

2nd International Danube Cup Conference on Entrepreneurship Education

University of Belgrade – Faculty of Organizational Sciences
 November 24 – 25, 2023
 Belgrade, Serbia

DAY 1
 24th NOVEMBER



ZOOM LINK <https://zoom.us/j/93470652761>

- **09:00 - 09:30**
REGISTRATION
- **09:30 - 09:50**
OPENING CEREMONY (ROOM 5)
- **09:50 - 10:20**
KEYNOTE 1: ENTREPRENEURIAL CAREER: FACTORS INFLUENCING THE DECISION OF STUDENTS
 - Prof. Andrea Gubik, PhD, University of Miskolc, Hungary
- **10:20 - 11:15**
PANEL DISCUSSION 1: ENTREPRENEURIAL EDUCATION IN SCIENCE AND PRACTICE
 Participants:
 - Prof. Andrea Gubik, PhD, University of Miskolc, Hungary
 - Prof. Milan Okanović, PhD, University of Belgrade, Serbia
 - Prof. Pal Danyi, Budapest University of Technology and Economics, Hungary
 - Nebojša Bjelotomić, Digitalna Srbija, Serbia
 - Nevenka Rangelov, STARTIT Serbia
 - Moderator: Dr. Loretta Huszak, Corvinus University of Budapest, Hungary
- **11:15 - 11:30** ☕
COFFEE BREAK
- **11:30 - 12:00**
KEYNOTE 2: FAMILY FIRMS, MITTELSTAND, HIDDEN CHAMPIONS INSIGHTS FROM GERMANY
 - Prof. Jan-Philipp Ahrens, PhD, University of Mannheim/University of Passau, Germany
- **12:00 - 13:00**
PANEL DISCUSSION 2: DEVELOPMENT OF CORPORATE ENTREPRENEURSHIP AND ENTREPRENEURSHIP EDUCATION WHY, HOW, THE IMPACT
 Participants:
 - Ankica Momčilović, Head of the Group for SME financial support programs and strategic analysis, SME Sector, Ministry of Economy, Serbia
 - Ms Mónika Harsányi, Budapest Chamber of Commerce and Industry, Head of International Project Office, Hungary
 - Ms Tamara Dunderović, Representative of the Chamber of Commerce in Serbia Center for Economy and MSME support
 - Representative of the corporate sector - Ananas e-commerce d.o.o., Serbia
 - Prof. Jan-Philipp Ahrens, PhD, University of Mannheim/University of Passau, Germany
 - Moderator: Dr. Attila Petheő, Corvinus University of Budapest
- **13:00 - 14:00** 🍽️
LUNCH BREAK
- **14:00 - 14:20**
STARTUPS FROM SERBIA: SUCCESS STORIES

- **14:20 - 15:50**
PAPER PRESENTATIONS IN PARALLEL SESSIONS
Sections 1 (room 60), 2b (room 61) and 3 (room 62)
- **15:50 - 16:00**
COFFEE BREAK ☕
- **16:00 - 17:30**
PAPER PRESENTATIONS IN PARALLEL SESSIONS
Sections 2a (room 61), 4 (room 60) and 5 (room 62)
- **17:30**
END OF DAY 1 FORMAL ACTIVITIES
- **18:30 - 20:00**
GUIDED WALKING TOUR IN THE HISTORICAL CITY CENTER
- **20:00**
DINNER FOR THE CONFERENCE GUEST BY INVITE ONLY

DAY 2
25th NOVEMBER



ZOOM LINK <https://zoom.us/j/91602844816>

- **09:00 - 09:30**
WELCOME COFFEE ☕
- **09:30 - 10:00**
KEYNOTE 3: PITCHING RESEARCH IN ENTREPRENEURSHIP EDUCATION (ROOM 5)
- Prof. Robert Faff, PhD, Bond University, Australia (online)
- **10:00 - 10:45**
RESEARCH ELEVATOR PITCH SESSION (TO FOSTER INTERNATIONAL COLLABORATION)
- Moderator: Prof. emer. János Vecseny, Corvinus University of Budapest
- **10:45 - 12:30**
RESEARCH METHODS WORKSHOP
- Moderator: Prof. Elisabeth Berger, PhD, Johannes Kepler University Linz, Austria
- **12:30 - 13:15**
LUNCH BREAK 🍴
- **13:15 - 14:15**
MEET THE EDITORS SESSION
- Journal of East European Management Studies (JEEMS), Prof. Thomas Steger (University of Regensburg)
- Society and Economy (Corvinus University of Budapest)
- Information Society (Budapest University of Technology and Economics)
- Journal of Sustainable Business and Management Solutions in Emerging Economies (University of Belgrade)
- Review of Economic Theory and Policy, Dr. Tamás Pesuth (Corvinus University of Budapest)
- **14:15 - 14:30**
CLOSING CEREMONY
- **14:30 - 16:00**
DANUBE CUP PARTNERS MEETING
- Moderator: Dr. Pal Danyi, Budapest University of Technology and Economics
* by invite only *
- **16:00**
END OF EVENT

ROOM 60

ZOOM LINK <https://zoom.us/j/98314895796>

ZOOM LINK <https://zoom.us/j/94004582889>

14:20-15:50

PARALLEL SESSIONS – SESSION 1

ENTREPRENEURSHIP EDUCATION: REASONS (THE “WHY”)

Moderator: **Dr. Rudolf Dömötör**, WU Vienna University of Economics and Business

Co-Moderator: **Milan Okanović**, Assistant Professor, University of Belgrade – Faculty of Organizational Sciences

16:00-17:30

PARALLEL SESSIONS – SESSION 4

ENTREPRENEURSHIP IN PRACTICE: EFFECT OF COVID-19 ON ENTREPRENEURSHIP

Moderator: **Erika Jákie**, Associate Professor, Budapest Business School, Faculty of Finance and Accountancy, Department of Finance

Co-Moderator: **Ivan Luković**, Full Professor, University of Belgrade – Faculty of Organizational Sciences

Influencing factors of participation in entrepreneurship education – lessons learned from Hungary

Judit Csákné Filep, Áron Szennay, Gigi Timár

The birth of student enterprises – experiences of the Hungarian startup university program

Tibor Dóry, Attila Makai

Why does intrapreneurship rarely become entrepreneurship?

Stefan Komazec, Milan Jovanović, Ivan Todorović

The possibilities of involving entrepreneurial ecosystem in a hands-on entrepreneurship education programme

Péter Tasi, Elinor Vettraino, Aimee Postle

Internationalization and entrepreneurship education in Bulgaria

Yordanka Ivanova

Development of the innovation ecosystem in Serbia: the case of the science and technology park Belgrade

Danka Milenković, Jasna Petković

1.

1.

Digital revolution powered by COVID - 19? Analysis of digitalization activities of Hungarian entrepreneurs

Áron Szennay, Gigi Timár, Judit Csákné Filep

2.

2.

Lessons learned from the COVID - 19 pandemic for smes: a co-citation analysis

Gaffar Hafiz Sagala, Dóra Óri

3.

3.

Female entrepreneurial resilience in a time of crisis from Bulgaria to Finland, with highlights on Hungarian and Serbian women entrepreneurs

Sanja Popovic Pantic, Katalin Oborni, Loretta Huszak, Orsolya Gergely

4.

4.

Analyzing COVID - 19 impact in the eu: geographical clustering and ec state aid in proportion of GDP and entrepreneurial resilience

Erika Jáki, Zoltán Pollák, Béla Kádár

5.

5.

Financial resilience and adaptation: analyzing the impact of the COVID - 19 pandemic on successful Hungarian companies

Gitta Tóth, Laszlo Kucséber, Zoltán Pollák, Erika Jáki

6.

ROOM 61

ZOOM LINK <https://zoom.us/j/92979075639>
14:20-15:50
 PARALLEL SESSIONS – SESSION 2b

ZOOM LINK <https://zoom.us/j/99856117788>
16:00-17:30
 PARALLEL SESSIONS – SESSION 2a

ENTREPRENEURSHIP EDUCATION: CONTENT AND TEACHING METHODS (THE “HOW”)

ENTREPRENEURSHIP EDUCATION: CONTENT AND TEACHING METHODS (THE “HOW”)

Moderator: **Andrea S. Gubik**, Associate Professor at the Faculty of Economics, University of Miskolc

Moderator: **Vecsenyi János**, Emeritus Professor at Corvinus University of Budapest

Co-Moderator: **Zoran Rakićević**, Assistant Professor, University of Belgrade – Faculty of Organizational Sciences

Co-Moderator: **Zoran Rakićević**, Assistant Professor, University of Belgrade – Faculty of Organizational Sciences

- 1. Combining intra- and entrepreneurship for MBA students – lessons of a course
Pál Danyi, János Vecsenyi, Viktor Borbély
- 2. Role and teaching methods of a corporate entrepreneurship course
Maria Vasilska, Daniela Tzvetkova
- 3. An effective approach to project-based learning in technology entrepreneurship
Jovana Rakićević, Milica Jovanović, Maja Levi-Jakšić
- 4. Developing entrepreneurial ai competences framework to promote entrepreneurial education
Ivona Živković, Ivana Kužet, Andrea Nikolić
- 5. Entrepreneurship education at university: towards a review of effective learning models
Katarina Milosavljević, Zoran Rakićević, Jovana Rakićević
- 6. Interactions in entrepreneurial spaces
Lukas Schnell, Elisabeth S.C. Berger

- 1. Sustainable entrepreneurship law clinics as a tool for sustainable entrepreneurship education
Thomas Stecher
- 2. Exploring pedagogical pathways: hackathon and project-based learning (pbl) in entrepreneurship education
Ana Miličević, Milica Simić, Zorica Bogdanović, Marijana Despotović-Zrakić, Marko Suvajdžić
- 3. Bringing standardisation closer to entrepreneurial researchers
Ivana Mijatović, Biljana Tošić
- 4. Entrepreneurship education by the chamber of commerce and industry of Serbia
Andrea Ocokoljić
- 5. Roadmap for competency development in entrepreneurship education
Milica Jovanović, Jelena Anđelković Labrović, Ivana Kužet
- 6. The challenge of edtech firms on higher education
Miklos Kozma, Zoltán Rádai

ROOM 62

ZOOM LINK <https://zoom.us/j/94288178841>

14:20-15:50

PARALLEL SESSIONS - SESSION 3

ENTREPRENEURSHIP EDUCATION: IMPACT

Moderator: **Thomas Stecher**, Research Assistant, University of Passau, Faculty of Law, Chair for Public Law, Media and Information Law of Prof. Dr. Kai von Lewinski

Co-Moderator: **Radul Milutinović**, Assistant Professor, University of Belgrade – Faculty of Organizational Sciences

ZOOM LINK <https://zoom.us/j/99191489694>

16:00-17:30

PARALLEL SESSIONS – SESSION 5

ENTREPRENEURSHIP IN PRACTICE: GENERAL TOPICS

Moderator: **Sean Patrick Sassmannshausen**, Professor for Business Administration and Entrepreneurship at OTH Regensburg (Technical University o.A.S. Regensburg)

Co-Moderator: **Ivan Todorović**, University of Belgrade – Faculty of Organizational Sciences

Exploring student entrepreneurship in central and eastern europe: a cross-country comparative study of entrepreneurial mindsets

1.

Ivan Todorović, Milan Okanović, Slavica Cicvarić Kostić, Igor Pihir, Miha Marič

The role of IP audit in startups

2.

Tamara Mladenović, Biljana Stošić, Radul Milutinović

Startups and internal communication: does teamwork make the dream work?

3.

Kamilla Strausz

Leveraging the responsibility factor in the entrepreneurship education for it students

4.

Barbara Hegyi

Relations of formal entrepreneurship education and perception of scaling challenges in the ict industry entrepreneurship education by the chamber of commerce and industry of serbia

5.

Mirjana Jovičić, Mladen Čudanov, Gheorghe Săvoiu

Self-employment intentions among students

6.

Tanja Đoković, Sanja Marinković

Financial literacy education in the context of entrepreneurship: are there specifics in the context of autonomous vehicle sharing?

1.

Dorana Tomac, Jasmina Dlačić, Veljko Dmitrović

Quantitative swot-tows analysis based on the entrepreneurs self evaluation

2.

Ivan Mihajlović, Martina Perišić, Vesna Spasojević Brkić

Roma informal entrepreneurship and municipal waste collection

3.

Tim Gittins, László Letenyei

Entrepreneurship: hot or not?

4.

Jovan Krivokapić, Stefan Komazec, Ondrej Jaško

Entrepreneurial intentions of international students: a systematic literature review

5.

Hüseyin Ozan, Andrea S. Gubik

The impact of family entrepreneurial background on university students' entrepreneurial inclination

6.

Krisztofer Szabó, Attila Petheó