

ITW 2024 PROGRAM



UNIVERSITY OF PÉCS
Faculty of Business and Economics

Monday - 08.04				Tuesday - 09.04		
8:00-8:30				Alberto Turón Probability and Statistics D. Kehl B021	City Tour 9:00-11:00 Meeting point: Entrance B	
8:30-9:00						
9:00-9:30						
9:30-11:00						
11:00-11:30	Registration					
11:30-11:40	Welcome session					
11:40-12:40	Welcome lunch					
12:40-13:00	Campus Tour					
13:00-14:30	Alberto Turón Probability and Statistics D. Kehl B314	Prof. Dr. Stephan Kühnel Investments V. Csapi B017	Sabine Bacouël-Jentjens Leadership & Advanced Organizational Behavior Zs. Vitai, B310	14:00-17:30 The use of artificial intelligence in education workshop Z. Vörös, D. Egervári, B323/1		
14:30-16:00	Murtaza Mohiqi Theories and Practise of Innovation K.Erdős,K.Kovács D.Bilicz,T.Sebestyén B312					
16:00-17:30						A. Turón Negotiations E. Bedoya B316
17:30-19:00						
19:00-20:00						

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Wednesday - 10.04			Thursday - 11.04		
8:00-8:30	Dr. sc. Zoran Mihanović Marketing Research E. Lázár B435		Prof. Dr. Stephan Kühnel Financial Accounting G. Márkus B018		Sabine Bacouël-Jentjens Leadership & Advanced Organizational Behavior tutorial, Zs. Vitai, B021
8:30-9:00					
9:00-9:30					
9:30-11:00		Rob Warmenhoven Strategic Marketing B. Lányi, B310	Artak Vardanyan Advertising and Sales Promotion Á. Nagy, B312		
11:00-11:30		Robert Warmenhoven Marketing Analysis and Planning K. Szűcs B311			
11:00-12:30					
11:30-11:40					
11:40-12:40					
12:40-13:00					
13:00-14:30	The growing role of artificial intelligence and digitalisation in information retrieval workshop P. Németh, E. Lázár Hatchery B432		Farewell Session - B021		
14:30-16:00		Nadiia Bocharova Advanced Communication for Leaders B. Szabó-Bálint B316 Gy. Pozsgai B019			
16:00-17:30					
17:30-19:00					
19:00-20:00	Official Dinner meeting: UPFBE				

We reserve the right to change the program*