



PARTIUM INTERNATIONAL  
CONFERENCE ON MANAGEMENT

TRENDS IN  
21ST  
CENTURY

2-3 SEPTEMBER 2019 | ORADEA (NAGYVÁRAD), ROMANIA

# 1<sup>st</sup> Partium International Conference on Management. Trends in 21<sup>st</sup> Century.

## Book of Abstracts

Editors: András Nábrádi, PhD.  
Katalin Gál, PhD.

Associate editor: Dalma Hámos

Lecturer: József Fogarasi, PhD.

Publisher: Partium Publishing House

© Partium Christian University 2019

© University of Debrecen 2019

Design: Kinga Kovács

Prepress: René Haragos

ISBN: 978-606-8156-95-8

The information and views set out in this Book of abstracts are those of the authors and do not necessarily reflect the official opinion of the organizers. Neither the Organizing Committee nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

The importance of marketing in the field of health services is a major one in the current socio-economic context, especially since specialized studies prove that it is different from marketing in other fields through different philosophies and techniques that it carries. The medical marketing implies a unique approach, with some different features from other economic fields. One factor that makes marketing of health services to be different is the complexity of the demand for health services and the actors to whom they are addressing. Despite the barriers in using the marketing in the field of health services, in recent decades has been made significant progress in using marketing tools as a full function of health care organization.

The lack of knowledge about the specificity of the marketing of healthcare services and the level of reluctance on the part of society have led to a difficult process until marketing has been considered as an instrument for the health services market. The development and evolution of marketing in the healthcare services reflects the changes made in the society overall, the development trends in the EU health and care sector and the attitudinal changes in the health services beneficiaries. A careful analysis of them can determine the role of marketing in the continuing development of medical services.

The main objective of the present study is to present and analyze these progresses in the field of medical services marketing, the steps of their realization as well as the main effects in the field. We will equally analyze the main aspects of the factors that impede the development of marketing in the healthcare system.

Our research also discusses the main elements of the evolution of marketing in the field of health services, such as: the appearance of competition on the health services market, the growth of consumers exigency for healthcare services and medical care, the creation of new services and health programs, the growth of the variety of elective medical procedures provided by practitioner specialists.

*Keywords: marketing, healthcare services, consumer, patient.*

## **Online Communication of Higher Education Institutions as a Signal: Content Analysis of News Published on Institutional Websites and on Facebook**

**András István KUN**

*University of Debrecen, Faculty of Economics and Business, Debrecen, Hungary*

[kun.andras.istvan@econ.unideb.hu](mailto:kun.andras.istvan@econ.unideb.hu)

**Marietta KISS**

*University of Debrecen, Faculty of Economics and Business, Debrecen, Hungary*

[marietta.kiss@econ.unideb.hu](mailto:marietta.kiss@econ.unideb.hu)

Our exploratory research investigated a rarely examined component of the online marketing behavior of higher education institutions (HEIs) on a sample of doctoral/research universities (DRUs) and liberal arts colleges (LACs) from the USA. Applying content analysis as research strategy and simple statistical methods we examined the news available on the start page of the websites (N = 300) or on the Facebook profiles (N = 278) of the institutions by their topic areas.

Our main research aim was to identify any difference between universities and colleges as well as between the highest and lowest ranked institutions. Our hypotheses were grounded in the signaling theory of the economics of asymmetric information that has a long history in the scientific literature of marketing. The theory suggests that on markets, where the buyers could not check the product or service quality prior to the purchase, the suppliers of higher quality goods can provide quality signals through investing in actions that are less risky for them compared to the sellers of lower quality goods. Higher education does typically falls into this category of markets.

Our findings have supported our hypotheses. We have identified statistically significant differences in the frequencies of topic areas among the webpage as well as among the Facebook news of DRU and LAC institutions as well as between the higher and lower ranged groups of institutions within both types. Our primary conclusions are that 1) the online marketing activity of higher education institutions supports the theory of signaling, and 2) the marketing management of these institutions should take the above differences into consideration if they would like to provide honest online messages about their quality to achieve a satisfactory long term market performance.

*Keywords: higher education marketing, online marketing, signaling theory, content analysis, websites, Facebook*

*This paper is supported by EFOP-3.6.3-VEKOP-16-2017-00007 – „Young researchers for talent” – supporting careers in research activities in higher education program.*

## **Motivation for physical activity and dietary supplement usage among Hungarian adults who engaged in sports**

**Zsófia NÁBRÁDI**

*University of Debrecen, Faculty of Economics and Business*

*University of Debrecen, Károly Ihrig Doctoral School of Management and Business, Debrecen, Hungary*  
[nabradi.zsofia@econ.unideb.hu](mailto:nabradi.zsofia@econ.unideb.hu)

Compared to the EU-28 average, Hungary has negative health results in the area of various public health indicators, as well as sports activity and obesity. Meanwhile, dietary supplement intake, interest in healthy eating, and the need for a more physically active lifestyle are increasing significantly. Our