

# Trends in the 21st Century

2<sup>nd</sup> and 3<sup>rd</sup> September 2019  
Oradea (Nagyvárad) ♦ Romania



PARTIUM  
CHRISTIAN  
UNIVERSITY



agriMBA  
MBA in Agriculture & Business



FILIALA IAȘI



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## Background

The mission of the Partium International Conference on Management (PICM) is to promote partnerships between research communities and strengthen the contribution of research in economic growth, sustainable development by providing an international platform for strategic dialogue among stakeholders. The Conference encourages activities in management, informatics, rural development, tourism, and even sport management monitors the progress made in the knowledge triangle – research, education and innovation – which are core factors all over the world.

To respond to these challenges, appropriate and coherent policies, instruments and programmes need to be developed and applied in all domains of economics, including social, cultural, political, legal and institutional environment. The planned sessions of the conference reflect the most important fields of knowledge and technology, to gain or consolidate leadership in key scientific and technological areas. Research excellence is particularly important to improve the ability of countries to address the social, economic, environmental and management challenges of the future. Their continued relevance will be guaranteed by invited papers.

In the framework of these PICM the experiences of international tasks of development will be discussed; therefore, it would be a great honor to the Faculty if you could hold a lecture on the latest results of your research.

## Keynotes

**Wim HEIJMAN**, Wageningen University, The Netherlands  
*A Note on the Dutch Disease*

**Fred R. DAVID** Francis Marion University and **Forest R. DAVID**, USA  
*The Latest Trends in Strategic Management*

**Florin-Alexandru LUCA**, Romania, The Romanian Academy - Iasi Branch, Commission to Study Marketing Issues  
*People - Creativity - Nature*

**András NÁBRÁDI**, Hungary, University of Debrecen  
*Co-operation or Integration?*

**Josip JURACAK** and **Mario NJAVRO**, Zagreb University, Croatia  
*The impact of CAP support on farm income and their long term sustainability*

**József TÓTH**, Corvinus University, Budapest, Hungary  
*Innovation Trends in Food Processing Sector in Europe*

**László DINYA**, Károly Eszterházy University, Hungary  
*Management 4.0 Among the Hungarian Companies*

## Organization Committee

András Nábrádi, PhD  
Katalin Gál, PhD  
Gyula Flórián, PhD  
Edit Veres, PhD  
Erzsébet Csibi  
Enikő Vigh  
Dalma Hámos  
István Lóránd Szakáli  
Florin-Alexandru Luca

### Conference Dates

2<sup>nd</sup> and 3<sup>rd</sup> September 2019

### Conference Venue

Partium Christian University, Oradea,  
Romania

### Registration fee

250 RON until 20<sup>th</sup> of August  
350 RON from 21<sup>st</sup> of August (also on site)

### Important dates and deadlines

25<sup>th</sup> July 2019 – Submission of extended  
abstracts  
15<sup>th</sup> August 2019 – Notification of  
Acceptance  
30<sup>th</sup> September 2019 – Full paper  
submission  
2<sup>nd</sup> & 3<sup>rd</sup> September – On site registration

### Official Home Page

<https://gtt.partium.ro/en/pcm>

### Contacts

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## Call for Papers

The Partium Christian University, the University of Debrecen, the International Network for the MBA Agribusiness and Commerce and the Romanian Academy- Iași Branch, Commission to study marketing issues invite an international scientific audience to submit paper proposals in the fields of Economics and Management. Like its predecessor of PICM conference, the event will provide ample time for people to share their views, to exchange ideas, to develop new insights, and to envision completely new kinds of solutions to managerial problems. Sessions of the conference are directed towards the identification of common research themes and interests on the world wide level:

- Applied Economics
- Regional and Rural Development
- Tourism and Sport Management
- Commerce and Marketing
- Management and Information Technologies
- Social Sciences

The abstracts should be prepared using the provided [template](#). The length of the abstracts should be maximum 2,500 character. Please do not change the formatting. Abstract submission possible by 25<sup>th</sup> of July 2019 (extended). To submit your extended abstract, send an electronic mail at [picm2019@partium.ro](mailto:picm2019@partium.ro)

The extended abstract should indicate: 1) the question addressed, 2) the concepts and theories to which one refers, 3) the methodology used, 4) the results obtained, and 5) conclusions.

Authors of accepted abstracts will be notified by 15<sup>th</sup> August 2019. The deadline for the final submission of accepted papers is 30<sup>th</sup> September 2019. All accepted papers will be published in a book of abstracts ready for the conference. Authors who submit their abstracts, are invited to submit full papers to the Conference Proceedings published after the conference, or supporting journals listed on the conference web page.

The registration fee is 250 RON until 20<sup>th</sup> of August and can be paid online at <https://payment.partium.ro/> or 350 RON until 21<sup>st</sup> of August at the same payment interface (There exists the possibility of on site payment – please notify the organizers about this situation). This includes lunches on both conference days, dinner on the first day, coffee during the breaks and the publishing of accepted papers in the conference abstract book and proceedings. Accommodation is not included.

The Scientific Committee of PICM 2019 announces Best Junior Paper and Best Senior Paper Awards. The winners of the Awards will be announced at the Closing Session of the conference, on 3rd September, 2019. The best papers are supported by Pearson Education.

The local organizing committee has agreed on preferential prices for conference participants with the Hotel Ramada Oradea, located in Oradea city centre. The list of participants who intend to book an accommodation in this hotel will be sent to the hotel by the local organisers. For further information regarding the fares, please contact the local organising committee before 30th July 2019