

Danube Cup

Entrepreneurship Research Conference 2025

Conference theme: Entrepreneurship Research from a Small Business Perspective

Date of the conference: 10-11 October (Friday-Saturday) 2025

Location: Széchenyi István University, Management Campus Building
(Address: Egyetem tér 1, H-9026 Győr / Hungary)

Conference organisers:

- Széchenyi István University, Kautz Faculty of Business and Economics
- Corvinus University of Budapest
- Budapest University of Technology and Economics, Faculty of Economic and Social Sciences

Conference website: <https://danubecup.sze.hu/home>

Session 2 - Marketing Challenges of Entrepreneurs in an Era of Paradigm Shifts

Session head(s):

Veronika Keller, Széchenyi István University, Győr, Hungary

Session description:

The session welcomes presentations and papers on marketing and today's challenges and trends. This could include consumer behaviour, green marketing, health management, sustainability and technological challenges or even artificial intelligence. The section welcomes all studies that relate directly or indirectly to the marketing challenges of the 21st century, including interdisciplinary approaches.

Keywords:

marketing, sustainable consumption, technological challenges

References:

1. Keller, V., Ercsey, I., & Printz-Markó, E. (2024). Evaluation criteria for lifestyle applications – The role of MAUQ factors in satisfaction. *MANAGEMENT AND MARKETING*, 19(3), 498–519. <http://doi.org/10.2478/mmcks-2024-0022>
 2. Keller, V., Printz-Markó, E., & Szabó, R. Z. (2023). Social media communication of the spa industry during the four waves of the COVID-19 pandemic. *JOURNAL OF INTERNATIONAL STUDIES*, 16(4), 97–116. <http://doi.org/10.14254/2071-8330.2023/16-4/7>
 3. Alkhatib, S., Kecskés, P., & Keller, V. (2023). Green Marketing in the Digital Age: A Systematic Literature Review. *SUSTAINABILITY*, 15(16). <http://doi.org/10.3390/su151612369>
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The deadline for submissions (i. Full papers, ii. Work-in-progress papers and iii. Good practice cases) is **1 June 2025**.

All submissions must use the submission template and follow the submission procedure described on the webpage <https://danubecup.sze.hu/submissions>. Otherwise, they will not be considered for review.