

May 28, 2026

- 9:00-10:00 **Registration**
- 10:00-10:20 **Opening & Welcome Speeches**
- 10:20-10:50 **Opening Keynotes 1: Human-Centred Leadership** (Hungarian)
Prof. Dr. Komlósi László (Széchenyi István University Győr)
Heinczinger Róbert (Partner, Hungary Consulting & Markets, CESA Consumer & Health Sector, EY Consulting Ltd.)
- 10:50-11:20 **Opening Keynotes 2: The Role of Management in Digital Transformation** (Hungarian)
Prof. Dr. Demeter Krisztina (Budapest Corvinus University)
Kósa Balázs (Head of Finance, Controlling & Data Services, Körber Hungaria)
- 11:20-11:40 **Marketing and Management Journal Jubilee Award Ceremony**
- 11:40-12:00 Group photo
- 12:00-13:00 Lunch/Networking
- 13:00-13:15 **Keynote address by Prof. Dr. Chikán Attila**
- 13:15-14:00 **Roundtable Discussion 1: Digitalisation and Organisational Competitiveness** (Hungarian)
Moderator: Dr. Jarjabka Ákos (University of Pécs, FBE)
Participants: Rabb Szabolcs (Secretary General, Chamber of Commerce and Industry of Pécs-Baranya), Hoffmann Tamás (Managing Director, Holcim Hungary), Gódi Attila (Managing Director, Terrán Ltd.), Kleisz Zoltán (Managing Director, MATRO Ltd.), Prof. Dr. Szerb László (University of Pécs, FBE)
- 14:00-14:45 **Roundtable Discussion 2: Leadership in a Changing Work Environment: Resilience and Capacity Under Pressure**
Moderator: Dr. Barakonyi Eszter (University of Pécs, FBE)
Participants: Stang Réka (HR Manager, Bonafarm Group), Dr. Fehér Gergely (neurologist, University of Pécs Clinical Center), Dr. Gács Boróka (University of Pécs Medical School), Kutyáncsánin Jevrem (Managing Director, HR-Rent Ltd., Prohuman)
- 14:45-15:00 Coffee break/Networking
- 15:00-16:30 **Parallel Sessions**
- 16:30-18:00 **Parallel Sessions**
- 19:00 Gala Dinner

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- 9:00-10:30 **Parallel Sessions**
- 10:30-10:45 Coffee break/Networking
- 10:45-12:15 **World Café** (Hungarian)