

AVA CONGRESS

University of Debrecen

Faculty of Ag.economics and Rural Development
and International AgriMBA Network

AVA4

Aspects and Visions
of **Applied Economics**
and **Informatics**

INTERNATIONAL CONGRESS

Debrecen, Hungary
26th - 27th March 2009



» THURSDAY, 26TH MARCH

08:30–10:00	Registration
10:00–10:05	Opening <i>Prof. Dr. János Nagy</i> President, Centre for Agricultural Sciences and Engineering, University of Debrecen, Hungary
10:05–10:15	Welcome address <i>Prof. Dr. Károly Molnár</i> Minister of Science, Research and Innovation, Hungary
10:15–10:30	Introduction to the conference <i>Prof. Dr. András Nábrádi</i> Dean, Faculty of Agricultural Economics and Rural Development University of Debrecen, Hungary
10:30–10:55	Keynote Speaker 1 <i>Prof. Dr. Wim Heijman</i> Wageningen University, Netherlands
10:55–11:20	Keynote Speaker 2 <i>Prof. Dr. József Popp – Prof. Dr. Gábor Udovecz</i> Agricultural Economics Research Institute, Hungary
11:20–11:45	Keynote Speaker 3 <i>Prof. Dr. Xavier Gellynck</i> Ghent University, Belgium
11:45–12:10	Keynote Speaker 4 <i>Prof. Dr. Patrick De Groot</i> Hasselt University, Belgium
12:10–13:30	Lunch Break
13:30–15:00	Poster session
14:00–15:30	Session meetings I.
15:30–16:00	Coffee Break
16:00–17:30	Session meetings I.
19:00–	Conference Dinner

» THURSDAY, 27TH MARCH

08:30–10:00	Session meetings II
10:00–10:30	Coffee Break
10:30–12:00	Session meetings II.
12:00–12:45	Closing ceremony – Prof. András Nábrádi
12:45–14:00	Lunch

» CONFERENCE PROGRAMME

<i>Place</i>	26/03/2009 10.00–12.15	27/03/2009 12.00–13.00
AVK 104	Plenary Session 1.	Plenary Session 2.
<i>Place</i>	26/03/2009 13.30–15.00	
AVK 1. floor	Poster Session	
Session meetings		
<i>Place</i>	26/03/2009 14.00–18.00	27/03/2009 08.30–12.00
AVK 104	Regional and Rural Development 1	Regional and Rural Development 3
AVK 010	Regional and Rural Development 2	Commerce and Marketing 2
AVK Council Room	Applied Agricultural Economics 1	Applied Agricultural Economics 3
AVK 012	Financial Management and Accounting	Commerce and Marketing 3
AVK 013	Information and Communication Technologies 1	Information and Communication Technologies 2
AVK 109	Applied Agricultural Economics 2	Applied Economics
AVK 101	Statistics and Operation Research	Tourism Management
AVK 102	Commerce and Marketing 1	Education and Quality Management
Fényház 4	Human Resource Management	



» PLENARY SESSION

Chairman: *András Nábrádi*
 Co-chairman: *Gábor Udovecz*
 Secretary: *Ildikó Orbán*
 Place: **AVK 104**
 Date: Thursday, 26th March 2009. 10.00–12.10

1. *János Nagy*
Opening
2. *Károly Molnár*
Welcome address
3. *András Nábrádi*
The Evolution of the AVA Congress
4. *M.A.H. Schouten – A. Gaaff – W.J.M. Heijman*
**Less favoured area measure in the Netherlands:
A welcome or negligible addition?**
5. *József Popp – Gábor Udovecz*
**The new challenge for Europe:
Food and Environmental Security**
6. *Xavier Gellynck*
Market Driven Innovation in the Food Industry
7. *Patrick De Groot*
Globalisation of Commercial Theme Parks.

» APPLIED AGRICULTURAL ECONOMICS 1

Chairman: *Jacques Viaene*
 Co-chairman: *Csaba Forgács*
 Secretary: *Erika Szabó*
 Place: **AVK Council Room**
 Date: Thursday, 26th March 2009. 14.00–18.00

1. *Imre Fertő – Csaba Forgács*
**The choice between conventional and organic farming.
A hungarian example**
2. *Judith Pálfi*
**The efficiency of the EU's direct agricultural subsidies in
hargita county, romania agricultural subsidies in practice**
3. *Csaba Pesti – Szilárd Keszthelyi – Levente Barkaszi*
**Environmental assessment of Hungarian crop farms based
on FADN data**
4. *Gheorghe Brătucu*
**Contribution to reducing environmental pollution in the
grape wine plantation by improving splashing equipment**

5. *Adedayo Ayeni – Sunday Bobby Audu – Abigail Orbunde*
**The effect of selected basic infrastructures on agricultural
production in Benue state, Nigeria: Implications for growth**
6. *Daniel Mihai Dănilă – Liviu Gaceu*
**The management of the potato harvesting and handling
chain for minimizing the economic losses due to impact
loadings**
7. *Fazel Amiri*
**Operational monitoring of vegetative
cover by remote sensing**
8. *Wilmer S. Sepúlveda – Suryani Djafar – Maria T. Maza*
**Consumer's attitudes toward lamb with origin quality label.
Preliminary results from Spain**
9. *János Felföldi*
**Organisational issues and experiences on agri-food
producers in Hungary**

» APPLIED AGRICULTURAL ECONOMICS 2

Chairman: *András Nábrádi*
 Co-chairman: *Josip Juračak*
 Secretary: *Viktória Balogh*
 Place: **AVK 109**
 Date: Thursday, 26th March 2009. 14.00–18.00

1. *Štefan Bojnec – Imre Fertő*
**The institutional determinants of bilateral agricultural and
food trade**
2. *Ondřej Miffek – Luboš Smutka – Michal Steinger*
Agricultural production development in the European Union
3. *Luboš Smutka – Richard Selby – Ondřej Miffek – Michal Steinger*
**Visegrad Group of countries: agrarian foreign trade
development**
4. *Bernd Hallier*
Gatekeeper Retail
5. *Sherin Sherif – Aydin Basarir*
**An analysis of the United Arab Emirates' household
preferences for different food categories**
6. *Josip Juračak*
**Cost efficiency of pig breeding for production of Slavonski
Kulen**
7. *Viktória Balogh*
Consumption situation the food market of animal origin

8. *Andrea Bartha – Viktória Balogh*
EU enlargement of Hungarian meat market
9. *Luiz Ricardo Cavalcante – Luiz Guilherme Oliveira*
Fragmented Innovation systems and sectorial research centers: The case of the Brazilian Agricultural Research Corporation (EMBRAPA)
10. *Luiz Guilherme Oliveira – Susan Cariny Carvalho Machado*
The process of organizational and productive innovation in the production chain of fruit and vegetables: a case study in Brazil's federal district

» APPLIED AGRICULTURAL ECONOMICS 3

Chairman: *Popp József*
Co chairman: *Udovecz Gábor*
Secretary: *Andrea Bartha*
Place: **AVK Council Room**
Date: Friday, 27th March 2009. 08.30-12.00

1. *Róbert Magda*
Economic factors relevant for competitiveness in the land market
2. *László Szöllősi*
Inner connections and value generation in the Hungarian broiler product chain
3. *Gheorghe Brătucu – Ionuț Căpățînă*
Aspects concerning the experimental researches of Dynamics solicitations of tractor transmission mechanisms
4. *Andrea Somogyi – Gyula Sipos*
The energy-safety in terms of land utilization
5. *E.A. Nuppenau*
Valuing the recycling of waste as an Eco-System Service
6. *Blazenka Popovic – Radojka Maletic – Zoran Maletic*
Analysis of livestock resources in function of strengthening production possibilities of family households in republic of Serbia
7. *Ágnes Berde – Márta Völgyiné Nadabán*
Regional benchmarking process in COGNAC Project (Coordination of RDI policies and their coherence with other policies in the Newly Acceded Countries)
8. *Teresa Torregrosa – Martin Sevilla*
Integrated development of the tourist and agricultural sector; a self-sufficient model based on water exchange

» APPLIED ECONOMICS

Chairman: *Gábor Szabó*
Co-chairman: *Heijman, W.J.M*
Secretary: *Péter Popovics*
Place: **AVK 109**
Date: Friday, 27th March 2009. 08.30-12.00

1. *Gergely Nagy*
„PPP” Investments – Inspection and qualification in Hungary
2. *Ferenc Buzás – Bernadett Szabó – László Posta*
The value of the enterprise and its influencing factors
3. *Sándor Kampfmüller*
Reclaiming the excise of gasoline in agriculture, in rail and naval activities, and its effect on commercial development
4. *Julián López Milla*
Security of energy supply: The Spanish perspective
5. *Attila Jámbor – Tamás Mizik*
Revealed comparative advantages of Hungarian cereals on EU15 markets
6. *Enikő Lencsés – Katalin Takács György*
Changes in costs of precision nutrition depending on crop rotation
7. *Klara Jakovcevic – Jelena Andrasic*
The influence of costs on the dynamics of economics quality in agricultural production
8. *Klara Jakovčević – Otilija Sedlak – Jelena Andrašić*
The sowing structure applying the method for ranking uncertainty factors
9. *Daniela Hupková – Peter Bielik*
Structural changes in the pork meat demand in Slovakia according to individual households' social categories
10. *Johannes Otto – Matthias Frost – Reiner Doluschitz*
Integrative information management across different surveillance areas: the power of classification systems and a need for institutional change
11. *József Tóth*
Use of coordination spheres in food economics

» COMMERCE AND MARKETING 1

Chairman: *Xavier Gellynck*
 Co-chairman: *Zoltán Szakály*
 Secretary: *Levente Varga*
 Place: **AVK 102**
 Date: Thursday, 26th March 2009. 14.00-18.00

1. *Adrienn Molnár – Xavier Gellynck*
Performance imbalances in the chain: EU traditional food sector
2. *András Sebők – Xavier Gellynck – Attila Papp – Tünde Kuti – Bianka Kühne*
Chain approach to improve competitiveness of SMEs manufacturing traditional foods
3. *Alessandro Banterle – Stefanelle Stranieri – Laura Carraresi – Alessia Cavaliere*
European traditional food producers and marketing capabilities: An application of marketing management process
4. *Jon H. Hanf – Zsombor Pall*
New dimension in retailing- retailer as focal company
5. *Antal Véha – József Gál*
Environmental protection as part of marketing and logistics strategy in Central and Eastern Europe
6. *Jelena Končar – Goran Vukmirović – Zita Katai*
Direct e-mail marketing development in republic of Serbia
7. *Šárka Zapletalová*
The influence of globalization on the competitive marketing strategy
8. *Aydin Basarir – Salma S. Dhaheer*
The services that satisfy customers and develop their loyalty for supermarkets
9. *Krisztina Kolos – Zsófia Kenesei*
The role of emotions and perceived control in the recovery strategy of service companies

» COMMERCE AND MARKETING 2

Chairman: *László Kárpáti*
 Co-chairman: *Mária Vincze*
 Secretary: *Levente Varga*
 Place: **AVK 109**
 Date: Friday, 27th March 2009. 08.30-12.00

1. *László Kárpáti*
Economic effectivity of fairs – the kava model
2. *Levente Varga*
KAVA model testing on agricultural exhibitions
3. *Krisztina Zimányi – Csaba Sólyom*
The application of complex models for teaching retail and wholesale management on the commerce specialisation of the BA programme
4. *Ružica Lončarić – Jadranka Deže – Ljubica Ranogajec*
Consumers' attitudes analysis regarding organic food in Eastern Croatia
5. *Ružica Lončarić – Zdenko Lončarić – Krunoslav Zmaić*
Computer model for predicting organic food consumer behavior in Croatia
6. *Daniela Nuseva – Stanislava Acin Sigulinski*
is health – organic food becoming a marketing trick?
7. *Laszlo Kozár*
The possible role of futures market and the public warehousing
8. *Krisztián Lőrinczi*
Health factor in soft drink consumption, German example
9. *Bert Vermeire – Jacques Viaene – Xavier Gellynck*
Role of farmers' absorptive capacity for sustainable use of manure
10. *Luis Moreno – Ana B. Ramón*
Air transport market liberalization in Europe



» COMMERCE AND MARKETING 3

Chairman: *József Lehota*

Co-chairman: *Gábor G. Szabó*

Secretary: *Georgina Ványi Árváné*

Place: **AVK 012**

Date: Friday, 27th March 2009. 08.30-12.00

1. *József Lehota – Csaba Illés B. – Nándor Komáromi – Zsuzsanna Lehota*
Development of traceability in Hungarian fresh vegetable and fruit sector
2. *Ildikó Edit Tikász – István Szűcs – László Bárányi*
National survey regarding the consumption habits of 'farm chicken' products in Hungary
3. *Zoltán Szakály – Orsolya Szigeti – Viktória Sente – Zsolt Polereczki*
Consumer habits on the market of Hungarian beef and rabbit meat
4. *Zoltán Szakál*
Analysing the pivot table of wine consumption research
5. *Norbert Bozsik*
Are the Hungarian wines competitive on the market of EU?
6. *Péter Popovics – Gábor G. Szabó*
Market power and contractual relations between milk processors and retailers in the Hungarian dairy sector
7. *Cosmin Joldes*
Romanian insurance business trends and the international crisis effects on it
8. *Judit Horváthné Zsilka*
Inquiry into the factors influencing the application safety of the combined nomenclature
9. *Georgina Árváné Ványi – Zsolt Csapó*
Evaluation of honey consumption in the main cities of the horth-great plain region

» EDUCATION AND QUALITY MANAGEMENT

Chairman: *Edit Vargáné Szűcs*

Co-chairman: *Nebojša Novković*

Secretary: *László Szöllősi*

Place: **AVK 102**

Date: Friday, 27th March 2009. 08.30-12.00

1. *Sándor Magda – Andrea Herneczky – Sándor Marselek – Erika Varga*
The situation of the Hungarian agricultural higher education
2. *Judit Balogh*
Implementation of knowledge transfer policies
3. *Simona Bucsa – Liviu Gaceu*
Travel and tourism terminology and document databases, essential tools for handling specialized knowledge and professional communication
4. *Gaceu L. – Gruia R. – Danila D.*
Education in food and tourism area using Moodle Management Courses System in Transilvania University of Brasov
5. *Gábor Kiss*
The analysing of the computer science learning habits in the first year on the Budapest Tech
6. *Judit T. Kiss*
An analysis of the differences in returns to education by educational levels and gender
7. *Péter Lengyel – Miklós Herdon*
Implementing learning design by lams to improve teaching and learning
8. *Nebojša Novković – Sándor Somogyi – Milenko Matković*
Challenges of the development of agroeconomic science and education
9. *Žaneta Simanavičienė – Jadvyga Čiburienė*
The main factors of higher education services quality development: Lithuanian case

» FINANCIAL MANAGEMENT AND ACCOUNTING

Chairman: *Tibor Pupos*

Co-chairman: *Zoltán Bács*

Secretary: *Tamás Dékán*

Place: **AVK 012**

Date: Thursday, 26th March 2009. 14.00–18.00

1. *Andras Danko*
The challenges of the modern finance function
2. *Zsolt Péter – Tibor Pupos – Tünde Kis-Simon*
The financial management system as functional strategy in the corporation competitiveness
3. *Tamás Dékán*
Some aspects of accounting and management accounting during economic downturns
4. *Liviu-George Maha – Dragos Mariciuc*
Characteristics of the financial crisis in 2008 and its implications on the Romanian economy
5. *Judit Tímári*
Finance SME-s in the frame of MKB
6. *Eva Tomory*
The Canadian Scientific Research and Experimental Development Tax Incentive Program – an entrepreneurial perspective
7. *Ljubica Gajić – Ivana Medved*
Functions and importance of segment reporting in the agricultural company
8. *Györgyi Petkovics – Božidar Leković – Livia Rac*
The quality of management – challenge for accounting
9. *Réka Tóth*
Production efficiency in higher education
10. *Sorin Adrian Achim – Monica Violeta Achim – Mirela – Oana Pinteá – Sorin Nicolae Borlea*
The budgetary process in the case of a services provider company
11. *Szilvia Simon*
The effect of the implementation of consolidation on the assets and financial and income position of concerns operating in the food industry

12. *Ildikó Csajbók*
Analysis of the accounting system of the Farm Accountancy Data Network
13. *Alexandra Horobet - Dumitrescu Sorin – Joldes Cosmin*
On corporate risk management practices in Romanian companies

» HUMAN RESOURCE MANAGEMENT

Chairman: *Csaba Berde*

Co-chairman: *Miklós Pakurár*

Secretary: *György Szabados*

Place: **Fényház 4.**

Date: Thursday, 26th March 2009. 14.00–18.00

1. *Éva Bácsné Bába*
The connection between the time factor and the manager functions
2. *Krisztina Dajnoki – Csaba Berde – György Szabados*
Experiences of equal employment opportunity management
3. *Uri Doman*
The contribution of call centres to the regional and rural development
4. *Ludmila Dömeová – Roman Kvasnička – Rudolf Zeipelt*
Lifetime education in tutorial centres of Czech University of Life Sciences in Prague
5. *Árpád Ferencz – Rita Kalmár*
Work organization and economic examination of breadwinning of rurality
6. *József Gályász – József Antal – Krisztián Szabados*
Methodology on selecting best practice projects
7. *Erzsebet Dienesné Kovács – Éva Gergely*
Examining some fields within human resources management
8. *Csilla Juhász*
Financial and moral benefits in Hungarian food industry sector
9. *Judit Oláh*
Review and assessment of Hungarian and EU-funded research and dissemination projects
10. *Miklós Pakurár*
Employment and unemployment in rural areas of the EU

11. *György Szabados – Csaba Berde – Krisztina Dajnoki*
Traditions and conditions in seasonal and temporary working in the Hungarian agricultural sector
12. *András Vántus*
Relationship between the human and technical factors of workplaces
13. *Márta Völgyiné Nadabán – Ágnes Berde*
Clusters in the Észak-Alföld region, definition and tipology-case study

» INFORMATION AND COMMUNICATION TECHNOLOGIES 1

Chairman: *Zeynel Cebeci*
Co-chairman: *Miklós Herdon*
Secretary: *András Cseh*
Place: **AVK 013**
Date: Thursday, 26th March 2009. 14.00–18.00

1. *Zdeněk Havlíček – Václav Lohr – Petr Benda*
ICT and agritourism in Czech Republic
2. *László Várallyai*
Application of web technologies in the education and research
3. *Jamal Hasan – Attila Pólya*
Improving e-commerce performance using web analytics software
4. *Szilvia Botos*
Development of NGN in Hungary and its expected rural development concerns
5. *Boglárka Kupai – György Kovács*
Case studies on information technology infrastructure library preparedness
6. *Róbert Szilágyi – Enikő Szilágyi*
E-government readiness – where are we going? A short overview of E-government in Hungary
7. *Brigitta Zsótér – Ildikó Gálné Horváth – Anikó Szabóné Türkössy*
Role of local cable television company of Mezohegyes in life of a rural town and analysis of assets from 2003–2006
8. *Martina Beránková - Milan Houška*
Multimedia study support for mathematical methods in economics

9. *Zeynel Cebeci – Yoldas Erdogan – Tuna Alemdar – Ladine Celik – Mustafa Boga – Yusuf Uzun – H. Durdu Coban – Murat Gorgulu – Funda Tosten*
Development of an ICT-based traceability system in compound feed industry
10. *Clemens Morath – Reiner Doluschitz*
Current situation and potential of Total Quality Management in the food industry
11. *Gruia R – Gaceu L.*
Risk analysis – modern management system
12. *István Füzési – Dávid Mezőszentgyörgyi – Miklós Herdon*
Application of modern traceability systems and data storage technologies by Hungarian meat companies
13. *Reiner Doluschitz – Barbara Egler – Clemens Morath*
Quality assurance and Traceability of Foods of Animal Origin – Major Findings from the Research Project IT FoodTrace

» INFORMATION AND COMMUNICATION TECHNOLOGIES 2

Chairman: *Liviu Gaceu*
Co-chairman: *Zdenek Havlicek*
Secretary: *István Füzési*
Place: **AVK 013**
Date: Friday, 27th March 2009. 08.30–12.00

1. *Tünde Rózsa – Miklós Herdon*
Business value of information technology in small and medium sized companies
2. *Nicolae Tane – Walter Thierheimer*
Research about the connection between different rural tourism types and forms
3. *László Aszalós – Mária Bakó*
Groupware case study at Faculty of Informatics of University of Debrecen: Lotus TeamWork
4. *Gyula Kaderják – András Simon*
Open Source CRM Systems
5. *Patrícia Berecz*
Tools of business process modeling
6. *Anja Voss – Ludwig Theuvsen*
Business process analyses with VISIO: An application in the cooperative livestock trading sector

7. *Denis Boissin*
The impact of boundary organizations on decision-making under uncertainty: a multi-agent simulation
8. *Ferenc Kruszlicz – Dániel Kehl*
Electricity price model for food producing companies
9. *Miklós Herdon*
Impacts of e-collaboration tools for development of rural areas
10. *Szilárd Szénás – Miklós Herdon*
New informatical demands in the agricultural government
11. *András Cseh*
Evaluation of e-services for farmers
12. *Abigail Orbunde – Adedayo Ayeni – C.P.O. Obinne*
An evaluation of agricultural marketing information system among members of farmers' community – based organizations in Benue state, Nigeria

» REGIONAL AND RURAL DEVELOPMENT 1.

Chairman: *Géza Nagy*
Co-chairman: *Sándor Magda*
Secretary: *Ildikó Tikász*
Place: **AVK 104**
Date: Thursday, 26th March 2009. 14.00–18.00

1. *Katalin Hekliné Herbály*
Introduction of the Central Eastern European Centre for Rural Development
2. *Katalin Vargáné Csobán – Andrea Bauerné Gáthy*
An analysis of the strategies for sustainable development based on the principles of sustainable tourism
3. *Irena Pokorná – Luboš Smutka*
The African regional groups and international trade
4. *Mária Vincze – Kinga Kerekes*
Impact of CAP's pillars on Romanian rural employment
5. *Jonel Subic – Zorica Vasiljevic – Drago Cvijanovi*
Strategic planning in the function of sustainable agricultural and rural development in republic of serbia
6. *Kinga Odor – László Csoba*
From environmental management systems to really responsible corporations

7. *Andrew Fieldsend – Judit Katonáné Kovács*
HVTK and the cross-border rural network: partners in rural development
8. *Sofija Adzic – Otilija Sedlak – Zoran Ciric*
Micro-industrial clusters and rural development
9. *Bohumil Kába – Libuše Svatošová*
Multivariate analysis of regional development indicators
10. *Katalin Bános*
Budapest in the 2007-2013 planning periode
11. *Sándor Magda – Róbert Magda – Sándor Marselek*
Possibilities of the sustainable development of rural economy
12. *István Zsolt Gerda – Balázs Siklós*
Educational structure and labor market expectations in the northern great plain region

» REGIONAL AND RURAL DEVELOPMENT 2.

Chairman: *János Lazányi*
Co-chairman: *János Borsos*
Secretary: *Andrea Szabó*
Place: **AVK 109**
Date: Thursday, 26th March 2009. 14.00–18.00

1. *Slobodan Ceranic – Radojka Maletic – Savo Smiljic*
Privatization and future direction of reconstructing in agribusiness in republic of Serbia
2. *Tihana Sudarić – Krunoslav Zmaić – Goran Blagojević*
Diversification of rural economic activities in Eastern Croatia
3. *Márta Bakucz – Gábor Klesch*
The social and economic effects of supported tourism development projects in South Transdanubia
4. *Vladimir Glonti – Asie Tsintsadze – Anzor Devadze*
To estimate the financial-economic stability of the regional budget
5. *Eve Tomson – Andro Roos*
Strategy for the development of Estonian rural life via crediting rural areas through granted market principle

6. *Jadvyga Čiburienė*
The intensivity of financial support for agriculture: Lithuanian case
7. *József Antal*
Examinations on job creation possibilities of SRF plants in rural areas of Hungary
8. *Tünde Jenei*
Geothermal energy applications in agriculture
9. *Krisztina Kormosné Koch – Miklós Lapis*
Long-term viability of organic farming
10. *Beáta Bittner – Anita Mislovics Kerékgyártó – Tibor Orosz – János Borsos*
Difficulties of diversification and alternative crops to tobacco in the European Union
11. *István Barta*
Rural development and/or market influence producer organisations in the milk sector

6. *Ágoston Nagy*
The regional role of the sport
7. *Slavica Manić*
Necessity of regional cooperation: case of Western Balkan
8. *János Lazányi*
Carbon sequestration of land-use in Nyírség region under the Kyoto Protocol
9. *Petra Maier – Jaroslav Homolka – Éva Darabos – Ildikó Tikász – Károly Pető – Adrián Nagy*
Social and cultural services provided by agricultural enterprises
10. *Magdolna Lácza*
Generation – or elit change in the agriculture of a region
11. *Szilvia Kovács*
Biodiversity to be measured as external effect of an agro-product
12. *Géza Nagy*
Potential for Hungarian grasslands in integrated rural development

» REGIONAL AND RURAL DEVELOPMENT 3.

Chairman: *Géza Nagy*
Co-chairman: *János Lazányi*
Secretary: *Ildikó Tikász*
Place: **AVK 104**
Date: Friday, 27th March 2009. 08.30–12.00

1. *Norbert Grasselli*
Regional innovation systems – a case study
2. *Luminița Vochița – Ramona Gruescu*
Effects of decentralization in service delivery
3. *Gábor Pintér – Miklós Palkovics*
Rural development through renewable energy in the region of Keszthely-Hévíz
4. *Kincső Barabás*
Similarities of and differences between the institutional systems of agricultural waste management in France and Hungary
5. *Ildikó Gálné Horváth – József Gál*
Some educational and logistic aspects of mental mapping of rural areas

» STATISTICS AND OPERATIONS RESEARCH

Chairman: *Imre Ertsey*
Co-chairman: *Tibor Tarnóczy*
Secretary: *Sándor Kovács*
Place: **AVK 101**
Date: Thursday, 26th March 2009. 14.00–18.00

1. *Miklós Galó – Szabolcs Pásztor*
Relationship tests within heterogeneous populations
2. *Zsolt Tibor Kosztyán – Judit Kiss*
The importance of logic planning in case of it and innovation projects
3. *Bitá Rahimibadr – Reza Moghaddasi*
Iran wheat price forecasting performance evaluation of economic
4. *Zsolt Tibor Kosztyán – Tibor Csizmadia – Csaba Hegedűs – Zoltán Kovács*
A new approach to forecasting conformity treating measurement uncertainty in SPC

5. Tibor Tarnóczy
Constraint logic programming in the financial budgeting and analysis
6. Gábor Grasselli – Lajos Nagy – Margit Csipkés – Tímea Gál – János Szendrei
Economic calculations of the material and energy flows in the biogas process
7. Szilvia Szőke – Lajos Nagy – Sándor Kovács – Péter Balogh
Examination of pig farm technology by computer simulation
8. Péter Balogh – Veronika Fenyves – Lajos Nagy
Is integration the way to the future of the pig sector?
9. Sándor Kovács – Lajos Nagy
An application of marcov chain monte carlo simulation
10. Imre Erstey – Szilvia Sütő
Comparative analysis of the production risk of major fruit species
7. Tamás Várhelyi
The importance of brands and marketing in spas, medical, golf and wine tourism
8. Lóránt Dávid – Anett Tózsér
Destination management: necessity and tasks of tourism destination management in Hungary
9. Erika Könyves – Éva Suta
The importance of equestrian tourism enterprises in tourism destination management in Hungary
10. Bernadett Szabó – László Posta
The possible mutual territories of agriculture and rural tourism in the northern great plain region of Hungary
11. Oana Máddalina Driha
Spanish hotel international expansion: evolution and tendency
12. Sylvain Zeghni – Nathalie Fabry
Environmental Management System in accommodation (EMS) and sustainable tourism: the case of Morocco and Tunisia
13. Anetta Müller
The role of the ski tourism in the academic specialisation students' camp

» TOURISM MANAGEMENT

Chairman: *Patrick De Groot*

Co-chairman: *László Árva*

Secretary: *Katalin Kalmár*

Place: **AVK 101**

Date: Friday, 27th March 2009. 08.30-12.00

1. *Lajos Török*
Tourism – the big chance of Hungary
2. *Zsuzsa Molnár*
Sustainability and Hungary's tourism in numbers
3. *Rudolf Zeipelt – Ludmila Dömeová – Eva Šimková*
Rural tourism in Czech Republic
4. *Nicolae Tane – Walter Thierheimer*
Research concerning the tendencies of agrotourism development in the Branmoeciou area
5. *Tibor Kovács*
Tourism development and human resources – the Hungarian answer
6. *László Árva – Erika Könyves*
Specificities of educational tourism related spending at Eastern Hungarian universities

» POSTER SESSION

Chairman: *Károly Pető*

Co-chairman: *Ildikó Orbán*

Secretary: *Éva Suta*

Place: **AVK 1. floor**

Date: Thursday, 26th March 2009. 13.30-15.00

1. *Hans Eidinger*
The economic analysis of the land use of an agricultural enterprise in region lewitz
2. *László Nagy*
An attempt to determine the provincialism of cultivated plants by the basic on data of village types
3. *Imola Cseh Papp*
Regional differences at the hungarian labour market
4. *József Ákos Papdi*
The economic potential of industrial parks in the micro-regions of the Northern Great Plain Region
5. *Kornélia Lazányi*
Deliberate emotions – emotional work

6. *László Posta – Bernadett Szabó – Ferenc Ede Buzás*
Land rent conditions at present in Hungary
7. *János Lazányi*
Methane emission from enteric fermentation in Hungary
8. *Roland Répási*
The economic questions concerning the handling of winter coleseed with regulator
9. *Adrián Nagy – Veronika Fenyves*
Overview study on project management at some Hungarian agricultural enterprises
10. *Károly Pető*
Agricultural potentials and factors influencing regional and sectoral competitiveness
11. *Béla Cehla – János Oláh – András Jávora – András Nábrádi*
Boundary conditions of profitable sheep breeding through the example of a milking sheep stock
12. *Ferenc Apáti*
Market decisions and information background in apple industry
13. *Károly Vizdák – Károly Vizdák jr*
The analysis of the economical connections of machine operation
14. *Mária Figler – Beáta Keller – Béla Schäffer – †Sándor Szakály*
Clinical examination of bioavailability of fresh cheese whey powder enriched in calcium
15. *Éva Mácsai – József Lehota*
Pork chains in Europe
16. *Nándor Komáromi – Regina Reicher*
Data quality in the CRM Practice
17. *Hans Kögl – Jana Tietze*
Measuring chances and risks of regional food systems
18. *Adrienn Herczeg*
Analyse the financing structure of agricultural enterprises in 2002-2006
19. *Zoltán Bács*
The management of subsidies in non-profit organizations
20. *Idikó Orbán – Tamás Dékán*
Definition questions (Profit – profitability)
21. *Attila Rózsa – Éva Darabos*
The speciality of converse taxation practice
22. *Margit Csipkés*
The economic questions arising in the course of plant production for energy purposes
23. *Veronika Fenyves – Adrián Nagy*
The evaluation of statistics of Hungary's payment balance between 2005 and 2007
24. *Szilvia Sütő*
The role of agricultural insurance in the disaster mitigation
25. *Lajos Nagy*
Reducing sales risk by adapting optimal wheat selling strategies
26. *Christian Riessen*
Risk diversification of biogas plants in agricultural portfolios
27. *Zoltán Danyi*
Role of the tourinform office in the tourism of Debrecen
28. *Márta Nótári*
Analysis of quality factors of horticultural hungaricum products
29. *Éva Gergely – Erzsébet Dienesné Kovács*
The analysis of some issues concerning performance management and motivation
30. *Ágnes Hadházy*
Change of social, economic and employment situation in Szabolcs-Szatmár-Bereg County
31. *Angéla Szép – Zsuzsanna H. Horváth – Antal Véha – Cecilia Hodúr*
Estimate the cost of water treatment technologies
32. *Judit Hámori*
The role of ethnocentrism in consumers' risk reduction
33. *Anikó Gergely – Zsuzsanna Kassai – Zoltán Szabó*
The importance of the thematic lanes



