

ZOLTÁN VERES

THE PARTICIPATION OF BUDAPEST BUSINESS SCHOOL RESEARCH CENTRE AT THE EUROPEAN SCIENTIFIC INSTITUTE CONFERENCE IN TIRANA

Prof. Zoltán Veres, Head of Research Centre and Dr. Tamás Tarján, senior researcher have participated at the Multidisciplinary Scientific Conference organized by the European Scientific Institute and the University of the Azores (Portugal). The conference was held at Vitrina University in Tirana (Albania) on 12-14 December 2013.

The European Scientific Institute (ESI) is an international non-governmental institution that cooperates with universities and university centres from all over the world by organizing international events, joint scientific publications, and through cooperative agreements and student exchanges. ESI builds scientific bridges all over the world thus contributing to modern scientific achievements. These achievements are published monthly in the prestigious European Scientific Journal issued by ESI. In ESJ researchers from more than 60 countries of the world present their scientific results.

Vitrina University (Tirana, Albania) operates based on the principles of Bologna Process requirements. Cooperation with those universities and institutions on an international level that support their educational activities is also included in the philosophy of the university. Vitrina University organizes activities shared with other national and international universities and is an active participant in lecturer and student exchanges. Like at other universities, too, research and innovation are basic features of activities at Vitrina Private University.



Researchers of Budapest Business School have applied for the conference with the paper titled „Product attribute preferences – a multidisciplinary approach” in which they presented the results of their research on preferences supported by the Hungarian Ministry of Human Resources until now. Based on the paper submitted, the organisational committee has requested Prof. Zoltán Veres to give the keynote speech of the conference. This lecture has been given with the title „Consumer Preferences – An Evergreen Multidisciplinary Research Topic”. After the keynote speech throughout 13 and 14 December, in 2 parallel sections, 68 lectures were given by participants from 26 countries.

As a result of the participation of BBS at the conference, European Scientific Institute has invited Prof. Zoltán Veres to the organization's next multidisciplinary conference to Praia (Cape Verde) to be held at the end of March 2014.