

ZOLTÁN VERES

**EDITORIAL:**

**INTERNATIONAL SCIENTIFIC SYMPOSIUM ON CUSTOMER  
EXPERIENCE**

**UNIVERSITY OF PANNONIA**

**VESZPRÉM, HUNGARY 22-23 MAY 2019**

Dear Reader,

Welcome to this special issue of Pannon Management Review in the year of 2019. In this issue you can find an edited version of the discussion modules of the International Scientific Symposium on Customer Experience. The symposium was hosted by the University of Pannonia and organized by the Research Centre of the Faculty of Business and Economics. The scientific discussion was arranged in three modules, where a selected group of experts with different background has been invited to, as seen in the next pages.

The first discussion module started with the keynote speech of Véronique Cova (professor of Aix-Marseille University) on customer experience in service context. The participants argued on their idea about specific experience, wellbeing and mindfulness of the service buyers in the servicescape. Cocreation by the transaction roleplayers and thematization in the “experiencescape” have been specially analysed.

In the second module the participants reacted to the thoughts of professor Bernard Cova (KEDGE Business School, Marseille), the keynote speaker of the module. The discussion concentrated on the competence, the perceived risk, information asymmetry etc. in business-to-business situations. Special focus has been put on the time factor versus technological development, transactional versus relational episodes, planned network building and generally the b2b marketing activity before and after the economic crisis.

The third discussion module focussed on research questions of buying behaviour. The keynote speech was given by professor Ágnes Neulinger (Budapest Corvinus University). She presented the historical development of the consumer research and concluded with the dilemmas on how to go on with the methodology. An inspiring discussion developed on the technological innovations, on the social and structural changings and on the market research trend related to the consumer research and specially to the understanding of buying behaviour.

We are convinced, Dear Reader, that the material of this special issue gives you a deep insight into the actual questions of scientific research on customer experience.

<b>MODULE 1</b>			
<b>CUSTOMER EXPERIENCE IN B2C MARKETS</b>			
<b>22ND MAY</b>			
	<b>participant</b>	<b>affiliation</b>	<b>background</b>
<b>keynote speech</b>	Véronique Cova	Aix-Marseille University	Consumer behaviour
<b>moderator</b>	Zoltán Veres	University of Pannonia	B2B marketing Consumer behaviour
	Bernard Cova	KEDGE Business School	B2B marketing Consumer behaviour
	Ágnes Búvár	Eötvös Loránd University	Consumer psychology
	Katalin Formádi	Budapest Business School	Sociology Market research
	Andrew Gross	Cleveland State University	B2B marketing
	Florina Pinzaru	SNSPA Bucharest	Marketing management
	Alexandra Zbucea	SNSPA Bucharest	Marketing management
	József Hack-Handa	University of Pannonia	Sociology Market research
	Annamária Sasné Grósz	University of Pannonia	Cross-cultural marketing
	Fanny Liska	University of Pannonia	PhD student

<b>MODULE 2</b>			
<b>ORGANIZATIONAL MARKETS</b>			
<b>23RD MAY</b>			
	<b>participant</b>	<b>affiliation</b>	<b>background</b>
<b>keynote speech</b>	Bernard Cova	KEDGE Business School	B2B marketing Consumer behaviour
<b>moderator</b>	Zoltán Veres	University of Pannonia	B2B marketing Consumer behaviour
	Andrew Gross	Cleveland State University	B2B marketing
	Judit Simon	Budapest Corvinus University	B2B marketing Market research
	Mihály Görög	University of Pannonia	Project management
	Katalin Varga- Toldi	University of Pannonia	B2B marketing
	Dirk-Jan Kamann	University of Pannonia	Supply Chain Management
	Florina Pinzaru	SNSPA Bucharest	Marketing management
	Véronique Cova	Aix-Marseille University	Consumer behaviour
	Alexandra Zbucea	SNSPA Bucharest	Marketing management
	Fanny Liska	University of Pannonia	PhD student

<b>MODULE 3</b>			
<b>DILEMMAS ON BUYING BEHAVIOUR RESEARCH</b>			
<b>23RD MAY</b>			
	<b>participant</b>	<b>affiliation</b>	<b>background</b>
<b>keynote speech</b>	Agnes Neulinger	Budapest Corvinus University	Consumer behaviour Market research
<b>moderator</b>	Zoltán Veres	University of Pannonia	B2B marketing Consumer behaviour
	Bernard Cova	KEDGE Business School	B2B marketing Consumer behaviour
	Véronique Cova	Aix-Marseille University	Consumer behaviour
	Orhidea Edith Kiss	Eötvös Loránd University	Consumer psychology
	Katalin Formádi	Budapest Business School	Sociology Market research
	Andrew Gross	Cleveland State University	B2B marketing
	Florina Pinzaru	SNSPA Bucharest	Marketing management
	Alexandra Zbucea	SNSPA Bucharest	Marketing management
	Otília Dörnyei	University of Pannonia; Inspira Research Ltd.	Consumer behaviour Market research
	Andrea Huszák	Agorama Ltd.	Qualitative research
	Fanny Liska	University of Pannonia	PhD student

**Zoltán Veres**, Professor of Marketing, at the University of Pannonia, Veszprém, Hungary, Head of Research Centre of the Faculty of Business and Economics and the 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 and the editor-in-chief 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 nearly 300 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 *Социально-экономический и гуманитарный журнал Красноярского ГАУ*, member of *Journal of Global Strategic Management*, Advisory Board and Review Committee; member of *Asian Journal of Business Research*, Editorial Review.<sup>1</sup>

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## Abbreviations

AZ - Alexandra Zbucnea

ASG - Annamária Sasné Grósz

AH - Andrea Huszák

AG - Andrew Gross

ÁB - Ágnes Búvár

ÁN - Ágnes Neulinger

BC - Bernard Cova

DJK - Dirk-Jan Kamann

FL - Fanny Liska

FP - Florina Pinzaru

JHH - József Hack-Handa

JS - Judit Simon

KF - Katalin Formádi

KVT - Katalin Varga-Toldi

MG - Mihály Görög

OEK - Orhidea Edith Kiss

OD - Otília Dörnyei

VC - Véronique Cova

ZV - Zoltán Veres

