V. SKEOF Conference  
(Forum of Hungarian Sports Business Researchers and Professors)  
21st-22nd of January 2021, Thursday-Friday

Challenges of the 3rd Decade of the 21st Century in Sport

Main patrons of the Conference:
Dr. Tünde Szabó, State Secretary, State Secretariat for Sport of the Ministry of Human Resources
Dr. András Cser-Palkovics, Mayor, Székesfehérvár
Tamás Stukovszky, Head of Department, Corporate and Business Relations, Corvinus University of Budapest

The program of the Conference:

Online registration: https://www.uni-corvinus.hu/ninja-forms/10547goh

21st of January, 2021
9.00-9.30 Welcome speech

9.30-11.30 Plenary program

9.30-10.30: Academic keynote speech
Prof. Dr. Holger Preuss, professor, sport-economics and sports sociology, Institute of Sports Science, Johannes Gutenberg University, Mainz, Germany
Expectations of Mega Sport Events and their legacy in the 3rd decade of the 21st century

10.30-11.30: Industry keynote speech
Csaba Siklósi, Managing Director, Sportfive Hungary
Digital developments in stadium operation
13.00-15.00
Section I.
Should I stay or should I go (English language session): Opportunity, Pressure and Risk of Change
Chairman of the section: Dr. Miklós Kozma, Associate Professor, Sport Business Research Centre

13.00-14.00
The future of football in the new decade, round-table discussion with industry professionals

Jesús Pizarro Bravo, LaLiga Delegate Hungary (Romania, Bulgaria, Croatia & Serbia), International Development
Paula de la Peña, External Relations and Development Director, Granada Club de Fútbol
Olivier Jarosz, Managing Partner, Club Affairs (Co-author of the European Club Association’s “ECA Club Management Guide”)
Hunor Dudás, CEO and owner, The Path Sports Management

14.00-14.30
Tarkan Batgün, CEO, Comparisonator
  Who makes the best solution, survives – changes in football econometrics

14.30-15.00
Nenad Sostaric, head-coach of the Croatian Women’s Handball National Team
  Where is handball heading?

15.30-18.00
Section II.
Leisure – Health – Workplace in 2020 (in Hungarian)
Chairman of the Section: Dr. Zsolt Havran, Assistant Professor, Sport Business Research Centre

15.30-15.50
Pongrác Ács, professor, Dean, Head of Institute, University of Pécs, Faculty of Health Sciences
  (title under clarification)
  +10 minutes for questions

16.00-16.20
Ágota Kun, work and organization psychologist, Assistant Professor, Budapest University of Technology and Economics, GTK, Department of Ergonomics and Psychology
  Train your brain! – Rewiring the brain – everyday success and well-being with positive psychological interventions
  +10 minutes for questions

16.30-16.50
Gergely Román, Online/Digital Director, Decathlon Hungary
Changed shopping and sports habits
+10 minutes for questions

17.00-17.20
Attila Kajos, Assistant Professor, Corvinus University of Budapest, Department of Business Studies, Sport Business Research Centre
Participants' sports consumption, sports motivation
+10 minutes for questions

17.30-17.50
Ágnes Szabó, Assistant Professor, Corvinus University of Budapest, Department of Business Studies, Sport Business Research Centre
Workplace health, workplace sports
+10 minutes for questions

22nd of January, 2021
9.30-10.00 Welcome Speeches (in Hungarian)

Dr. Tünde Szabó, State Secretary, State Secretariat for Sport of the Ministry of Human Resources
Welcome speech

Attila Mészáros, Deputy Major, Székesfehérvár
Welcome speech

Dr. Krisztina András, Associate Professor, Head of Department, Director, Sport Business Research Centre
Welcome speech

Tamás Stukovszky, Head of Department, Corporate and Business Relations, Corvinus University of Budapest
The prominent role of education in the sport of the third millennium

10.00-12.00
Section III.

The answers of professional sport to new challenges (in Hungarian)
Chairladies of the Section: Dr. Krisztina András and Dr. Tünde Máté, Sport Business Research Centre

10.00-10.20
Pál Orosz, CEO, FTC Labdarúgó Zrt.
"Where is international club football going, where's Fradi's place?"
+10 minutes for questions

10.30-10.50
Norbert Michelisz, auto racing driver, Hyundai Motorsport Gmb, M1RA
Challenges and opportunities in modern motorsports
+10 minutes for questions

11.00-11.20
Dr. Szabolcs Biró, Acting CEO, EUROHANDBALL 2022 Nonprofit Kft.
Experience-based sports event organization – EURO 2022
+10 minutes for questions

11.30-11.50
Mátyás Esterházy, Acting CEO, EM Sports Kft.
The transformation of the player market: processes, opportunities and challenges in relation to Hungarian football
+10 minutes for questions

12.00-13.00 Plenary program (in Hungarian)

12.00-12.30: Plenary final speech
Dr. Krisztina András, Associate Professor, Head of Department, Director, Sport Business Research Centre
Challenges of the 3rd decade of the 21st century in sport

AWARD CEREMONY

12.30-12.45: "Excellence in Sports Economics" award ceremony
The award is presented by Sport Business Research Centre of Corvinus University of Budapest to sports economics actors who have significantly contributed to the development of Hungarian sports economics research or education.

Program Director of the Conference: Dr. Krisztina András
Secretary of the Conference: Dr. Tünde Máté

Organising Committee: Dr. Krisztina András, Dr. Zsolt Havran, Dr. Miklós Kozma, Dr. Attila Kajos, Zoltán Kynsburg, Dr. Tünde Máté, Dr. Ágnes Szabó, Zóra Anna Sajni and Zita Németh