



Kautz Conference on Business and Economics

Program Overview

Wednesday, September 30 Venue: Management Campus		Thursday, October 1 Venue: Management Campus	Friday, October 2 Venue: Management Campus
Registration 7:30–9:00		Registration 7:30–9:00	Registration 7:30–9:00
Opening and Welcome speech 9:00–9:10		Keynote speeches and Plenary sessions 9:00–10:40	Parallel sessions 9:00–12:00
Keynote speeches and Plenary sessions 9:15–10:55			
Coffee Break 10:55–11:15		Coffee Break 10:40–11:00	
Conference Workshop 1 <i>Introduction to Using Visual Data in Research</i> 11:15–12:45		Conference Workshop 2 <i>Empowering Young Scholars to Publish in Top Journals Through Editors' Wisdom and the Reviewers' Lens</i> 11:00–12:30	Coffee break 12:00–12:30
Networking and lunch break 12:45–13:45		Networking and lunch break 12:30–13:30	Conference Workshop 3 <i>Fundamentals of Qualitative Research</i> 12:30–14:00
Parallel sessions 13:45–16:30		Parallel sessions 13:30–15:30	Conference Closing and Awards Ceremony 14:15–15:30
Coffee Break 16:30–17:00		Coffee Break 15:30–16:00	
Business forum 17:00–18:00	Meet the Editors 17:00–18:00	Parallel sessions 16:00–17:30	
Evening reception Venue: Design Campus 18:30–19:00 Arrival 19:00–19:15 Welcome speech 19:15–19:19:20 Presentation of the Science Park 19:20–19:35 Ballet 19:35– Reception		Walking tour of Győr* 18:00–19:00	
		Hungarian wine tasting* Venue: Design Campus 19:00–21:00	



KAUTZ CONFERENCE ON BUSINESS AND ECONOMICS

Transforming Global Challenges into Opportunities

Global Economic and Business Management Challenges
in a Transforming World: An Interdisciplinary Perspective

Győr, Hungary – September 30 - October 2, 2026





Keynote Speakers

September 30, 2026, 9:15–10:55

Keynote speakers

Dr. Vinay Sahasrabuddhe	more details >>>
Prof. Natalia Vershinina	more details >>>
Prof. Álvaro Rocha	more details >>>

October 1, 2026, 9:00–10:40

Keynote speakers

Prof. Amandeep Dhir	more details >>>
Prof. Dimitrios Buhalis	more details >>>
Prof. Vikas Kumar	more details >>>

Workshops

September 30, 2026, 11:15-12:45

Workshop leader Title

Prof. Jessica Lichy	Introduction to Using Visual Data in Research
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October 1, 2026, 11:00-12:30

Workshop leader Title

Prof. Ajay Manrai	Empowering Young Scholars to Publish in Top Journals Through Editors' Wisdom and the Reviewers' Lens
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October 2, 2026, 12:30-14:00

Workshop leader Title

Prof. Álvaro Rocha	Fundamentals of Qualitative Research
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Session Program Overview (updated: September 23, 2026)

September 30, 2026, 13:45-16:30

<i>Session</i>	<i>Room</i>	<i>Page</i>
Hybrid Work, Inclusion and Future-Oriented Organizations	MC-001	4
Digital Transformation and Technology-Driven Business Change	MC-002	5
Education, Labour Markets and Social Transitions	MC-115	6
Socio-Economic Development, Communities and Institutional Change	MC-122	7
Tourism Development, Destinations and Regional Attractiveness	MC-123	8
Corporate Strategy, Competitiveness and Decision-Making	MC-227	9
Leadership, Management and Organizational Change	MC-228	10

October 1, 2026, 13:30-15:30

<i>Session</i>	<i>Room</i>	<i>Page</i>
Regional Economies, Public Policy and Development Pathways – Part I	MC-001	11
Consumer Behaviour, Food Choice and Market Preferences	MC-002	12
Employees, Well-Being and Human Resource Management	MC-115	13
Branding, Communication and Customer Engagement	MC-122	14
Sports, Events and Experience-Based Value Creation	MC-123	15
Finance, Investment and Performance Analysis	MC-227	16
Emerging Technologies for Sustainable Business Transformation	MC-228	17

October 1, 2026, 16:00-17:30

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Regional Economies, Public Policy and Development Pathways – Part II	MC-001	18
Digital Platforms, Innovation and Business Models	MC-002	19
Workplace Culture, Teams and Organizational Learning	MC-115	20
Artificial Intelligence, Data Analytics and Decision Support	MC-122	21
Digital Marketing, Retail and Market Strategy	MC-123	22
Challenges and Answers in Logistics and Transportation	MC-227	23
Supply Chain Perspectives in Global Economics	MC-228	24



October 2, 2026, 9:00-12:00

<i>Session</i>	<i>Room</i>	<i>Page</i>
Sustainability, Resilience and Transformations in Society	MC-001	25
Green Innovation, Circularity and Technology-Enabled Sustainability	MC-002	26
Markets, Governance and Geopolitical Transformations	MC-115	27
Cybersecurity, Automation and Emerging Digital Applications	MC-122	28
Digital Tourism, Hospitality and Visitor Experience	MC-123	29
Governance, Risk and Strategic Control	MC-227	30
Sustainability and Risk Management in Supply Chains	MC-228	31

Planned program, we reserve the right to change.

Due to the high level of interest, we are only able to accommodate individual changes to the program below in exceptional cases.

In the program, an asterisk (*) next to an author's name indicates the corresponding author.



Kautz Conference on Business and Economics

September 30, 2026

Wednesday 13:30-16:00

Track: Transforming Organizations, Leaders and Employees (4) **Session: Hybrid Work, Inclusion and Future-Oriented Organizations**

Chair: Krisztina Dajnoki

Co-Chair: Virág Walter

Secretary: Zsófia Olvasztó

Date: September 30, 2026, 13:45–16:30, Room: MC-001

50	Jenei, Szonja*; Módosné Szalai, Szilvia; Malatyinszki, Szilárd	Beyond Compensation: Organizational and Psychological Drivers of Talent Retention in Hungary
147	Kovács, Tímea Flóra*; Makkos, Anikó	The Communication Prerequisites for Psychological Safety In Organizations – The Role Of Managerial Communication in Employee Voice
290	Pelyák, Lejla*; Kotsis, Ágnes; Dajnoki, Krisztina	Work-Life Balance Preferences and Their Role in Workplace Well-Being
303	Tóbiás Kosár, Silvia*; Gódány, Zsuzsanna; Hevesi, Endre; Floková, Viktória	Motivational Factors and Leadership Preferences in Multigenerational Workplaces
307	Alsetoohy, Omar*	Human AI Skills and Adaptive Performance in Hotels: The Roles of Task-AI Fit, Job Crafting, and AI-Driven HRM Practices
312	Szabó, Réka*	The Establishment of a Human Resource Management System in an Asian-Owned Greenfield Investment in Hungary
315	Olvasztó, Zsófia*; Dajnoki, Krisztina	A Comparative Study of Talent Development Practices in Global Elite Universities
335	Nagy, Attila*; Malatyinszki, Szilárd	The Role of Motivation in Successful Generational Transition in Organizations
342	Felix-Faure, Charlotte*; Lichy, Jessica; Moreau, Fabien	Analysis of Professional Practices as a Strategic Resource for Organisational Resilience
347	Kőműves, Zsolt Sándor*; Pálmai, László; Szécsi, Gabriella; Végyvári, Bence	When Leader Humor Becomes a Resource: Authority Preservation, Workplace Climate and Employee Attitudes in a Central European Context
349	Poór, József*; Szilávicz, Ágnes; Kerekes Kinga	Consulting in Business: Past, Present and Future



Track: Driving Innovation: Digital Transformation and AI in Business (1)

Session: Digital Transformation and Technology-Driven Business Change

Chair: Eszter Szabó-Szentgróti

Co-Chair: Borbála Tamás

Secretary: Anna Pátkai Bende

Date: September 30, 2026, 13:45-16:30, Room: MC-002

1	Wassie, Fekadu Agmas*; Lakatos, László Péter	The Digital Shift: Tech-Driven Solutions in Reshaping Financial Report Disclosures
12	Zsemlyeová, Barbara*; Busánszki, Viktor	Algorithms Behind the Deadlines
20	Apriliani, Lydia*	ASEAN's Digital Economy: A Comparative Assessment Using Digital Entrepreneurship Ecosystem Index
26	Tokár-Szadai, Ágnes*	Empirical Analysis of Openness to the Digital Transformation of Management Consulting in 2025
27	Kispál-Vitai, Zsuzsanna*	Cognitive Engagement in a Business Classroom
53	Parkhomenko, Nataliia*; Gubíniová, Katarína; Pajtinková Bartáková, Gabriela	Digital Transformation of HRM Through Artificial Intelligence
57	Kivayilu, Derek*	From Survival to Societal Value: Artificial Intelligence and Emerging Technologies in SME Digital Transformation
81	Kachel, Katarzyna; Idziak, Ewelina*	Digital Gap and AI Adoption Barriers in Polish Enterprises: Evidence from a Comparative Study of SMEs in the EU Context
89	Pátkainé Bende, Anna*; Suta, Alex; Huszár, Barbara Eszter	Work-Life Balance Disclosure in CSRD-compliant Sustainability Reporting
98	Juhász-Dóra, Katalin*	Bridging the Digital Skill Gap: How Cloud-Based Hotel Software Improves Student Competences
266	Paputungan, Irving*	From Digital Provision to Sustained Use: Bridging the Intention and Behavior Gap in Smart Aquaculture Platforms



Track: Economic, Social, Institutional and Geopolitical Transformations (5)

Session: Education, Labour Markets and Social Transitions

Chair: Éva Berde

Co-Chair: Enikő Kahler Korcsmáros

Secretary: Viktória Magyar-Stifter

Date: September 30, 2026, 13:45-16:30, Room: MC-115

65	Korcsmáros, Enikő*; Machová, Renáta; Fehér, Lilla	The Role of Employee Well-Being in Organizational Performance Development in the Context of Innovation Potential
92	Ambrus, Rita Anna; Pátkainé Bende, Anna*; Németh, Melinda	University Students' Perceptions of Family Tax Benefits and Their Potential Impacts on Childbearing Decisions
105	Barsi, Boglárka*; Uszkai, Andrea	Reimagining the Periphery: Permaculture as a Source of Subjective Well-Being and a Post-Growth Development Path in Central Europe – The Case of Hungary
229	Berde, Éva; Magyar-Stifter, Viktória*; Pozsgai, Andrea	The Impact of Climate Change on the Ageing of the Age Structure: A Comparative Analysis of the Zirc And Kiskunfélegyháza Districts
238	Czakó-Vasic, Tihana; Heimné Rácz, Éva*; Vinkóczi, Tamás	Explaining University Students' Political Engagement and Passivity through a Political Affective Disposition Framework
283	Bujdosó-Kurucso, Alexandra*	The Economic Price of the Triple Bind: Single Parenthood and Student Financial Behavior
284	Veledar, Omar; Veledar, Emir*; Macher, Georg; Blazevic, Romana	Synergy in Motion: A Data-Driven Analysis of Strategic Joint Ventures in the European Automotive and Technology Sectors
302	Nagy, Máté Gergely*	Growth Pole-Based Development Policy and Territorial Disparities within European Union Cohesion Policy: The Case of Hungary
331	Kara, Zsuzsanna*; Konczos Szombathelyi, Márta; Kucsera, Tamás Gergely	Arts Education as a Regional Cultural Ecosystem: Cultural Participation, Spillover Effects and Social Value Creation
334	Andrea, Sólyom*; Róbert, Dobó	A Price Sensitive Trump: Voter Segmentation According to Family Finances



Track: Economic, Social, Institutional and Geopolitical Transformations (1)
Session: Socio-Economic Development, Communities and Institutional Change

Chair: Barbara Huszár

Co-Chair: Majang Palupi

Secretary: Marianna Süveges

Date: September 30, 2026, 13:45-16:30, Room: MC-122

3	Platz, Petra*; Árvai, Zsófia; Kinga Lili, Balogh	Waste-free Dialogue: Communication Tools for Mitigating Food Waste in Higher Education
13	Osuagwu, Chikezie*	Valorising Nature's Unpredictability: Strategic pathways for Resilient Blue Economy Development in the Global South
15	Abuselidze, George*; Rebryna, Anna; Malskyy, Oleh	Economic Foundations for Mobilizing Investment in the Country Through Public-Private Partnership Mechanisms
17	Miklós, Attila*	Self-reflections of university students enrolled in undergraduate programs in economic sciences in Hungary on their career-related decisions
23	Osuagwu, Chima*	Monetary Policy Variables and Balance of Payment in Nigeria (1981-2024)
36	Szabó-Cseszneki, Nikolett*; Kézai, Kinga Petra; Konczos Szombathelyi, Márta	The Role of Civil Organizations in Supporting Mothers' Labour Market Reintegration: Evidence from Hungary
40	Erwan, Friesca*; Páthy, Ádám	Stakeholder Perspectives on Indonesia's Patchouli Oil Industry Development
43	Krankovits, Melinda*; Kohus, Zsolt; Kézai, Kinga Petra	Beyond Rankings: Rethinking Sustainability in Asian Higher Education Through Cluster Analysis
45	Andualem, Habtamu*	Agricultural Commercialization and Its Implications for Smallholder Farmers in Ethiopia a Systematic Review
48	Njiru, Elizabeth*	Effects of Electricity Transmission and Distribution Losses on Economic Growth in Kenya
58	Saidi, Hichem; Alnabulsi, Khalil*; Alnabulsi, Hamza; Rejeb, Abderahman	World Uncertainty, Credit Risk and Liquidity Risk in the MENA Region: The Moderating Role of Institutional Quality
213	Kovács Präger, Róbert*; Slavata, David; Ardielli, Eva; Macziejasz, Marta	Measuring Method for Housing Affordability and Accessibility – Experimental Methodology



Track: Tourism, Sports and Experience Economy in the Digital Age (1)
Session: Tourism Development, Destinations and Regional Attractiveness

Chair: Ferenc Darabos

Co-Chair: Elisabeth Molnar

Secretary: Ágnes Horváth

Date: September 30, 2026, 13:45-16:30, Room: MC-123

14	Pančíková, Kristína*; Bíziková, Viktória	Adaptive Capacity and Strategic Preparedness as Dimensions of Organisational Resilience of Tourism Enterprises in the Nitra Region
25	Gondos, Borbála*; Grotte, Judit	Importance of Sustainability in the Event Management Market
29	Zvekán-Kovács, Adrienn*	From Consumption to Connection: Sensory Marketing and Immersive Tourism in the Modern Experience Economy
37	Kupi, Marcell*; Kundi, Viktória	Tourism Source Market Dependence and Diversification in the European Union: A Comparative Analysis of Inbound Accommodation Demand
42	Zuhri, Sarika; Erwan, Friesca*; Kurniawan, Muhammad Fakhri	Halal Tourism Development Model in Cultural Tourism Destination Using Structural Equation Modeling
67	Moreno Rivera, Cornelio*; Happ, Éva	From Local Event Portal to International Destination Marketing Platform: A Mixed-Methods Case Study of HelloGyőr.hu
69	Tóth, Tímea Zsófia*	Sports Films as Tourism Experience Products: Storytelling, Streaming, and Sports Film Tourism in the Digital Age
72	Dóra, Dániel; Darabos, Ferenc*	Analysis of visitor data in rural tourism
85	Horváth, Zsuzsanna; Becze, Tamás; Kőmíves, Csaba*	An Analysis of the Differences Between Tipping and Service Charges from Economic, Cultural, and Psychological Perspectives
122	Korsos, Gyorgy*	The Relationship Between Green Infrastructure Developments and Fans' Sustainability Perceptions in Hungarian Football
265	Paputungan, Irving*	Transforming Local-Wisdom-Based Health Tourism in Indonesia into a Governed Digital Experience Economy Framework
294	Kurniawardhani, Arrie*; Paputungan, Irving Vitra	Augmented Reality for Sustainable Heritage Tourism: Balancing Visitor Engagement and Cultural Preservation



Track: Corporate Decision-Making, Strategy and Finance (1)
Session: Corporate Strategy, Competitiveness and Decision-Making

Chair: Attila Kurucz

Co-Chair: Ewelina Idziak

Secretary: Barbara Czipy

Date: September 30, 2026, 13:45-16:30, Room: MC-227

32	Reider-Pesti, Beáta*; Suta, Alex	Corporate Financing and Lending During Economic Crises: A Systematic Literature Review
38	Hong Ngoc, Nguyen Thi; Kazinczy, Eszter*	The Role of Knowledge Sharing in the Behavior of Green Credit Card Usage among University Students: A Comparative Study Between Vietnam and Hungary
54	Szakonyi, Petra*	Education-Driven Collaborative Governance for Brownfield Regeneration: Evidence from a Regional Multi-Stakeholder Platform in Hungary
68	Konya, Janos Bendeguz*	Knowledge Integration in Family SMEs: A TCCM-Based Research Design for Generational Transition, Innovation, and Strategic Adaptation
194	Becker, Herbert*	Empowering SMEs: AI and Digital Technologies for individualised and decentralised Human Resource Development - A Systematic Bibliometric Review
222	Barbara, Czipy*	From Traditional Export Models to Platform-based Internationalization in the Food Industry
278	Lordache, Raluca Maria*; Antonov, Anca Elena; Cioca, Victoria-Rodica; Buica, Georgeta; Darabont, Doru Costin	AI and Decision Making Process in Organizations: Advantages and Challenges
291	Nagy, Veronika Ilona*; Makkos, Anikó	From Organizational Discourse to Organizational Identity: A Research Framework for Workplace Narratives and Metaphors
330	Kassem Alshar, Wajiha*; Rámháp, Szabolcs; Best, Frank ; Alsakhen, Ibrahim ; Zalfani, Maroua	From Forecast to Action: Governance and Decision Conditions for AI-Enabled Climate Resilience
343	Novák, Csaba*	Which business models have proved sustainable under COVID and afterwards? - an exercised based on factor use in Tokaj wine businesses
351	Remsei, Albert	The New Role of Cognitive Trust in Human-AI Decision-Making in Automotive Manufacturing: A Systematic Literature Review



Track: Transforming Organizations, Leaders and Employees (1)

Session: Leadership, Management and Organizational Change

Chair: Szilárd Berke

Co-Chair: Irma Potháczky Rácz

Secretary: Viktória Varga

Date: September 30, 2026, 13:45-16:30, Room: MC-228

31	Fehér, Norbert*; Kurucz, Attila	From Firefighting to Drift: Why Lean Improvements Do Not Stick in Manufacturing
34	Malatyinszki, Szilárd*	Challenges and Obstacles of Generational Change in Hungarian Family Businesses
35	Nemes, Zsuzsanna; Malatyinszki, Szilárd*	Beyond Generational Transition: Intergenerational Collaboration and Leadership Bottlenecks in Hungarian Manufacturing SMEs in the Growth Phase
61	Zsigmond, Tibor; Schulcz, Patrik; Gašić, Dimitrije; Jaškevičiūtė, Vaida; Bakó, Ferenc*	From Awareness to Action: Managerial Responses to Workplace Discrimination in Europe
100	Sahnoun, Yasin*	The Future of E-Leadership: Integrating Artificial Intelligence to Enhance Virtual Team Cohesion
110	Iheb, Boukeloua*	Participative Leadership as a Micro-Level Governance Mechanism: A Sequential Mediation Model of Financial Reporting Quality
250	Varga, Viktória*; Rámháp, Szabolcs	Talent Support and Competence Development in Higher Education: A Q-Methodology Study
273	Halpert, Erik*; Palányi, Ildikó; Antal, Anita	Women's Digital Competencies and Development Needs in a Cross-Border Context: Evidence from Hungary and Austria
322	Potháczky Rácz, Irma*; Horváth, Patrícia	Inclusive Leadership and Organizational Learning: A Bibliometric Review of Emerging Research Streams
346	Kupi, Marcell; Potháczky Rácz, Irma*	From Skill Requirement to Job Task: Mapping AI Demand in Online Job Advertisements



Kautz Conference on Business and Economics

October 1, 2026

Thursday 13:30-15:30

Track: Economic, Social, Institutional and Geopolitical Transformations (2)
Session: Regional Economies, Public Policy and Development Pathways, Part I.

Chair: Varun Chotia

Co-Chair: Eszter Kazinczy

Secretary: Oumaima Haj Ammar

Date: October 1, 2026, 13:30–15:30, Room: MC-001

77	Keresztes, Gábor*; Németh, Nikolettá; Mészáros, Katalin	Beyond the Degree: Students' Perspectives on the Changing Value of Higher Education
78	Murray Svidroňová, Mária*; Jakuš Muthová, Nikoleta; Mikušová Meričková, Beáta; Janka Holíková	Spatial and Thematic Disparities in Participatory Budgeting: The Case of Banská Bystrica
80	Sokol, Dmitriy*	Authoritarian Co-Design as Institutional Failure: Economic, Social, and Geopolitical Drivers of Digital Resistance in Post-2020 Belarus
83	Imre, Gabriella*	Beyond German Dominance? The Rising Role of Asian FDI in the Transformation of the Visegrád Economies
84	Dobi-Rozsa, Aniko*	Reframing Renovation-Finance Failure: Financial Vulnerability, Borrowing Behaviour, and Market Perception in Bulgaria
88	Krivorotko, Yuri*	Belarusian Participatory budgeting in times of Governing Uncertainty
95	Halmai, Nora*; Rajcsányi-Molnár, Mónika; Konczosné Szombathelyi, Márta	Assessing the Contribution of EU Cohesion Policy to Universities' Third Mission: Evidence from Hungary
96	Hromova, Ilona*; Szabó-Szentgróti, Eszter; Pátkainé Bende, Anna	Sustainability in Higher Education: Student Perceptions, Engagement, and the Value-Action Gap



Track: Marketing, Consumer Behaviour and Digital Markets (1)
Session: Consumer Behaviour, Food Choice and Market Preferences

Chair: Luciana Faluba Damázio

Co-Chair: Nikolett Gyurián Nagy

Secretary: Donia Khalfallah

Date: October 1, 2026, 13:30–15:30, Room: MC-002

46	Phan Thi Thanh, Nga*; Pham Dieu, Tien; Vo Thuy, Linh	The Impact of Deinfluencing on Purchase Decisions Among Vietnamese Generation Z Consumers: Perceptions and Behavioral Outcomes
49	Utassy, Luca*; Szeberényi, András	When Studying Abroad Isn't Worth It - The Reasons Behind International Student Regret
52	Parkhomenko, Nataliia*; Vilčeková, Lucia; Olšovský, František	Digital Consumer Behaviour in the Luxury Goods Market: The Role of Platform-Based Digital Ecosystems
87	Seraponzo, Marcos Alberto*; Kundi, Viktória	Uncertainty Avoidance as a Cultural Determinant of Consumer Innovativeness
99	Szítás, Zsolt*; Szeberényi, András; Némediné Kollár, Kitti	The Impact of BNPL Services on Impulse Buying: A Behavioral Economics Approach
106	Fűrész, Ágnes*; András, Szeberényi	Communication Matters: Digital Orientation and Openness to Sustainability Education Among Hungarian Energy Consumers
116	Csöppös, Dóra*; Szombathelyi, Márta	Re-conceptualizing City Image: An Integrated Theoretical Framework Along Cultural, Digital, and Sustainability Dimensions
129	Khalfallah, Donia*	Human or Honest? The Trade-off Between AI Anthropomorphism and Transparency in Shaping Consumer Trust
348	Lengyel-Farkas, Lilla*	The Impact of COVID-19 on the Hungarian Painting Market: Evidence from In-Person Auctions with an Outlook on Online Sales



Track: Transforming Organizations, Leaders and Employees (2)
Session: Employees, Well-Being and Human Resource Management

Chair: Lukáš Smerek

Co-Chair: Viktória Magyar-Stifter

Secretary: Nikolett Szabó-Cseszneki

Date: October 1, 2026, 13:45-16:30, Room: MC-115

133	Habetie, Tadesse*; Kolta, Dóra; Prihoda, Emese; Mesfin, Melese	Workplace Environment and Employee Job Performance among Youth Employees in North Wollo Zone-Ethiopia
177	Mamun, Abdullah Al*; Cecilia Maltempo; Marcello Martinez	Enacting Common Good Human Resource Management for Social Sustainability: A Multi-Level Narrative Inquiry
184	Solti, Peter*; Konczos Szombathelyi, Marta; Andras, Istvan	Ad Hoc Transformation or Strategic Shift? The Role of Medical Universities in Hungarian Health Governance
199	Blaskó, József*; Dőry, Tibor	Knowledge-Centric Recruitment (KCR): Empirical Validation of a Capability-Building Approach to Senior Hiring
209	Hebeny-Fuchs, Orsolya*; Gulyás, Szabina; Csizmadia-Szántó, Piroska; Kreizer, Gábor	Flexibility and Care as an Employer Value Proposition: Determinants of Labor Market Reintegration for Mothers with Young Children in Somogy County
317	Pap, Jozsef; Zelles, Tamas*; Mako, Csaba	Algorithmic Management Across Organizational Forms (Testing Principles of Stark & Vanden Broeck (2024) in Platform and Traditional Work in Hungary
320	Pap, Jozsef; Zelles, Tamas*; Mako, Csaba	Beyond Platform Work: Algorithmic Management in Platform Labour and Traditional Organizations - The Hungarian Experience
325	Potháczky Rácz, Irma*	Sustainable Workplaces Across Parenthood-Related Life-Cycle Transitions: A Bibliometric and Systematic Review



Track: Marketing, Consumer Behaviour and Digital Markets (2)

Session: Branding, Communication and Customer Engagement

Chair: Petra Platz

Co-Chair: Alžbeta Királ'ová

Secretary: Zsófia Árvai

Date: October 1, 2026, 13:30–15:30, Room: MC-122

8	Huszka, Péter; Platz, Petra*	The Hunger Paradox: Deconstructing the Psychological and Sociocultural Drivers of Food Choice
59	Kovács, Gyöngyi*; Ledianë Durmishi	Place, Identity and Experience: Storytelling Structures in Tourism Business Narratives
128	Jambori, Zsuzsanna*; Bednarik, Éva	An Analysis of Truffle Consumer Behavior in the Hungarian Market from the Growers' Perspective
131	Elhafez, Ahmad; qasem, Dhia; Alnabelsi, Hamza*	Anthropomorphic Chatbots in Service Recovery: A Systematic Literature Review Through the Lens of the GAP Model, with Evidence from Jordanian Service Sectors
148	Takács, Viktor Tamás*; Józsa, László	Brand Attitudes and Perceptions among Younger Generations
150	Királ'ová, Alžbeta*	Brand Reputation in Digital Environments: A Cross-Cultural Exploratory Study of Generation Z in China and the Czech Republic
154	Peris, Sandy*; Gupta, Prasun Das; Fazal, Syed; Roy, Jewel Kumar; Supian, Kamisah; Ali, Khan Sarfaraz	Psychology of Sustainable Beauty: How Green Perceived Value Drives Green Purchase Intentions Among Educated Urban Consumers in Bangladesh
167	Szecsei, Blanka*	More Than Influence: How Parasocial Relationships Amplify Behavioral Biases



Track: Tourism, Sports and Experience Economy in the Digital Age (2)

Session: Sports, Events and Experience-Based Value Creation

Chair: Éva Happ

Co-Chair: Tomáš Malatíneć

Secretary: Eliza Raffai

Date: October 1, 2026, 13:30-15:30, Room: MC-123

109	Raffai, Eliza*; Szatmáry, Judit; Karsai, Árpád Sándor; Happ, Éva	The Transformation of Tour Guides' Roles in the Era of Digitalization and Artificial Intelligence
130	Faludy, András Miklós; Hinek, Mátyás; Kiss, Robert*; Kundi, Viktória; Marton, Gergely	Flagship or Sinking Ship? The Development Trajectory and Market Regression of Cultural Tourism in Pécs in the 21st Century
135	Hinek, Mátyás*; Csóka, László; Kiss, Róbert; Kundi, Viktória; Marton, Gergely	Challenges Facing Music Festivals in the Post-COVID Period – The Hungarian Case
156	Perea, David*; Lujan, Darkys; Ceballos, Cristina; Moreno, Antonio	Do Tripadvisor Categories Reflect Customer Perceptions in Michelin-Starred Dining?
180	Kálmán, Attila*; Chappon, Máté; Bene, Katalin	From Subjective Ratings to Economic Values - Advanced Methodology to Construct Differentiable Utility Functions for Valuing Freshwater Lakes
188	Sharif, Mahdieh*; Happ, Eva	Tourism as a Catalyst for Rural Sustainable Development: Economic Impacts of Gastronomy and Local Food Systems
246	Sulyok, Judit; Lőrincz, Katalin*; Banász, Zsuzsanna	From Flagship Event to Everyday Urban Space: Residents' Perceptions on the Legacy of A European Capital of Culture City



Track: Corporate Decision-Making, Strategy and Finance (2)

Session: Finance, Investment and Performance Analysis

Chair: Judit Koltai

Co-Chair: Alex Suta

Secretary: Wajiha Kassem Alshar

Date: October 1, 2026, 13:30-15:30, Room: MC-227

108	Rzem, Marouane*	The Mediating Effect of Trust on the Intention to Purchase on the Stock Market: A Quantitative Study
142	Kužet, Željana*; Ivanišević, Andrea; Bošković, Goran; Mučenski, Vladimir; Topalić, Jovana	Maintenance Management and Economic Losses of Construction Cranes: Impacts on Construction Projects
159	Makai, Attila*; Dóry, Tibor	Work Addiction, Entrepreneurial Isolation and Recovery as a Factor of Perceived Business Success
161	Mika Norbertné Horváth, Tímea*; Konczos Szombathelyi, Márta	Understanding the Role of Organizational Culture in the Decision-Making during Transformation Processes
173	Svazas, Mantas*	Physical and Economic Resilience in the Context of Geopolitical Uncertainty: The Level of the Region's Utilities Sector
176	Wu, Xintian*; Gyori, Zsuzsanna; Solyom, Andrea	Managerial Gender Diversity and Corporate Valuation Under Differing Ownership Regimes in China: An Empirical Examination
353	Otieno, Fredrick	Does ESG disclosure quality correct investment distortions?" Evidence from Kenyan listed firms



Track: Emerging Technologies for Sustainable Transformation (1)
Session: Emerging Technologies for Sustainable Business Transformation

Chair: Frank Best

Co-Chair: Szabolcs Rámháp

Secretary: Antónia Payer

Date: October 1, 2026, 13:30-15:30, Room: MC-228

19	Zhang, Li'ang*; Sun, Wenting	From Compliance to Strategic Environmental Responsibility: A Review of Innovation-Driven Corporate Transformation
91	Sándor, Viktória*	Sustainable Practices in Fine Dining: The Example of a Hungarian Family Farm
136	Thomson, Nicole*; Szeberényi, András	AI in Healthcare: The Impact on Patients' Trust and Decision-Making
140	Haj Ammar, Oumaima*; Remsei, Sándor; Makai, Attila János	Conceptualizing Twin-Transition Ecosystem Readiness in Fashion SMEs: A Framework for Central and Eastern Europe
143	Liszkai, Dominik*	The Role of Digitalization in Green Sustainable Smart City Development: Kuala Lumpur and Singapore
162	Pék, Gábor*; Rámháp, Szabolcs	Factors Influencing the Intention and Actual Use of E-scooters in the Context of Sustainable Urban Mobility
166	Albarnoti, Heba*; Kurucz, Attila; Dernóczy-Polyák, Adrienn	Food Waste in Europe: A Critical Review of Policies, Regional Performance, and the Role of Artificial Intelligence



Kautz Conference on Business and Economics

October 1, 2026

Thursday 16:00-17:30

Track: Economic, Social, Institutional and Geopolitical Transformations (2)
Session: Regional Economies, Public Policy and Development Pathways, Part II.

Chair: Robert Magda

Co-Chair: Eszter Kazinczy

Secretary: Oumaima Haj Ammar

Date: October 1, 2026, 16:00–17:30, Room: MC-001

111	Szaniszló, Anna Szilvia; Sós, Eszter*	What Influences Environmentally Conscious Behavior? An Empirical Research with more than 500 Students
114	Tóth, Zsuzsanna*	Analysing the Convergence Process Between the East Central European Member States Applying a Regional Human Development Index
141	Haj Ammar, Oumaima*; Remsei, Sándor; Makai, Attila Lajos	Leadership Adaptation and Innovation Strategies in Fashion SMEs: A Comparative Study of Hungary and Tunisia
181	Huseynli, Akif*	How Does Exchange Rate Volatility Affect the Turkish Economy
285	Kosztolányi, István; Németh, Gergely*; Csanádi, Péter; Kalmár, Péter	A Manifesto for Organization Development in the Polycrisis Era: Renewing the Field Through Evidence, Values, and the Scientist-Practitioner Ideal
316	Guliyev, Huseyn*	Determinants of Climate Change Mitigation Behavior Among Azerbaijani Households



Track: Driving Innovation: Digital Transformation and AI in Business (3)

Session: Digital Platforms, Innovation and Business Models

Chair: Fiona Armstrong-Gibbs

Co-Chair: Attila Makai

Secretary: Andrea Kárpáti

Date: October 1, 2026, 16:00-17:30, Room: MC-002

155	Imperial, Mary Joy*; Moron, Katherine	Exploration of Business Models in Digital Banking: Evidence on Trade-Offs Among Financial Inclusion, Profitability and Risk
172	Buzasi, Zoltan*; Dóry, Tibor; Makai, Attila	Factors Influencing the Growth and Development of University Spin-off Companies
197	Lichy, Jessica*; Wise, Luan; Mathibe, Motshedisi	Hacked Off by Fraudsters and Zero Support from Meta
220	Minoo, Mercy Kavele*	Understanding the Evolution of Digital Transformation Research: A Scientometric Review
221	Mesterházy, Péter*; Buics, László	AI-Supported Customer Service Process Optimization in Public Services: A Simulation-Based Approach to Efficiency and Sustainability
248	Veledar, Emir*; Veledar, Omar	Regulatory Divergence and AI Integration: A Comparative Analysis of Pharmaceutical Joint Venture Frequency and Structural Evolution in the US and Europe
251	Veledar, Omar; Veledar, Emir*; Macher, Georg; Blazevic, Romana	Tri-Regional Architectural Dynamics: Evaluating European Modular Autonomous Driving Frameworks, Global Constraints, and Knowledge Transfer to Robotics



Track: Transforming Organizations, Leaders and Employees (3)
Session: Workplace Culture, Teams and Organizational Learning

Chair: Szonja Jenei

Co-Chair: Ágnes Szlávicz

Secretary: Pongrácz Dús

Date: October 1, 2026, 16:00-17:30, Room: MC-115

228	Koloszár, László*; Mitev, Ariel; Takácsné György, Katalin; Wimmer, Ágnes	Competence Development in Talent Management – Experiences from Student Research Conferences
230	Miah, Md Tota*; Remsei, Sándor	The Role of CSR Authenticity in the Relationship Between Employee CSR Perception and Engagement: Evidence from the Banking Sector
247	Ljubi, Klara*	Towards a Conceptual Measurement Framework for Social Lean and Social Sustainability
252	Slavic, Agnes*; Berber, Nemanja; Gasic, Dimitrije	The Digital Transformation of Human Resource Management Practice in Serbia based on Cranet Research Results
271	Iqbal, Kamran*	The Impact of Employee-Focused CSR on Affective Commitment: Evidence from a Time-Lagged Moderated Mediation Model
288	Máthé, Ivett*; Dajnoki, Krisztina	The Role and Strategies of HR in Mergers and Acquisitions: A PRISMA-Method Systematic Review



Track: Driving Innovation: Digital Transformation and AI in Business (2)

Session: Artificial Intelligence, Data Analytics and Decision Support

Chair: Norbert Kovács

Co-Chair: Ewelina Idziak

Secretary: Laura Tölgyesi

Date: October 1, 2026, 16:00-17:30, Room: MC-122

94	Idziak, Ewelina*; Kachel, Katarzyna	Digital Gap and AI Adoption Barriers in Polish Enterprises - Evidence from a Comparative Study of SMEs in the EU Context
97	Ma, Ye*	AI in Innovation Management: Measuring Green Technology Embedment in Product Design from Patents with Large Language Models
104	Áron, Szennay*	What Shapes Entrepreneurs' Expectations of Future Digitalisation? Evidence from GEM Data
146	Korir, Gerald *; Benedek, Petra	AI as a Strategic Tool for Business Efficiency and Effectiveness
153	Bejaoui, Hana*	Machine Learning for Startup Survival Prediction: The Dominant Role of Early Funding Dynamics



Track: Marketing, Consumer Behaviour and Digital Markets (3)

Session: Digital Marketing, Retail and Market Strategy

Chair: Veronika Keller

Co-Chair: Dóra Anna Havay

Secretary: Zsófia Árvai

Date: October 1, 2026, 16:00–17:30, Room: MC-123

178	Nguyen, Thanh Thuy Trang*	Beyond the Enclave: Digital Mixed Embeddedness and the Transnational Organizational Strategies of Immigrant Entrepreneurs
195	Árvai, Zsófia; Keller, Veronika; Platz, Petra*	From Awareness to Action: A TCCM Systematic Review of Behavioural Drivers and Curriculum Gaps in Central Europe
237	Acs, Sarolta*; Szeberényi, András	The Role of Artificial Intelligence in Information Seeking: Its Impact on Consumer Trust and Purchasing Decisions
242	Loibl, Attila; Havay, Dóra Anna*; Homolya, Dániel	Digital Communication Patterns of Hungarian Wineries: A Content Analysis of Website Narratives
261	Arpasi, Zoltan*; Marczellné Szilágyi, Eszter	Beyond the Lecture Hall: How International Students Shape and Reshape Hungary's Country Image



Track: Supply Chain, Logistics and Transportation in a Transforming Global Economy (2)
Session: Challenges and Answers in Logistics and Transportation

Chair: Adrián Horváth

Co-Chair: József Pap

Secretary: Matthew Boota

Date: October 1, 2026, 16:00-17:30, Room: MC-227

163	Boota, Matthew*; Süle, Edit	A Systematic Literature Review of Data Exchange in Digital Supplier Buyer Communication in Transportation and Logistics
254	Madarász, Erika Zsuzsanna*	Sustainable urban logistics and preparation for autonomous freight transport - Experiences from Small and Medium-Sized Hungarian Cities
256	Nyaga, Mildred Nyakio*; Süle, Edit	Green Logistics Practices and Sustainable Manufacturing Performance: A Firm-Level Study of Emerging Economy Manufacturing in Kenya
258	Nyaga, Mildred Nyakio*; Süle, Edit	Food Loss as Carbon Variable: Systematic Review Challenging Green Logistics Optimisation and Proposing Compound Corridor Carbon Cost (C4) for Informal Agricultural Corridors
354	Tonmoy, Paul; Md. Mahraj, Uddin; Golam, Sakaline; Mst. Fatema, Tuj Jhora; Edit, Süle	A Hybrid Heuristic Framework for Crate Utilization and Vehicle Routing in Fast-Food Supply Chain



Track: Supply Chain, Logistics and Transportation in a Transforming Global Economy (3)
Session: Supply Chain Perspectives in Global Economics

Chair: László Buics

Co-Chair: Abderahman Rejeb

Secretary: Zalfani Maroua

Date: October 1, 2026, 16:00-17:30, Room: MC-228

21	Koppány, Krisztián*	Economic Growth in Global Values Chains
41	Richter, Anikó *	Economic pressure, fuel price volatility and sustainability trade-offs in the European road freight transport sector
60	Kerekesné dr. Mayer, Ágnes*; Kovács, Gyöngyi; Ruprecht, László	The Natura North-East (Natura Észak-Kelet) Project as a Regional Gastronomic Tourism Cooperation Model
107	Pekár, János Zoltán*	Product-category-based screening framework for 45' HCPW intermodal service development
121	Jenő, Balla*	Energy Independence in Circular Agriculture
165	Munir, Muhammad Adeel*; Cohen, Viktorija	Digital Technologies and Supply Chain Resilience: A Mechanism-Based Review of Blockchain and Data Analytics



Kautz Conference on Business and Economics

October 2, 2026
Friday 09:00-12:00

Track: Economic, Social, Institutional and Geopolitical Transformations (3)

Session: Sustainability, Resilience and Transformations in Society

Chair: András Szeberényi

Co-Chair: Mohammad Fakhru Islam

Secretary: Attila Suhajda

Date: October 2, 2026, 09:00-12:00, Room: MC-001

123	Jomaa, Hajer*	From fossil fuel to Green Jobs: Can MENA Economies Generate Enough Employment Through Energy Transition?
145	Németh, Melinda*; Ambrus, Rita Anna; Borbély, Katalin	How to Improve Accounting Education in line with Labour Market Expectations – Insight into Students' Attitudes
151	Yusibov, Rasul*; Hajiyeva, Nargiz; Mammadov, Rauf; Fodor Garai, Monika	Rebuild First or Build Green First? Adapting Swedish Sustainability Principles for Green Entrepreneurial Ecosystem Development in Post-Conflict Karabakh
171	Hajszán, Júlia*	Regional Skill Demand and Youth Employment Opportunities in the Transforming Labour Market
174	Dús, Pongrácz*; Tóth, Péter	Systematic Literature Review on Social Impact Bonds
179	Zalán-Fecser, Zsuzsanna*	The Labor Market Implications of the "Szinédzser" Phenomenon
201	Berde, Éva*; Bibi, Erum; Irfan, Sehrish; Mágó, Manuel László; Remsei, Sándor	Insights into the Pakistani Gig Economy: Gig Work among University Students
202	Berde, Éva*; Koltai, Judit; Pozsgai, Andrea; Vinkóczi, Tamás	The Grey Digital Divide in Online Banking in Hungary
205	Kusio, Tomasz*	Societal Digital Literacy and Cybercrime - A Comparative Study of Two Regions from Eastern Europe and South East Asia
207	Ábrahám, Máté*; Koltai, Judit Petra; Vinkóczi, Tamás	Green Bonds in the European Union: Empirical Evidence on the Role of the EU Taxonomy
241	Hardi, Tamás*; Săgeată, Radu; Kazakov, Boris; Mladenov, Chavdar	The Economic and Social Transformation of the Urban Network along the Danube in the Middle and Lower Sections of the River
244	Suhajda, Attila*	Analysis of the New German Military Strategy



Track: Emerging Technologies for Sustainable Transformation (2)

Session: Green Innovation, Circularity and Technology-Enabled Sustainability

Chair: Tibor Dóry

Co-Chair: Dorin Bac

Secretary: Laura Tölgyesi

Date: October 2, 2026, 09:00-12:00, Room: MC-002

39	Kézai, Petra*; Bejan, Brindusa Mariana; Pop, Ciprian Marcel; Rámháp, Szabolcs; Vinkóczy, Tamás; Szabó-Szentgróti, Eszter	Cashierless Technology in Romania: Adoption, Challenges, and Future Prospects
112	Rappay, Bence Zsolt; Kovács-Lázár, Viktória; Oravecz, Titanilla*	"To value what we have...": A qualitative study into women's sustainable solutions for clothing
144	Hajabac Machova, Renáta; Kahler Korcsmáros, Enikő; Kézai, Petra*; Rámháp, Szabolcs; Vinkóczy, Tamás; Szabó-Szentgróti, Eszter	Acceptance of Smart Retail Technologies Among Slovak Higher Education Students: A Mixed-Method Approach
182	Mourou, Ensem*	The Drivers of Escaping The Middle-Income Trap: Empirical Evidence on the 3i Strategy Between Crossed and Trapped Economies
191	Sebestyén, Dorottya*; Bodó, Richard; Torma, András	Hydrogen Technologies as Drivers of ESG Transformation in SMEs
219	Marsi, Norbert*	Challenges of electromobility in Hungary from PESTLE perspective
257	Szabó, Noémi*; Buics, László	Plugging Into Trust: Exploring AI and the Human Side of EV Acceptance in Hungary by a Mixed-method approach
270	Dióssi, Katalin*	From Compliance to Organisational Capability: ESG Requirements as Drivers of Organisational Transformation
272	Farcas, Giulia; Bac, Dorin*; Dume, Sofia	The Transition from Sustainable Development to ESG. A Bibliometric Analysis
275	Tölgyesi, Laura*	From Innovative R&D Collaboration to Environmental Decoupling: A Conceptual Model
337	Szucs, Istvan*; Kopják, József; Sólyom, Andrea; Sebestyén, Gergely	Assessing the Cost Optimization Potential of Flexible Workplace EV Charging



Track: Economic, Social, Institutional and Geopolitical Transformations (4)

Session: Market, Governance and Geopolitical Transformations

Chair: Csongor Czipf

Co-Chair:

Secretary: Éva Heim Rácz

Date: October 2, 2026, 09:00-12:00, Room: MC-115

62	Kuncz, Izabella*; Berde, Éva; Németh, Petra	Family Policy and Fertility in Hungary: The Limits of Pronatalist Financial Transfers
73	Lahbib, Maissa*; Rudnák, Ildikó; Magda, Róbert; Süle, Edit	Virtual Teams as Socio-Technical Systems: An Integrative Systematic Literature Review of Success Factors and Barriers
214	Mikulić, Suzi*	Non-Financial Reporting in Transition Economies: Between Market Pressure and Regulatory Harmonisation with the European Union
240	Mercédesz, Sebestyén*; Rita Anna, Ambrus	The Effects of Personal Income Tax Allowances on the Labour Market
243	Hajdu-Smahó, Melinda*; Şerban, Paul-Răzvan; Mitrică, Bianca	Urban Planning for Autonomous Vehicles? The Case of Hungarian and Romanian Cities
245	Miksó, Zsuzsanna*; Veronika, Keller	Inclusion and Labor Market Integration in the Austrian Wine Sector – Findings from a Case Study
255	Czipf, Csongor*; Kovács, Norbert; G. Vargas-Hernández, José; Moreno-García, Elena	Energy Literacy among Hungarian and Mexican University Students
306	Palasics, Peggi*; Konczosné Szombathelyi, Márta	Mapping the Twin Transition in the Construction Industry: A Systematic Literature Review
293	Persu, Mihaela; Săgeată, Radu; Mitrică, Bianca; Grigorescu, Ines*; Roznovietchi, Irena; Şerban, Paul; Damian, Nicoleta; Micu, Dana	Rural Settlements in Romania under Climate Change: Vulnerability Assessment and Adaptation Responses



Track: Driving Innovation: Digital Transformation and AI in Business (4)

Session: Cybersecurity, Automation and Emerging Digital Applications

Chair: Abderahman Rejeb

Co-Chair: Dávid Fülep

Secretary: Jewel Kumar Roy

Date: October 2, 2026, 09:00-12:00, Room: MC-122

286	Alasasfah, Nour*; Horváth, Patrícia	Beyond the Classroom: Exploring AI Use, Perceptions, and Educational Impact Among Students and Teachers in Secondary and Higher Education
304	Takács, Fanni*; Dóry, Tibor	The Role of Artificial Intelligence in the Formalization of Management Control Systems in Family Businesses: A Literature Review and Research Agenda
311	Boros, József*; Kun, András István	The Impact of Technological Development on Labor Market Expectations: An Experimental Approach Among Higher Education Students
314	Simon, Sandor*	Enhancing ERP Capabilities Through Custom AL Development: A Customer Scoring Module for Microsoft Dynamics Business Central
319	Zalfani, Maroua*; Edit, Sule; Durso, Diego; Kassem Alshar, Wajiha	Explainable AI for Strategic Business Decision-Making: A Human-Centered Approach to Transparent and Trustworthy Decision Support Systems
324	Kálmán, Csenge*; Huszár, Barbara E.; Aschenbrenner, András	Artificial Intelligence in Project Management: Insights from Literature and Practice
326	Horváth, Patrícia*	Competency Expectations and AI Attitudes at the Intersection of Higher Education and the Labour Market
329	Lazányi, Kornélia*	Enhancing Managerial Decision-Making through Responsible AI: A Hybrid Leadership Support Framework
338	Szatmáry, Rozália *	Design of a Literature-Based Multidomain Fertility Burden Scoring Framework
339	Élő, Gábor*; Győri Szabó, Róbert	Algorithmic Mobbing: New Risks of Workplace Psycho-Terror in the Era of AI-Based Worker Management



Track: Tourism, Sports and Experience Economy in the Digital Age (3)

Session: Digital Tourism, Hospitality and Visitor Experience

Chair: Piotr Zmyślony

Co-Chair: Viktória Kundi

Secretary: Tünde Skultéty

Date: October 2, 2026, 09:00-12:00, Room: MC-123

127	Raffay, Zoltán*	Accessible Tourism in European National Parks
249	Kaache, Rania*	Modelling Integrated Digital Branding in Sustainable Tourism: A Literature Review
259	Horvath, Klaudia*; Csiba-Herczeg, Ágnes	Beyond Green Intentions: Sustainability Orientation and Experience Preferences Among Gen Z Wine Tourists
263	Mitasari, Alodia Rean*	Rethinking The Inclusivity of A Hospitality Exchange Platform Among Travelers in Budapest (A Case Study of Couchsurfing)
274	Mester, Loana; Bac, Dorin*; Chis, Alexandru	The Impact of European Capital of Culture on Selected Cities in Central and Eastern Europe
292	Boros, Kitty*	Sustainable Value Creation in Business Events at Wineries from a Generation Z Perspective
296	Mlloja, Fatjon*; Muja, Jetmir	Experiential Tourism in the Digital Age: The Case of the Venetian Tower in Durrës
297	Taheri, Saheleh*	Tourism Seasonality in Academic Research: A Review of Sustainability Issues and Pilot-Based Insights
299	Silling, Szintia Adriána*	Utility Maximization or Regret Minimization? – An Examination of Hungarian Travellers' Preferences in Choosing Domestic Hotels
301	Attila, Albert*	Characteristics of the Development of the Hungarian Hotel Industry
323	Erik Halpert*, Edit, Bérces	In Pursuit of Successful Athletic Ageing: An Age-graded Life-course Analysis of the Life Cycle of the Balaton Supermarathon (2008-2026)



Track: Corporate Decision-Making, Strategy and Finance (3)

Session: Governance, Risk and Strategic Control

Chair: Dániel Róbert Szabó

Co-Chair: Noemi Giampaoli

Secretary: Andrea Kárpáti

Date: October 2, 2026, 09:00-12:00, Room: MC-227

28	Cucculelli, Marco*; Giampaoli, Noemi; Matteo, Renghini	Mapping Net-Zero Technologies through web scraping: Evidence from Italian corporate websites
203	Garcia, Omar*; Lazányi, Dr. Kornélia	Framework-Based Questionnaire Design for Examining SME Readiness and Performance Under Demand Surges
212	Mercedesz, Torok*	Sector Distribution and ESG Readiness: A Comparative Analysis of Listed Companies on the Bucharest and Budapest Stock Exchanges
218	Korsos, Gyorgy*	Embedding Innovation and Sustainability in Hungarian Football Clubs: Coaches' and Players' Perceptions of Commitment, Culture and Practice
223	Kartasova, Jekaterina*; Ivanov, Danylo; Khan, Saeed Ahmed	Collectible Assets as Investments: Evidence from the LEGO Secondary Market
232	Kovács, Gábor*	How Business Simulations Can Help Promote Corporate Sustainability
239	Ács, Annamaria*; Szeberényi, András	Influencing Long-Term Strategic Thinking through Participatory Foresight: Insights from the Budaörs SUMP Process
268	Kovács, Imre*; Szeberényi, András	Cryptocurrencies in Corporate Finance: Opportunities and Challenges in a Transforming Global Economy
313	Kárpáti, Andrea*	Climate Disclosure as a Mechanism of Strategic Learning: Decision-Making and Adaptation under Uncertainty



Track: Supply Chain, Logistics and Transportation in a Transforming Global Economy (1) **Session: Sustainability and Risk Management in Supply Chains**

Chair: Edit Süle

Co-Chair: Csilla Bartucz

Secretary: Wajih Kassem Alshar

Date: October 2, 2026, 09:00-12:00, Room: MC-228

33	Eszes, Patrik*; Buics, László	Integrating Demand Responsive Transportation into the Smart City Concept: Implications for possibilities within development and research in The European Union - A Mixed-Method approach
56	Payer, Antónia*; Buics, László; Eisinger Balassa, Boglárka	The Role of Sustainable Mobility and Urban Logistics Systems in Smart City Ecosystems - A Mixed Method Approach
175	Varsányi, Attila*; Süle, Edit	The Specifics of Military Medical Logistics
227	Egervári, István*; Hencz, Csaba Imre	The Trajectory of Autonomous Heavy-Duty Trucks in Europe and China - A Comparative Expert-Based Assessment
231	Czakó-Vasic, Tihana*; Süle, Edit; Ferenczy, Balázs; Zalfani, Maroua	A Framework for the Comparative Analysis of Optimization and Scheduling Approaches in Set-Oriented Job Shop Production Systems
234	Alföldiné, Rita*; Süle, Edit	Network Science and Procurement Information Flow in Supply Chains: A Systematic Literature Review and Bibliometric Analysis
276	Noel, Abishae*; Buics, László; Sós, Eszter	Exploring Collaborative Artificial Intelligence in Urban Mobility and Logistics Systems: A Mixed-Methods Review
282	Süle, Edit; Koppány, Krisztián; Bartucz, Csilla*	From Competition to Cooperation: Strategic Interactions and Structural Transformation in the Hungarian CEP Market - A Game-Theoretic Interpretation
289	Prayogo, Adhie*; Habiba, Curie; Süle, Edit; László, Buics	A Comparison of Genetic Algorithm and Simulated Annealing for Heterogeneous Vehicle Routing Problem with Two-Dimensional Loading Constraints