

ZOLTÁN VERES

EDITORIAL:  
HOW DO COMPANIES MEASURE AND MANAGE  
ORGANIZATIONAL OPPORTUNITIES AND RISKS  
FOR IMPROVED PERFORMANCE?

Dear Reader,

Welcome to the 1st double Issue of Pannon Management Review in the year of 2016, which has got a different structure as compared to the standard issues of PMR. Uniqueness of this issue does not consist in its content, but in the idea to present a selection of papers from the third Strategica International Conference of 2015. This series of conference is organised and hosted by the Faculty of Management from the National University of Political Studies and Public Administration in Romania (Bucharest), a partner institution of the University of Pannonia. Based on the mission of the conference it is a great opportunity for interdisciplinary discussions and debates on the varied suitable ways for businesses, financial and public institutions, governments and nonprofit organizations to approach the new environmental conditions, to make the most of their resources and competitive advantages.

More than 250 academics from over 25 countries and 4 continents are already active parts of Strategica International Conference community, after having attended the previous editions. The fourth edition of the Strategica International Conference focuses in 2016 on the opportunities and risks in the contemporary business environment. Just to have an insight into the diversity of the conference themes the following tracks are especially remarkable: Intangibles as drivers of competitiveness in crisis; State response to the crisis: a source of systemic risk?; Tools and Methods for Market Risk Measurement and Estimation; Knowledge management and innovation: from soft stuff to hard stuff; Modelling and prediction in marketing and management; Business Ethics and CSR; Fostering Entrepreneurship through CSR and Towards Sustainable Public Organizations.

The papers feature a broad range of research issues including the following questions: Which are the current challenges of the globalized marketplace? What constraints do small and medium enterprises encounter when venturing into new markets? What are the main drivers of organizational survival or development on highly competitive specialized markets? How could organizations integrate social and political opportunities and risks into management decision making? How do

companies measure and manage organizational opportunities and risks for improved performance? What are the institutional pitfalls for organizational development? What is the role of knowledge management in the current dynamic organizational environment? What are the public institutions tools for coping with an uncertain and dynamic environment? What is the role of financial institutions in the contemporary business world? What are the compliance opportunities and risks in non-governmental organizations?

I hope that the papers in this issue draw the attention of the readers to the Strategica Conference. I am convinced at the same time that the topics of the papers can offer a broad selection on the management problems of the companies.



**Zoltán Veres**, Professor of Marketing, at the University of Pannonia, Veszprém, Hungary, Head of Department of Marketing. He was born in Hungary and he received his university degrees from the Technical University of Budapest (Masters degree in Electrical Engineering) and the Budapest University of Economic Sciences (Masters degree in International Business). He obtained his PhD in economics, at the Hungarian Academy of Sciences. More recently, he obtained his habilitation degree at University of Szeged, Faculty of Economics and Business Administration.

He worked as project manager of numerous international industrial projects in the Mediterranean region (e.g. Greece, Middle East, North Africa) between 1977 and '90. Since 1990, he actively participates in the higher education. Among others he taught at the College for

Foreign Trades; at the Ecole Supérieure de Commerce d'Angers and between 2004 and 2009 he was Head of Institute of Business Studies at the University of Szeged. In 2011 he was appointed professor of Marketing at the Budapest Business School (BBS), Hungary, and between 2010 and 2014 he was also Head of Research Centre at BBS. Since 2014 he is Head of Department of Marketing at the Faculty of Business & Economics of the University of Pannonia, Veszprém, Hungary. From the beginning of this year he is the editor of the Pannon Management Review.

Zoltán Veres has had consultancy practice and conducted numerous research projects on services marketing and project marketing. In 2001 and 2002 he was Head of Service Research Department at the multinational GfK Market Research Agency. He is a member of the research group of the European Network for Project Marketing and Systems Selling, Lyon; Advisory Board member of Academy of World Business, Marketing and Management Development, Perth (Australia); member of Comité Científico del Academia Europea de Dirección y Economía de la Empresa (Spain); Advisory Board member of the Nepalese Academy of Management; member of Board of Supervision at Association for Marketing

Education and Research, Hungary; Advisory Board member of McMillan & Baneth Management Consulting Agency, Hungary and consultant of Consact Quality Management Ltd., Hungary.

He has more than 200 scientific publications, including the books of *Introduction to Market Research*, *Foundations of Services Marketing and Nonbusiness Marketing*. He has been editor of series to Academy Publishing House (Wolters Kluwer Group), Budapest. Besides Zoltán Veres has been editorial board member of the journals *Revista Internacional de Marketing Público y No Lucrativo* (Spain), *Вестник Красноярского государственного аграрного университета* (Krasnoyarsk, Russian Federation), *Tér-Gazdaság-Ember and Marketing & Menedzsment* (Hungary); member of *Journal of Global Strategic Management*, *Advisory Board and Review Committee*; member of *Asian Journal of Business Research*, *Editorial Review Board*.