



Kautz Conference on Business and Economics

Preliminary 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		Parallel sessions 9:00–12:30	Coffee break 10:30–11:00	Conference Workshop 2 <i>Fundamentals of Qualitative Research</i> 9:00–10:30
Keynote speech and Plenary sessions 9:15–12:30 <i>Coffee break</i> 10:30–10:45				Coffee break 10:30–11:00
Networking and lunch break 12:30–13:30		Networking and lunch break 12:30–13:30		Parallel sessions 11:00–13:00
Parallel sessions 13:30–16:00		Conference Workshop 1 <i>Empowering Young Scholars to Publish in Top Journals Through Editors' Wisdom and the Reviewers' Lens</i> 13:30–15:00		Coffee break 13:00–13:30
Coffee break 16:00–16:30		Coffee break 15:00–15:30		Parallel sessions 13:30–15:00
Business forum 16:30–18:00		Parallel sessions 15:30–17:30		Conference Workshop 3 <i>Introduction to Using Visual Data in Research</i> 15:15–16:45
Gala dinner Venue: Design Campus, Széchenyi University 19:00–		Walking tour of Győr* Tentative schedule: 18:00 - 19:00		Conference Closing and Awards Ceremony 17:00–
		Hungarian wine tasting* Venue: Design Campus, Széchenyi University Tentative schedule: 19:00–		



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





Preliminary Session Program (updated: July 30, 2026)

September 30, 2026, 13:30-16:00

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Consumer Behaviour, Food Choice and Market Preferences	MC-122	5
Corporate Strategy, Competitiveness and Decision-Making	MC-227	6
Education, Labour Markets and Social Transitions	MC-121	7
Leadership, Management and Organizational Change	MC-228	8
Socio-Economic Development, Communities and Institutional Change	MC-001	9
Tourism Development, Destinations and Regional Attractiveness	MC-123	10

October 1, 2026, 9:00-12:30

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Branding, Communication and Customer Engagement	MC-122	11
Digital Transformation and Technology-Driven Business Change	MC-002	12
Emerging Technologies for Sustainable Business Transformation	MC-228	13
Employees, Well-Being and Human Resource Management	MC-121	14
Finance, Investment and Performance Analysis	MC-227	15
Regional Economies, Public Policy and Development Pathways	MC-001	16
Sports, Events and Experience-Based Value Creation	MC-123	17

October 1, 2026, 15:30-17:30

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Challenges and Answers in Logistics and Transportation	MC-228	18
Digital Marketing, Retail and Market Strategy	MC-122	19
Digital Platforms, Innovation and Business Models	MC-002	20
Digital Tourism, Hospitality and Visitor Experience	MC-123	21
Governance, Risk and Strategic Control	MC-227	22
Sustainability, Resilience and Transformations in Society	MC-001	23
Workplace Culture, Teams and Organizational Learning	MC-121	24



October 2, 2026, 11:00-13:00

<i>Session</i>	<i>Room</i>	<i>Page</i>
Cybersecurity, Automation and Emerging Digital Applications	MC-122	25
Hybrid Work, Inclusion and Future-Oriented Organizations	MC-123	26
Markets, Governance and Geopolitical Transformations	MC-121	27

October 2, 2026, 13:30-15:00

<i>Session</i>	<i>Room</i>	<i>Page</i>
Green Innovation, Circularity and Technology-Enabled Sustainability	MC-122	28
Sustainability and Risk management in Supply Chains	MC-123	29
Supply Chain Perspectives in Global Economics	MC-121	30

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 name: Driving Innovation: Digital Transformation and AI in Business (2)
Session name: Artificial Intelligence, Data Analytics and Decision Support

Date: September 30, 2026, 13:30-16:00, Room: MC-002

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
98	Juhász-Dóra, Katalin*	Bridging the Digital Skill Gap: How Cloud-Based Hotel Software Improves Student Competences
101	Chandel, Ajay*; Singh, Avtar	AI-Enabled Sustainable Business Transformation: Mapping the Intellectual Structure and Future Research Agenda through Bibliometric and TCCM Analysis
104	Áron, Szennay*	What Shapes Entrepreneurs' Expectations of Future Digitalisation? Evidence from GEM Data
132	Romankiv, Nazarii*; Sytnikov, Dmytro	Operationalizing AI Risk Governance for Multi-Tenant SaaS: A Deployment-Specific Translation of NIST CSF v2.0 and ISO/IEC 42001
139	Iványi, Tamás*; Balázs, János	Bridging the AI "readiness Gap": Defining a model to analyse organizational asymmetries in corporate AI implementation
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
155	Imperial, Mary Joy*; Moron, Katherine	Exploration of Business Models in Digital Banking: Evidence on Trade-Offs Among Financial Inclusion, Profitability and Risk
160	Myroslava, Myroslava*	Organizational Efficiency in the AI Era: Leveraging Agile and Digital Self-Management Practices
164	Dinoshi, Irsida*	Financial Stability in the Age of FinTech
172	Buzasi, Zoltan*; Dőry, Tibor; Makai, Attila	Factors Influencing the Growth and Development of University Spin-off Companies



Track: Marketing, Consumer Behavior and Digital Markets (1)

Session: Consumer Behaviour, Food Choice and Market Preferences

Date: September 30, 2026, 13:30-16:00, Room: MC-122

2	Choudhury, Md. Faisal Hossain *	Artificial Intelligence as a Strategic Capability for Sustainable Business Model Innovation: An Integrated Dynamic Capabilities Perspective
4	Correia, Maria*	Towards ERP Success: Effects of Culture on Decision Making in the Fashion Industry
8	Huszka, Péter; Platz, Petra*	The Hunger Paradox: Deconstructing the Psychological and Sociocultural Drivers of Food Choice
39	Kézai, Petra*; Bejan, Brindusa Mariana; Pop, Ciprian Marcel; Rámháp, Szabolcs; Vinkóczi, Tamás; Szabó-Szentgróti, Eszter	Cashierless Technology in Romania: Adoption, Challenges, and Future Prospects
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
59	Kovács, Gyöngyi*	Place, Identity and Experience: Storytelling Structures in Tourism Business Narratives
87	Seraponzo, Marcos Alberto*; Kundi, Viktória	Uncertainty Avoidance as a Cultural Determinant of Consumer Innovativeness
99	Szitás, Zsolt*; Szeberényi, András; Némediné Kollár, Kitti	The Impact of BNPL Services on Impulse Buying: A Behavioral Economics Approach
106	Fűrész, Ágnes*	Communication Matters: Digital Orientation and Openness to Sustainability Education Among Hungarian Energy Consumers
112	Rappay, Bence Zsolt; Kovács-Lázár, Viktória; Oravecz, Titanilla*	"To value what we have...": A qualitative study into women's sustainable solutions for clothing



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

Date: September 30, 2026, 13:30-16:00, Room: MC-227

5	Askarany, Davood*	The Complementary Role of Target Costing and Activity-Based Costing in Global Cost Management: A Cross-Country Analysis
18	Peter, John*	Predicting LBO Candidate Likelihood in the Post-COVID Era: Evidence from Machine Learning and Interest Rate Regime Analysis
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
44	Buła, Rafał*; Foltyn-Zarychta, Monika	Does the Green Transition Lower the Cost of Capital? Evidence from European Companies
54	Szakonyi, Petra*	Education-Driven Collaborative Governance for Brownfield Regeneration: Evidence from a Regional Multi-Stakeholder Platform in Hungary
55	Minghao, Yin*	External Support in SME Internationalization: Evidence from Chinese Firms Entering Foreign Markets
63	Borrero Domínguez, Cinta*; Perea El Khalifi, David	Analysing Research on Crowdfunding and Sentiment Analysis: A Bibliometric Perspective
76	Atiq, Rizwana*; Ud Din, Shahab	Cross-Disciplinary Thematic Research and Output Enhancement for Sustainable Development Goals
89	Pátkainé Bende, Anna*; Suta, Alex; Huszár, Barbara Eszter	Work-Life Balance Disclosure in CSRD-compliant Sustainability Reporting



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

Session: Education, Labour Markets and Social Transitions

Date: September 30, 2026, 13:30-16:00, Room: MC-121

280	Vigh, Katalin*	Energy strategy of Hungary in 2026
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
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
293	Grigorescu, Ines*	Rural Settlements in Romania under Climate Change: Vulnerability Assessment and Adaptation Responses
302	Nagy, Máté Gergely*	Growth Pole-Based Development Policy and Territorial Disparities within European Union Cohesion Policy: The Case of Hungary
305	Salimi, Sara*	Strategic Interactions Between Fiscal and Monetary Authorities: A Comparative Game Theoretic Analysis of the V4 Economies
316	Guliyev, Huseyn*	Determinants of Climate Change Mitigation Behavior Among Azerbaijani Households
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
328	Kiss, Agnes*	Beyond Loyalty: Organizational Legitimacy and Employee Cooperation in the Contemporary Workplace"
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
340	Ivashchenko, Tetiana*; Ivashchenko, Andrii; Vasylets, Nelia	The Geography of Business Resilience in Wartime Ukraine: Regional Patterns of Adaptation and Performance



Track: Transforming Organizations, Leaders and Employees (1)

Session: Leadership, Management and Organizational Change

Date: September 30, 2026, 13:30-16:00, Room: MC-228

6	Alwali, Joather*	High-Involvement Work Practices, Servant Leadership and Innovative Work Behaviour among Nurses in Public Hospitals
30	Murtaza, Shah Ali*	The Double-Edged Sword of Social Media Use: A Systematic Literature Review of Its Dual Effects on Recovery and Procrastination
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
50	Jenei, Szonja*; Módosné Szalai, Szilvia; Malatyinszki, Szilárd	Beyond Compensation: Organizational and Psychological Drivers of Talent Retention in Hungary
61	Zsigmond, Tibor; Schulcz, Patrik; Gašić, Dimitrije; Jaškevičiūtė, Vaida; Bakó, Ferenc*	From Awareness to Action: Managerial Responses to Workplace Discrimination in Europe
65	Korcsmáros, Enikő*; Machová, Renáta; Fehér, Lilla	The Role of Employee Well-Being in Organizational Performance Development in the Context of Innovation Potential
75	Atiq, Rizwana*; Husain, Firoz	Strengthening Industry–Academia Collaboration for Research and Development: A Pathway toward Achieving Sustainable Development Goals
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



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

Date: September 30, 2026, 13:30-16:00, Room: MC-001

3	Platz, Petra*; Árvai, Zsófia	Waste-free Dialogue: Communication Tools for Mitigating Food Waste in Higher Education
11	Abba Yaro, Margaret; Terdoo, Fanen*; Ukough, Pius Terlanga; Yusuf, Tariya Sarauta	Agricultural Livelihoods under Threat: Evidence from Farming Communities in Guma, Benue State, Nigeria
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)
24	Rostyawan, Aldy*	From Sacred to Commercial: The Utilization of Gunung Kawi Cemetery Folklore as an Income-Generating Medium for the Local Community
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
62	Kuncz, Izabella*; Berde, Éva; Németh, Petra	Family Policy and Fertility in Hungary: The Limits of Pronatalist Financial Transfers
71	Lukács, Bence*	Alternative Investment Markets in Money Laundering and Sanctions Evasion: Risks, Mechanisms, and Regulatory Challenges
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



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

Date: September 30, 2026, 13:30-16:00, 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
22	Topsakal, Yunus*	Shared and Gig Economy Platforms: A Swot Analysis of Airbnb
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
79	Kundi, Viktória*; Rátz, Tamara	Beyond the Human Touch? AI, Platformisation and Emerging Competences among Hungarian Tourist Guides
85	Horváth, Zsuzsanna; Becze, Tamás; Kőmíves, Csaba*	An Analysis of the Differences Between Tipping and Service Charges from Economic, Cultural, and Psychological Perspectives
109	Raffai, Eliza*; Szatmáry, Judit; Karsai, Árpád Sándor; Happ, Éva	The Transformation of Tour Guides' Roles in the Era of Digitalization and Artificial Intelligence
122	Korsos, Gyorgy*	The Relationship Between Green Infrastructure Developments and Fans' Sustainability Perceptions in Hungarian Football



Kautz Conference on Business and Economics

October 1, 2026
Thursday **9:00-12:30**

Track: Marketing, Consumer Behavior and Digital Markets (2)
Session: Branding, Communication and Customer Engagement

Date: September 30, 2026, 13:30-16:00, Room: MC-122

116	Csöppös, Dóra*; Konczos Szombathelyi, Márta	Re-conceptualizing City Image: An Integrated Theoretical Framework Along Cultural, Digital, and Sustainability Dimensions
125	Husain, Firoz*; Atiq, Rizwana	Influence of Mobile Internet Usage on Academic, Social, and Economic Behaviour of Indian University Students: A Survey of Lucknow
128	Jambori, Zsuzsanna*; Bednarik, Éva	An Analysis of Truffle Consumer Behavior in the Hungarian Market from the Growers' Perspective
129	Khalfallah, Donia*	Human or Honest? The Trade-off Between AI Anthropomorphism and Transparency in Shaping Consumer Trust
131	Elhafez, Ahmad; qasem, Dhia; Alnabulsi, Hamza*	Anthropomorphic Chatbots in Service Recovery: A Systematic Literature Review Through the Lens of the GAP Model, with Evidence from Jordanian Service Sectors
138	Cristian, Mihai*; Timbalari, Carolina	Decoding Visibility Dynamics on TikTok: A Synthetic Data and Behavioral Analytics Approach
144	Hajabac Machova, Renáta; Kahler Korcsmáros, Enikő; Kezai, Petra*; Rámháp, Szabolcs; Vinkóczy, Tamás; Szabó-Szentgróti, Eszter	Acceptance of Smart Retail Technologies Among Slovak Higher Education Students: A Mixed-Method Approach
148	Takács, Viktor Tamás*; Józsa, László	Brand Attitudes and Perceptions among Younger Generations
150	Kiráľová, Alžbeta*	Brand Reputation in Digital Environments: A Cross-Cultural Exploratory Study of Generation Z in China and the Czech Republic
152	Dhouib, Nawres*; Nemeth, Nikoletta; Bednarik, Eva	From Screen to Box: Examining the Relationship Between Ux/UI Design and the Physical Delivery Experience in E-Commerce
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
170	Mekni Toujani, Aya*	AI-Driven Dynamic Pricing and Ethical Concerns in Marketing: A Systematic and Bibliometric Review



Track: Driving Innovation: Digital Transformation and AI in Business (1)
Session: Digital Transformation and Technology-Driven Business Change

Date: October 1, 2026, 9:00-12:30, Room: MC-002

1	Wassie, Fekadu Agmas*; Lakatos, László Péter	The Digital Shift: Tech-Driven Solutions in Reshaping Financial Report Disclosures
7	Kayani, Umar Nawaz*	FinTech-Driven Dynamic Connectedness among Artificial Intelligence Stocks, Islamic Investments, and Oil Prices under Geopolitical Risks
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
28	Cucculelli, Marco*; Giampaoli, Noemi; Matteo, Renghini	Mapping Net-Zero Technologies through web scraping: Evidence from Italian corporate websites
51	Sedlak, Otilija*; Marcikic Horvat, Aleksandra	Smart Regional Infrastructure Planning for Circular Economy Transition: A Digital Approach to Waste Management
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
68	Konya, Janos Bendeguz*	Knowledge Integration in Family SMEs: A TCCM-Based Research Design for Generational Transition, Innovation, and Strategic Adaptation
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
82	Kindrat, Olena*	Digital Transformation and Managerial Decision-Making in Business Process Management



Track: Emerging Technologies for Sustainable Transformation (1)

Session: Emerging Technologies for Sustainable Business Transformation

Date: October 1, 2026, 9:00-12:30, Room: MC-228

9	Olaleye, Banji*	Strategic Innovation and Sustainable Performance in Emerging Green Technology Firms: Evidence from Nigeria
19	Zhang, Li'ang*; Sun, Wenting	From Compliance to Strategic Environmental Responsibility: A Review of Innovation-Driven Corporate Transformation
66	Nichifor, Bogdan*; Zait, Luminita	Digital Sustainability Sequencing in the European Twin Transition: A Nonlinear Perspective across EU27
74	Atiq, Rizwana*; Khan, Noor Alam	Entrepreneurship and Innovation Ecosystem for Sustainable Development: Advancing SDGs through Inclusive Growth
86	Marano, Pierpaolo *	From Solvency to Governance: The Functional Transformation of EU Insurance Regulation
91	Sándor, Viktória*	Sustainable Practices in Fine Dining: The Example of a Hungarian Family Farm
103	Atiq, Rizwana*; Khan, Noor Alam; Kumar, Sumit	Role of Technology Readiness Level and Manufacturing Readiness Level in Startup Commercialization Success
136	Thomson, Nicole*; Szeberényi, András	AI in Healthcare: The Impact on Patients' Trust and Decision-Making
140	Haj Ammar, Oumaima*; Remsei, Sándor; Makai, Attila Iajos	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



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

Date: October 1, 2026, 9:00-12:30, Room: MC-121

117	Bellaoui, Ouafae*	Digital Transformation, Remote Work, and Employee Well-Being
133	Habetie, Tadesse*; Kolta, Dóra ; Prihoda, Emese	Workplace Environment and Employee Job Performance among Youth Employees in North Wollo Zone-Ethiopia
141	Haj Ammar, Oumaima*; Remsei, Sándor; Makai, Attila Lajos	Leadership Adaptation and Innovation Strategies in Fashion SMEs: A Comparative Study of Hungary and Tunisia
147	Kovács, Tímea Flóra*; Makkos, Anikó	The Communication Prerequisites for Psychological Safety In Organizations – The Role Of Managerial Communication in Employee Voice
177	Mamun, Abdullah Al *	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
189	Petro, Csilla*	Leadership Development Challenges in Hungarian Public Administration under Generational and Organizational Transformation
193	Pfennig, Daniel*	Digital Maturity and IT Infrastructure Readiness as Preconditions for OKR Software Integration: A Conceptual Framework for Hierarchical Manufacturing Organizations
194	Becker, Herbert*	Empowering SMEs: AI and Digital Technologies for individualised and decentralised Human Resource Development - A Systematic Bibliometric Review
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



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

Session: Finance, Investment and Performance Analysis

Date: October 1, 2026, 9:00-12:30, Room: MC-227

90	Paun, Dragos*	Fintech Adoption and Digital Financial Decision-Making in Romanian Startups: Strategic Choices Under Uncertainty in an Emerging CEE Market
108	Rzem, Marouane*	The Mediating Effect of Trust on the Intention to Purchase on the Stock Market: A Quantitative Study
124	Naaz, Yashfeen*; Husain, Firoz	Financial Literacy and Economic Empowerment Among Working Women: A Systematic Review of Literature
126	Lukács, Bence*; Matyi-Raczki, Ildikó	Temporal Variability in Internal Control Execution: Evidence of Cognitive Load Effects Across the Workweek
134	Błach, Joanna*	Corporate Resilience Research: A Bibliometric and Science Mapping Analysis
142	Kužet, Željana*; Ivanišević, Andrea; Bošković, Goran; Mučenski, Vladimir; Topalić, Jovana	Maintenance Management and Economic Losses of Construction Cranes: Impacts on Construction Projects
149	Aynurahaciyeve, Aynura*; Tanriverdiyeva, Gulnara	An Empirical Examination of Income Inequality and Economic Growth through Branko Milanović's Elephant Chart
159	Makai, Attila*; Dőry, 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
200	Jlail, Hanine*	The Impact of Artificial Intelligence on Strategic Decision-Making in the Financial Sector from Intuition-Based Strategy to Data-Driven Foresight A Study on the Mediating Role of Trust in AI



Track: Economic, Social, Institutional and Geopolitical Transformations (2)

Session: Regional Economies, Public Policy and Development Pathways

Date: October 1, 2026, 9:00-12:30, Room: MC-001

77	Keresztes, Gábor*; Németh, Nikolett; Mészáros, Katalin	Beyond the Degree: Students' Perspectives on the Changing Value of Higher Education
78	Murray Svidroňová, Mária*; Jakuš Muthová, Nikoleta; Mikušová Meričková, Beáta	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*	Financial Literacy in Welfare Branches Area in Belarus: Lessons are to Learned for Civic Society and Participatory Budgeting
92	Ambrus, Rita Anna; Pátkainé Bende, Anna*; Németh, Melinda	University Students' Perceptions of Family Tax Benefits and Their Potential Impacts on Childbearing Decisions
93	Szarvák, Boróka*; Jóna, László	Service Accessibility and Community Space Use in the Outer Districts of Budapest in the Context of Proximity-based Urban Planning
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
102	Atiq, Rizwana*; Kidwai, Arsh	Green Economy and Social Transformation: Pathways Toward Sustainable Development
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
111	Szaniszló, Anna Szilvia; Sós, Eszter*	What Influences Environmentally Conscious Behavior? An Empirical Research with more than 500 Students
113	Farkas, Orsolya*; Nárai, Márta	The Transformation of Children's Leisure Activities and the Change in Playground Usage Habits Today
114	Tóth, Zsuzsanna*	Analysing the Convergence Process Between the East Central European Member States Applying a Regional Human Development Index
115	Zsibók, Zsuzsanna*	Estimating the Impact of Regional Price Differentials on Poverty Measurement in Hungary



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

Session: Sports, Events and Experience-Based Value Creation

Date: October 1, 2026, 9:00-12:30, Room: MC-123

127	Raffay, Zoltán*	Accessible Tourism in European National Parks
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
137	Iványi, Tamás*; Ulicsák, Tamás	B2B2C Network Interactions and Value Co-creation in Rural Heritage Tourism: Model creating and research gaps
156	Perea, David*; Lujan, Darkys; Ceballos, Cristina; Moreno, Antonio	Do Tripadvisor Categories Reflect Customer Perceptions in Michelin-Starred Dining?
157	Singh, Avtar*; Chandel, Ajay	Sustainability in Sports and Mega-Events: A Theory–Context–Characteristics–Methodology Synthesis and Future Research Agenda
168	Alsetoohy, Omar*	Beyond Smart Hotels: How AI Augmentation and Human Empathy Shape Guest Value Co-Creation and Citizenship Behavior?
180	Kálmán, Attila*	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
196	Csilla, Czeglédi; Erika, Varga; Timea, Juhasz*	The Role and Intensity of Digital Devices in Generation Z's Travel Experiences
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
249	Kaache, Rania*	Modelling Integrated Digital Branding in Sustainable Tourism: A Literature Review



Kautz Conference on Business and Economics

October 1, 2026
Friday 15:30-17:00

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

Date: October 1, 2026, 15:30-17:00, Room: MC-228

254	Madarász, Erika Zsuzsanna*	Sustainable urban logistics and preparation for autonomous freight transport - Experiences from Small and Medium-Sized Hungarian Cities
256	Nyaga, Mildred*; 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
276	Noel, Abishae*; Buics, László; Sós, Eszter	Exploring Collaborative Artificial Intelligence in Urban Mobility and Logistics Systems: A Mixed-Methods Review
279	Gill, Waris*; Sule, Edit; Kovacs, Nobert	Quantifying the Impact of Supplier Risk Assessment on Supply Chain Recovery Time Using Statistical Models
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



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

Session: Digital Marketing, Retail and Market Strategy

Date: October 1, 2026, 15:30-17:00, Room: MC-122

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
204	Kartsivadze, Tamila*	Social Media Marketing Challenges and Opportunities in Georgia - Analysis of Modern Approaches
217	Haidar, Abdullah*	The Role of Social Media in Shaping Climate Change Knowledge and Green Information Sharing Intentions among Youth: Evidence from Indonesia and Turkey
222	Barbara, Czupy*	From Traditional Export Models to Platform-based Internationalization in the Food Industry
233	Gyurián Nagy, Nikolett*	Shaping Fan Engagement through Digital Content: Content Preferences and Experience Formation in Contemporary Sport Marketing
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*; Marcellné Szilágyi, Eszter	Beyond the Lecture Hall: How International Students Shape and Reshape Hungary's Country Image
267	Varga, Kata Bianka*; Rámháp, Szabolcs	Advertising Fatigue or Conscious Counter-Reaction? A Mixed-Methods, Cluster-Based Focus Group Study of Deinfluencing and the Authenticity Crisis in Influencer Marketing
332	Mazaherikalahrudi, Mahboube*	Digital Maturity Clustering for Sustainable Healthcare



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

Session: Digital Platforms, Innovation and Business Models

Date: October 1, 2026, 15:30-17:00, Room: MC-002

183	Rozsályi, Emőke*	Innovation and Corporate Performance in Romania
185	Radović, Mirjana*	Creative Destruction and Digital Transformation: Comparative Perspectives on Small and Large Economies
186	Voznytsia, Anastasiia*	Development and Implementation of an Intelligent Operationality Index for Real-Time Sprint Monitoring
197	Lichy, Jessica*; Wise, Luan; Mathibe, Motshedisi	Hacked Off by Fraudsters and Zero Support from Meta
198	Chabanet, Didier*	The Appropriation of Artificial Intelligence by Users in Organisations
210	Shahid, Subhan*	Multiple Configurations to Entrepreneurial Resilience: Digital Frugality and AI Adoption Among Women Entrepreneurs
220	Minoo, Mercy*	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
252	Slavic, Agnes*; Berber, Nemanja; Gasic, Dimitrije	The Digital Transformation of Human Resource Management Practice in Serbia based on Cranet Research Results
266	Paputungan, Irving*	From Digital Provision to Sustained Use: Bridging the Intention and Behavior Gap in Smart Aquaculture Platforms
277	Szabó, Roland*	From Industry 4.0's Hidden Costs to Industry 5.0's Human-Centric Promise: A Multi-Level Analysis of Barriers to Responsible Digital Transformation



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

Session: Digital Tourism, Hospitality and Visitor Experience

Date: October 1, 2026, 15:30-17:00, Room: MC-123

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)
265	Paputungan, Irving*	Transforming Local-Wisdom-Based Health Tourism in Indonesia into a Governed Digital Experience Economy Framework
274	Mester, Loana; Bac, Dorin*; Chis, Alexandru	The Impact of European Capital of Culture on Selected Cities in Central and Eastern Europe
292	Boros, Kitti*	Sustainable Value Creation in Business Events at Wineries from a Generation Z Perspective
294	Kurniawardhani, Arrie*; Paputungan, Irving Vitra	Augmented Reality for Sustainable Heritage Tourism: Balancing Visitor Engagement and Cultural Preservation
295	Arpasi, Krisztina*	Women's Decision-Making Power in Family Tourism Consumption: Changes in Consumer Behaviour in the Digital Era
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, Bérce	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

Date: October 1, 2026, 15:30-17:00, Room: MC-227

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
224	Kartasova, Jekaterina*	Behavioral Drivers of Speculative Volatility in Nigeria's Agri-Commodity Markets
225	Kartasova, Jekaterina*; Putsiata, Tsimafei	Currency Intervention Mechanisms and Their Effectiveness: Comparative Evidence from Switzerland, Japan, and Russia
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
298	Mandych, Oleksandra *	Digital Technologies as a Factor of Financial System Optimization and Resilience in Ukraine under Wartime Uncertainty
308	Kartasova, Jekaterina*; Lezgovko, Aleksandra	Gender Investment Gap: Feminist Perspectives on Financial Literacy and Wealth Distribution
313	Kárpáti, Andrea*	Climate Disclosure as a Mechanism of Strategic Learning: Decision-Making and Adaptation under Uncertainty



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

Session: Sustainability, Resilience and Transformations in Society

Date: October 1, 2026, 15:30-17:00, 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*; Hajiyeve, 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
158	Kola-Bezka, Maria*	Barriers to Residential Solar Energy Production in Poland
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
181	Huseynli, Akif*	"How Does Exchange Rate Volatility Affect the Turkish Economy"
192	Hussain, Syed*	Canadian Telecommunications Industry: Market Structure, Competition, and Performance Analysis
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
206	Kazakov, Boris*; Ravnachka, Aleksandra; Raykova, Marina; Ilieva, Nadezhda	Estimated Working Poverty Risk in Bulgaria – Regional Analysis
207	Ábrahám, Máté*; Koltai, Judit Petra; Vinkóczi, Tamás	Green Bonds in the European Union: Empirical Evidence on the Role of the EU Taxonomy
291	Nagy, Veronika Ilona*; Makkos, Anikó	Workplace Narratives as Identity-Forming Mechanisms in Organizational Behavior



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

Date: October 1, 2026, 15:30-17:00, Room: MC-121

211	Valkó, Vivien*; Karácsony, Péter	Examining the Impact of Teleworking on Work-Life Balance among Female Employees
226	Kartasova, Jekaterina*; Adamoniene, Ruta; Milasiunaite, Vilma; Kartasova, Jekaterina	From Flexibility to Performance: How Work-Life Balance Practices Shape Women's Task and Contextual Performance in Lithuanian Organizations
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
264	Dissanayake, Hiranya*; Dissabandara, Hareendra; Ajward, Roshan; Perera, Wasantha	Corporate Spirituality and Corporate Sustainability: Empirical Evidence from Sri Lankan Organizations
271	Iqbal, Kamran*	The Impact of Employee-Focused CSR on Affective Commitment: Evidence from a Time-Lagged Moderated Mediation Model
273	Halpert, Erik*; Palányi, Ildikó; Antal, Anita	Women's Digital Competencies and Development Needs in a Cross-Border Context: Evidence from Hungary and Austria
278	Iordache, Raluca*; Antonov, Anca Elena; Cioca, Victoria-Rodica; Buica, Georgeta; Darabont, Doru Costin	AI and Decision Making Process in Organizations: Advantages and Challenges
287	Costa, Diana; Longras, Sónia; Dias, Vânia; Süle, Edit; Rocha, António*	Applying the DMAIC Methodology to Improve Project Management in an IT Consulting Company
288	Máthé, Ivett*; Dajnoki, Krisztina	The Role and Strategies of HR in Mergers and Acquisitions: A PRISMA-Method Systematic Review



Kautz Conference on Business and Economics

October 2, 2026
Friday **11:00-13:00 pm**

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

Session: Cybersecurity, Automation and Emerging Digital Applications

Date: October 2, 2026, 11:00-13:00, 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 AI Development: A Customer Scoring Module for Microsoft Dynamics Business Central
318	Muja, Jetmir*; Mlloja, Fatjon; Kalabovic Muja, Nimete	Artificial Intelligence Knowledge and Sustainable Entrepreneurial Intention: The Mediating Role of AI Opportunity Recognition Through the Theory of Planned Behavior
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*	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
336	Raišienė, Agota Giedrė*; Pukinskas, Arnas	Evaluating Competitive Funding Applications with AI: Expert Perspectives on Potential and Limits
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: Transforming Organizations, Leaders and Employees (4)
Session: Hybrid Work, Inclusion and Future-Oriented Organizations

Date: October 2, 2026, 11:00-13:00, Room: MC-123

290	Pelyák, Lejla*; Kotsis, Ágnes; Dajnoki, Krisztina	Work-Life Balance Preferences and Their Role in Workplace Well-Being
300	Krasznai-Berendi, Barbara*	Leading the "Algorithm Generation": Leadership Challenges in the Era of Generation Alpha
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
322	Potháczky Rácz, Irma*; Horváth, Patrícia	Inclusive Leadership and Organizational Learning: A Bibliometric Review of Emerging Research Streams
325	Potháczky Rácz, Irma*	Sustainable Workplaces Across Parenthood-Related Life-Cycle Transitions: A Bibliometric and Systematic Review
333	Andrea, Sólyom*	Tacit Knowledge in Motion: Structural Conditions for Dynamic Knowledge Sharing in Knowledge-Intensive Organizations
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



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

Session: Markets, Governance and Geopolitical Transformations

Date: October 2, 2026, 11:00-13:00, Room: MC-121

213	Kovács, Róbert*; Slavata, David; Ardielli, Eva; Macziejasz, Marta	Measuring Method for Housing Affordability and Accessibility – Experimental Methodology
214	Mikulić, Suzi*; Mikulić, Suzi	Non-Financial Reporting in Transition Economies: Between Market Pressure and Regulatory Harmonisation with the European Union
215	Ghambashidze, Zurab*	Comparative Analysis of the Economic Development of Georgia and Moldova
216	Metz, Eszter*	Network-Based Prediction of Economic Growth
229	Berde, Éva; Magyar-Stifter, Viktória*; Pozsgai, Andrea	The Impact of Climate Change on Tthe Ageing of the Age Structure: A Comparative Analysis of the Zirc And Kiskunfélegyháza Districts
238	Czakó-Vasic, Tihana; Heimné Rácz, Éva*; Vinkóczy, Tamás	Explaining University Students' Political Engagement and Passivity through a Political Affective Disposition Framework
240	Mercédesz, Sebestyén*; Rita Anna, Ambrus	The Effects of Personal Income Tax Allowances on the Labour Market
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
243	Hajdu-Smahó, Melinda*; Șerban, Paul- Răzvan; Mitrică, Bianca	Urban Planning for Autonomous Vehicles? The Case of Hungarian and Romanian Cities
244	Suhajda, Attila*	Analysis of the New German Military Strategy
245	Mikso, Zsuzsanna*	Inclusion and Labor Market Integration in the Austrian Wine Sector – Findings from a Case Study
250	Varga, Viktória*; Rámháp, Szabolcs	Talent Support and Competence Development in Higher Education: A Q-Methodology Study
253	Wlodarczyk, Julia*	Framing climate change communication: How facts, fear, efficacy, and moral duty messages shape climate change perception and pro-climate intentions
255	Czipf, Csongor*; Kovács, Norbert; G. Vargas-Hernández, José; Moreno- García, Elena	Energy Literacy among Hungarian and Mexican University Students
262	Poyda-Nosyk, Nina*	Digital Resilience at the EU-Ukraine Border: Municipal Governance and Entrepreneurial Adaptation in Wartime Zakarpattia



Kautz Conference on Business and Economics

October 2, 2026
Friday **13:30-15:00 pm**

Track: Emerging Technologies for Sustainable Transformation (2)

Session: Green Innovation, Circularity and Technology-Enabled Sustainability

Date: October 2, 2026, 13:30-15:00, Room: MC-122

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
306	Palasics, Peggi*; Konczosné Szombathelyi, Márta	Mapping the Twin Transition in the Construction Industry: A Systematic Literature Review
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
337	Szucs, Istvan*; Kopják, József; Sólyom, Andrea; Sebestyén, Gergely	Assessing the Cost Optimization Potential of Flexible Workplace EV Charging



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

Session: Supply Chain Perspectives in Global Economics

Date: : October 2, 2026, 13:30-15:00, Room: MC-121

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
119	Malik, Neyha*; Husain, Firoz	Systemic Shock Through Maritime Chokepoint: Diagnosing India's Multi- Sectoral Exposure to Hormuz Disruption and Policy Countermeasures
121	Jenő, Balla*	Energy Independence in Circular Agriculture
163	Boota, Matthew*; Süle, Edit	A Systematic Literature Review of Data Exchange in Digital Supplier Buyer Communication in Transportation and Logistics
165	Munir, Muhammad Adeel*; Cohen, Viktorija	Digital Technologies and Supply Chain Resilience: A Mechanism-Based Review of Blockchain and Data Analytics
169	Hassen, Kinfemichael*	An Integrated Analysis of Marketing Mix Strategies and Behavioral Economics Factors Influencing Commercial Dairy Feed Purchase Decisions Among Smallholder Dairy Farmers In Ethiopia
321	Albashaireh, Hashem*	Understanding Barriers to Sustainable Supply Chain Practice Adoption in Manufacturing SMEs: Evidence from a Literature-Based Perspective on Jordan



Track: Supply Chain, Logistics and Transportation in a Transforming Global Economy (1)

Session: Sustainability and Risk management in Supply Chains

Date: October 2, 2026, 13:30-15:00, Room: MC-123

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