

## Foreword

The *Economist's Forum / Közgazdász Fórum* has the privilege to publish some of the best papers presented at the 1<sup>st</sup> edition of the *International Conference in Economics and Business Management – ICEBM 2013*, held on 23<sup>rd</sup> of November 2013 in Cluj-Napoca.

Academics and researchers from various fields (accounting, economics, finance, marketing and management) came together at the Babeş-Bolyai University Faculty of Economics and Business Administration to share their innovative ideas, strategies and research results regarding current economic problems, both at macro and micro levels.

The conference was organized by the Department of Economics and Business Administration in Hungarian Language, Faculty of Economics and Business Administration, Babeş-Bolyai University (also co-publisher of the *Economist's Forum*) in partnership with the Transylvanian Museum Society – Department for Law, Economics and Social Sciences and the Pro Oeconomica Association.

During the conference an important number of papers were presented: four in the plenary session and 61 in the four thematic sessions. Before admitting the presentation of the papers to the conference, the members of the scientific committee had carefully reviewed the abstracts sent in by the authors. During the conference, section moderators, discussants and participants had contributed with their comments, questions and suggestions to the improvement of the papers. Full papers went through a process of review and only those recommended by the reviewers have been accepted for publication.

I would like to express my gratitude to all those who contributed to the selection and review of the papers, as well as to the success of the conference:

### **Scientific committee**

József Berács, Krisztina Demeter, Mihály Görög and János Száz (Corvinus University of Budapest, Hungary), István Bessenyei, János

Fojtik and Gyula Horváth (University of Pécs, Hungary), Lajos Bokros (Central European University, Budapest, Hungary / Babeş-Bolyai University, Cluj-Napoca, Romania) Balázs Heidrich (Budapest Business School, Hungary), Bálint Zsolt Nagy, Ágnes Nagy and István Pete (Babeş-Bolyai University, Cluj-Napoca, Romania), József Poór (Szent István University, Gödöllő, Hungary), István Szintay (University of Miskolc, Hungary) and Mária Vincze, (Transylvanian Museum Society / Babeş-Bolyai University, Cluj-Napoca, Romania).

### **Reviewers**

Mónika Anetta Alt, József Berács, Krisztina Demeter, Balázs Heidrich, Szilveszter Fekete, János Fojtik, Lehel-Zoltán Györfy, Kinga Kerekes, Imola Kovács, Judit Molnár, Tünde Petra Petru, József Poór, Zsuzsa Săplăcan, Levente Szász, Imre Székely, János Szlávik, István Takács, Klára Tóthné Szita, Ibolya Török and Mária Vincze.

### **Conference organizing committee**

Coordination, contact: Kinga Kerekes, Gyöngyvér Kovács and Melinda Szodorai.

Accounting and finance section: Szilveszter Fekete, Imola Kovács, Annamária Benyovszki, Ildikó Réka Cardoso and Jácint-Attila Juhász.

Economics section: Judit Molnár, Imre Székely, Mihai Avornicului and Ildikó Kovács.

Management section: Levente Szász, Lehel-Zoltán Györfy and Tünde Petra Petru.

Marketing section: Mónika Anetta Alt, Zsuzsa Săplăcan and László Seer.

The present issue of Economist's Forum contains ten English-language papers out of the 65 presented at the ICEBM 2013. Further papers, written in both English and Hungarian, will be published in the forthcoming issues from 2014. In this way, the Economist's Forum would like to contribute to the dissemination of the outstanding scientific results achieved by the researchers participating at the conference.

**Kinga Kerekes**

*Editor-in-chief*

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