



B2B MARKETING WORKSHOP
Hungarian Academy of Sciences, Section IX, Marketing Science Sub-
committee
B2B Marketing Working Committee

Challenges in B2B marketing research and practice
- Some current topics -

Organizers:

Hungarian IMP Research Center at Corvinus University of Budapest

**Department of Management and Business Economics, Budapest University of Technology
and Economics (BME)**

4th November 2024

12:40 – 16:25

BME building Q

12:40-13:10: Buffet Lunch (room: QB 306, corridor)

13:15-16:15: Scientific Programme (room: QA 405)

The language of the workshop is English.

13:15-14:00: Keynote speech

Keynote speaker: **Sofia Wagrell** (Uppsala University):

Short on drugs? - Mapping the root causes to antibiotic shortages and some suggestions for policy interventions to prevent them

14:00-14:10 – Tibor Mandják (Eötvös Loránd University): Some thoughts about the business relationship management

14:10-14:20 – Márton Vilmányi (University of Szeged): Exploring the dynamics of process change through business interactions

14:20-14:30 – Árpád Jankó (Terrántető Ltd): Supply chain barriers in the solar equipment industry

14:30-14:40 – Zoltán Veres (Pannon University): International comparability of B2B survey results

14:40-16:25 – Discussion

**Participation at the event is free of charge, but registration is compulsory.
You can register: [here!](#)**

We are looking forward to meeting you at the workshop.

Yours Sincerely,

Ariel Mitev
Vice President
Marketing Science Sub-Committee

Zsuzsanna Szalkai and Judit Simon
B2B Marketing Working Committee