

Editorial Welcome

On the occasion of the 650th anniversary of its foundation, Hungary's first university the University of Pécs is pleased to host the International Interdisciplinary Conference on Consumption - Experiences and Perspectives in Central European Context. The conference is organized by the University of Pécs Faculty of Business and Economics Institute of Marketing and Tourism, on 23-24 March 2017 in the city of Pécs, Hungary.

The aim of the International Interdisciplinary Conference on Consumption - Experiences and Perspectives in Central European Context was to initiate an interdisciplinary discourse about consumption theory and practice. Many disciplines concern the research of consumption, but the scientific achievements and models they provide rarely cross the disciplinary borders. This fact does not favour the emergence of synergic effects, cross-disciplinary pathways, and interdisciplinary results. The post-transition context of Central European countries creates a further particular dimension to this issue. We organized the conference with the aim of offering opportunities for exploring, recording and sharing the existing consumption research results on Central Europe and also initiating interdisciplinary collaborations between the representatives of different consumption research fields.

The conference started with plenary sessions with internationally known and recognized professors and researchers. The keynote speakers were Professor Gerhard Schulze, author of the best-seller „Die Erlebnisgesellschaft“ (University of Bamberg, Germany, Chair of Sociology, especially Methods of Empirical Social Research), and Dr. Margit Keller (Institute of Social Studies University of Tartu, Estonia and also Sociology of Consumption Research Network, European Sociological Association). During the plenary sessions, renowned experts shared their most recent research results, such as Rudolf Bretschneider (GfK Austria), Krisztina Fehérvári (University of Michigan, USA), Michael Schipperges (Institute for Socio-Cultural Research, Heidelberg, Germany), Róbert Braun (Institute for Advanced Studies, Vienna), Rafał Kasprzak (Warsaw School of Economics, Poland) and Janka Táborecká-Petrovicová (Matej Bel University, Slovakia). During the second day in 10 different parallel thematic sessions focusing on different consumption themes.

The Scientific Committee of the conference evaluated all the presentation and selected the most noteworthy works which are published for a wider interest audience in this special issue of the Hungarian Journal of Marketing and Management. We hope that our dear reader will find many valuable and inspirational thoughts in this special issue.



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