

**Sapientia Hungarian University of Transylvania**  
FACULTY OF ECONOMICS , SOCIO-HUMAN SCIENCES AND ENGINEERING,  
MIERCUREA-CIUC  
invites you to the

**16<sup>th</sup> International Conference on Economics and Business**  
**CHALLENGES IN THE CARPATHIAN BASIN**  
Towards a new sustainability?

**10-12 May 2023**

We are pleased to invite you to our conference, which provides an opportunity for young researchers, lecturers and PhD students to present and discuss their research results.

After two years of epidemics and a year of war in Eastern Europe, we need to rethink our progress and priorities, not only in terms of geopolitics, but also in terms of sustainability and development opportunities. After decades of delay and misunderstanding, sustainable development and sustainable peace take on a whole new meaning for us. It can mean a resilience in the use of energy, digitalisation and integration of smart solutions, local values and dynamic global networks in industry, agriculture and services, but it can also mean more self-reliant national economies and less consumption in certain aspects. Scientific research has dealt with the possibility of non-growth and the limits of growth already in the 1970s, but these are still interesting questions today. Are we at the end of growth-based capitalism, or is this just a relatively short recession in a natural growth cycle? Is there life after growth and what new sustainable models can work for our consumption-based societies? What are the consequences of a prolonged period of degrowth and what can develop from the current energy and geopolitical crises? Our conference seeks the answer to what the market for consumer goods, finance, transport, tourism, agriculture or education will be like in this new sustainable future?



**Papers are welcome in the following topics (sections to be assigned):**

- Capital market, corporate finance and financial analysis
- Current issues in international taxation and accounting
- Marketing
- Management
- Tourism and leisure services
- Regional disparities and territorial problems
- Agriculture and rural economics
- Business informatics and operational research

**Scientific Committee**

**Ebru UZUNOGLU**, professor, Izmir University of Economics, Izmir, Turkey

**José Luis MORAGA-GONZÁLEZ**, Professor, Vrije Universiteit Amsterdam, The Netherlands

**Manuela Rozalia GABOR**, professor, Universitatea "GE Palade", Tîrgu Mureş, Romania

**Zsolt SÁNDOR**, professor, Sapientia Hungarian University of Transylvania, Romania

**Attila FÁBIÁN**, professor, University of Sopron, Hungary

**Renáta MÁCHOVÁ**, professor, Selye János University, Slovakia

**Álmos TELEGDY**, associate professor, Corvinus University of Budapest, Hungary

**Invited speakers**

**Attila FÁBIÁN**, full professor, University of Sopron, Hungary:

*Green University - Sustainability in practice*

**Zsolt SÁNDOR**, full professor, Sapientia Hungarian University of Transylvania, Romania:

*Consumer Search*

**József FOGARASI**, professor, Partium Christian University, Oradea, Romania:

*An Overview on the Economic Effects of Climate Change*

**Gábor KÜRTHY**, associate professor, Corvinus University, Budapest, Hungary

*The connection between the management of the 2008 crisis and today's inflation*

**Álmos TELEGDY**, associate professor, Corvinus University of Budapest, Hungary:

*The Effects of a Disability Employment Quota when Compliance is Cheaper than Defiance*



## Event details

The language of the conference is English and Hungarian (without translation).

### Proceedings

All the papers will be published online (e-book).

Some papers selected by the Scientific Committee will be published in the Acta Universitatis Sapientiae, Economics and Business. Acta is published in cooperation with Sciendo ([De Gruyter Open](#)).

### Registration

The platform of the conference and registration will be announced later.

The registration must include an abstract of the paper in English or in Hungarian language (max. 500 words).

### Conference fee:

One participant with presentation and one article	60 EUR
One participant with presentation and two articles	65 EUR
One participant with presentation, but no article	45 EUR
Conference excursion (12 <sup>th</sup> May)	30 EUR

The registration fee includes the participation at the conference, CD with all papers, lunch and dinner on 11<sup>th</sup> of May.

### Important deadlines:

Abstract submission via email:	1 <sup>st</sup> of March 2023
Abstract acceptance and registration:	1 <sup>st</sup> of April 2023
Submission of Papers:	1 <sup>st</sup> of May 2023

### Organizing Committee

Bíborka-Eszter BÍRÓ, Sapientia Hungarian University of Transylvania

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## Submission guidelines

**Abstract:** Abstracts must be submitted in our online registration system, therefore the following requirements are supervised by automatic controls and some of these are made automatically. Locate the paper title in bold in the middle of the first line, then insert an empty line followed by name(s) of author(s), title(s) and address(es).

All abstracts shall be submitted to [sapientiaconference2023@uni.sapientia.ro](mailto:sapientiaconference2023@uni.sapientia.ro)

**Paper format:** Papers are accepted in English language, 10-15 pages long

Font: Times New Roman 12, line feed 1, left, right, bottom and top margins 2.5 cm. Locate paper title in bold in the middle of the first line, then insert an empty line followed by the name(s) of author(s) and title(s). Figures are only accepted in black and white colors.

Recommended paper structure is: Abstract (English), Key words (max. 5), Introduction, Material and Methods, Results and Discussion, Conclusion, References, Author's address.

## Conference workshop, 10<sup>th</sup> May, 2023 (Wednesday), 16,00-18,00

### ***Main topic: Electronic commerce and sustainability***

Very early after the privatization of the Internet (1995), at the end of the nineties, extremely optimistic predictions appeared that the central activities of all fields of expertise would soon move to the Internet. The researchers expected that within a short period of time the dominant percentage of purchasing activities will take place on the Internet. Although web technology brought many clear changes in the development of business life, it did not spread at the rate predicted by the forecasts, the strong pace of its spread was also broken by the explosion of the dot com bubble. What was not realized then, at the beginning of the 2000s, seems to be increasingly becoming a reality today. The image of the impact of the Covid-19 epidemic causing spectacular growth has become widely accepted. While the epidemic did indeed cause a clear jump, the growth of electronic commerce, contrary to the spreading misconception, did not accelerate spectacularly, and continues to grow at a balanced, linear pace when examined globally.

In the composition of bigcommerce.com, sustainability is one of the defining trends in electronic commerce. In accordance with the theme of our conference, at the workshop we are looking for the answer to how local, Transylvanian entrepreneurs experience the changes in electronic commerce. How the spectacular rise of electronic commerce affects their business activities/goals. Concretely, can sustainability play a role, does sustainable growth appear among the companies' priorities, or does communication referring to sustainability merely serve marketing purposes?

If we look at electronic commerce as a specific extension of sales, that is, a modern tool of sales that complements the toolset of companies currently playing a dominant role, then perhaps there is a chance that sustainability will also play a role among the company's priorities. The Internet has made



it possible to predict and recognize consumer habits as accurately as possible. If we use this ability to plan our activities precisely and predictably, there is a chance to organize our activities sustainably, since we will not expect financial security from growth, but from planning.

The workshop will bring together entrepreneurs from different industries with significant experience in online commerce, that is, experts in providing technical support, in online marketing or in legal issues, in order to discuss current issues in online commerce as thoroughly as possible. The discussions will focus around issues like what is the experience of entrepreneurs in the online commerce sector and what are the biggest challenges they are facing: technical background, significantly increased programming fees, tightening regulations (GDPR, redemption), working with courier services, more complicated management systems, multiple inventory, introduction of popular tools (Live commerce), etc.

### **Preliminary conference schedule**

*10<sup>th</sup> May, 2023 (Wednesday), 16,00-18,00 (GMT +2): Conference workshop: Electronic commerce and sustainability*

*11<sup>th</sup> May 2023 (Thursday) 10,00 AM - 20,00 PM (GMT +2)*

10:00-10:30	<b>Opening ceremony</b>
10:30-13:00	<b>Plenary presentations</b>
13:00-14:00	<b>Lunchbreak</b>
14:00-18:00	<b>Presentations in parallel sessions</b>
19:00	<b>Discussions</b>

*12<sup>th</sup> May 2023 (Friday) 09,00 AM – 18,00 PM (GMT +2)*

**Guided excursion to Bálványosfűrdő / Băile Bálványos and Kézdivásárhely city / Târgu Secuiesc (optional).**