorative study into aspects of branding utilized by artisan entrepreneurs
13:40	Dr. Melinda Majláth	Product recalls and brands: analysis of food product recall announcements on news portals
14:00	Mansoor Ekrami, Prof. Dr. Miklós Losoncz, Dr. Harshavardhan Reddy Kummitha	Evaluating Policy Orientation and Stakeholder Engagement in the EU's Green Initiatives for Industry 4.0 Adoption in SMEs: A Systematic Literature Review
14:20	Nóra Kisfürjesi	Consumers' altering relationship to brands in liquid consumption
14:40	Askaria Milindri	Instagram for Digitalization in Branding Towards Coffee Shops Phenomenon in Cinere West Java Indonesia: Applying Blumer's Theory of Industrialization in Contemporary Society