



Session Program

Kautz Conference on Business and Economics

October 8, 2025.

Wednesday 13:30-17:00 pm

Innovations in Process Management and Sustainability - Next Generation I.

Chair: László BUICS, Co-Chair: Alexandra BUJDOSO-KURUCSO

Secretary: Marah Samir Nayif Almelhem

Date: October 8, 2025, 13:30-17:00, Room: MC-1

31	Green Bonds in the European Union: A Systematic Literature Review on Determinants, Impacts, and Methodological Trends (2017–2024)	Máté Ábrahám*; Judit Petra Koltai; Tamás Vinkóczi
67	Inventory Management for Omnichannel Retail to Meet In-Store and BOPS Demand: A Case Study of Moroccan Retailer's Inventory Allocation Management	Kaoutar Azzi; Marah Almelhem*
68	Comparative Case Studies of Organizational Culture's Impact on ERP Experience in Vietnam and Hungary: The Role of ERP in Streamlining Procurement Processes	Nguyen Tran My Ha; Marah Almelhem*
86	The economic opportunities and social constraints of women's participation in business in Hungary	Adrienn Bartha*; Emőke Szűcs-Kanda; Viktor Kéri
89	Metadata Governance as an Enabler for AI-Driven Pharmaceutical Supply Chains: A House of Quality Approach	Ibrahim Alsakhen*; László Buics; Edit Süle
119	Gender Inequalities in Education and the Labour Market: Structural Barriers and Perceptions	Nelli Sárvári; Patrícia Horváth*; Irma Potháczky Rácz
159	The Challenge and the Future of Artificial Intelligence: The Case of Győr Secondary Schools	Beata Kesene Bohacsi*; Zoltan Csizmadia
173	Organizational Onboarding and Generation Z: The Hidden Impact of Social Media	Tamás Krúdy*; Attila Pongrácz; László Komlósi
230	Women's participation in prostitution in Hungary	Tamara Böcz*; Bettina Oszter
235	The Sustainability Narrative: How Green Marketing Shapes Consumer Behaviour	Bettina Bianka Bella; Csenge Csiszér; Patrícia Horváth*
276	Invisible strength: Resilience in Hungarian single-parent families	Alexandra Bujdoso-Kurucso*
288	Human-Centered AI for Decision Support Systems: Enhancing Usability and Trustworthiness	Zalfani Maroua*; Edit Süle



Innovations in Process Management and Sustainability - Next Generation II.

Chair: Tamás VINKÓCZI, Co-Chair: János MÉSZÁROS

Secretary: Tihana Czakó-Vasic

Date: October 8, 2025, 13:30-17:00, Room: MC-2

29	Sustainable Procurement in Interior Design: Corporate Challenges and Solutions	Antónia Payer*; László Buics; Boglárka Eisingerné Balassa
41	Analyzing Regional Disparities in Croatia Using the Gravity Model	Tihana Czakó-Vasic*; László Buics
44	Sustainable Smart City Development: The Case of Six South Asian Cities	Dominik Liszkai; Roland Szabó*
99	The Digitalization Evolution in Supply Chain Management: A Systematic Literature Review and a Transformation Model Assessment	Tran Nguyen*; László Buics
116	A comparative analysis of senior management and their HR decisions in an unstaffed and staffed Hungarian hotel	Fanni Griezer*
134	The Implementation of Lean Methodology in SMEs: Exploring Its Possibilities and Impact on Profitability	Mark Szalay*; László Buics; Attila Kurucz
139	Integrating Demand-Responsive Transportation into Smart City Strategies: Implications for Sustainable Urban Mobility in the European Union – A Systematic Literature Review	Patrik Eszes*; László Buics
152	How Nudging Shapes Safe Driving Habits: Evidence from Generation Z Drivers	Viktória Vass*; Tamás Vinkóczi; Judit Petra Koltai
166	Net Zero Ambitions and the Role of SMEs: A Systematic Literature Review of EU Carbon Policy	Péter Mesterházy*; László Buics
213	Future Gen Z leaders and building trust	Gabriella Kuráth*; Norbert Sipos; Kinga Kasza; Márta Konczos Szombathelyi
226	Measuring Mental Well-being in Digitally Transforming Higher Education: A Conceptual Framework	Pal Banda*; Katalin Feketéné Czakó
262	Pneumatic tube systems in healthcare logistics: Case Study on operational efficiency and development requirements in Hungary	Martin Solt; Eszter Sós*; Laszlo Buics



Kautz Conference on Business and Economics

October 9, 2025.
Thursday **13:30-18:00 pm**

Supply Chain Challenges in the Turbulent World I.

Chair: Edit SÜLE, Co-Chair: Michelle GRACE-TETTEH

Secretary: Zalfani Maroua

Date: October 9, 2025, 13:30-15:30, Room: MC-1

71	Application of statistical process control in the 8D methodology for manufacturing quality improvement	Edit Süle*; António Rocha
113	Managing Inventory with an RFID-Based Modified Two-Bin System to Reduce the Excess Inventory	Edit Süle*; Shuvojit Das; Md. Nazmul Hasan Sarker; Gazi Md. Mahabubul Alam Rajin; Md. Abdullah Al Tafsir; Md. Mahraj Uddin; Golam Sakalin
145	Social Drivers of Sustainable Transport Behavior: Evidence from a Survey-Based Regression Model	Maria Fernanda Florez De La Ossa*; Adrián Horváth; Edit Süle
197	Modelling Attitude as a Delighter in Supply Chains: A Kano-Based Perspective	Andrea Rankl*
255	Digital Integration Opportunities of Production Logistics Processes	Petra Molnár-Major*; Krisztián Bóna
273	Structural transformations in the parcel logistics sector: theoretical model and methodological framework in a grounded theory-based approach	Edit Süle; Csilla Bartucz*; Adrián Horváth
278	Lean production beyond manufacturing with Andon-log application	Zoltan Valentinyi*; György Streitmann
282	Navigating Disruption: A Systematic Review of Managerial Decision-Making for Resilience in Dairy Supply Chains during COVID-19	Fachri Sitompul*; Csaba Borbély; Edit Süle
289	The Reliability of the Transport Process as the Main Factor of Effective Management of the Unified Logistics Supply Chain	Teimuraz Kochadze*; Tengiz Kuprashvili; Irakli Kochadze



Supply Chain Challenges in the Turbulent World II.

Chair: Adrián HORVÁTH, Co-Chair: Borbála TAMÁS

Secretary: Nikolett Szabó-Cseszneki

Date: October 9, 2025, 16:00-18:00, Room: MC-1

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| 156 | Who is the “Missing Hero” in Sustainable Freight Transport? Identifying Leading Stakeholders in Europe’s Electric Freight Corridor | Norina Szander*; Ola Qasseer; Péter Bajor |
| 201 | Impact of Green Logistics Practices on Environmental Sustainability Within Manufacturing Supply Chains in Nairobi County, Kenya | Mildred Nyakio* |
| 209 | Energy Price Shocks and Food Price Dynamics during Geopolitical Crises in the European Union | Maryna Tatar* |
| 215 | Societal and Industrial Expectations for the Future of Road Freight Transport Vehicles | István Egervári*; Csaba Hencz |
| 219 | Sustainable transport in China and Europe: Strategic and regional approaches | Anikó Richter *; Csaba Imre Hencz |
| 265 | Adapting DIGCOMP 2.1 for Logistics 4.0: A Competence-Based Framework for Hungarian Companies' Digital Transformation | Adrienn Balázs-Kalász* |



Corporate Decision-Making and Leadership Strategies

Chair: Barbara HUSZÁR, Co-Chair: Omar VELEDAR

Secretary: Veronika Ilona Nagy

Date: October 9, 2025, 13:30-18:00, Room: MC-2

65	Explainable AI for Enhanced Decision-Making in Product Development: A systematic literature review	Szabolcs Kiss*; Zoltán Baracscai; Tamás Kolossváry
80	Decisions Beyond Data: Narrative reporting practices in decision making	Tamás Zelles*; Bernadett Domokos; Sándor Remsei
225	Trust is the driving force of the sharing economy?	Kinga Szabó*
233	Application of Machine Learning in Financial Fraud Detection and Prevention - A Comparative Analysis of Algorithms -	Adaleta Hasanović, Savo Stupar; Kemal Kačapor; Nijaz Bajgorić*
247	Symbiosis and Tension Between Profit and Purpose Across European Healthcare Systems	Emir Veledar*; Alejandra McGranaghan; Lejla Turulja; Peter McGranaghan
249	Artificial Intelligence and Digital Twin Technology for Cardiac Surgery Decision Support	Alejandra McGranaghan*; Dora Debreczeni; Noemi Debreczeni; Peter McGranaghan; Omar Veledar; Emir Veledar
252	From Well-Trodden Paths to Uncharted Needs Pharma's Response to Rare Diseases	Emir Veledar*; Peter McGranaghan; Omar Veledar
257	AI in Market Research as a Mirror and a Moulder of Public Opinion and Organisational Strategy	Omar Veledar*; Nijaz Bajgorić; Almir Peštek; Peter McGranaghan; Georg Macher; Alejandra McGranaghan; Emir Veledar
258	Steering through Competence Disruption while the Mobility Game Rewrites Its Own Rules	Omar Veledar*; Emir Veledar; Romana Blažević; Thomas Faschang; Thomas Krug; Christoph Schmittner; Tiina Leino; Nikolina Dragičević Rogge; Georg Macher
274	Women Entrepreneurs Driving Cyber-Physical Innovation	Margherita Volpe; Ainhoa Lombide; Iñigo González; Isabelle Dor; Natalia Pinkowska; Zuzanna Stefanik; Ramona Marfievici; Ana-Maria Gheorghe; Marta Rencz; Jasmin Kniewallner; Omar Veledar*
280	Copilots in Safety-Critical Engineering: Responsible Use of Large Language Models in Embedded System Development	Georg Macher*; Amer Kajmakovic; Omar Veledar
283	A Tentative Model of Dataflow in Business Reporting Processes	Tamás Zelles*; József Pap; Sándor Remsei
298	Tourism, GDP, and Social Outcomes: Strategic Insights for Transatlantic and Pacific-Basin Promotional Marketing	Xuan Tran*
305	The Connectivity of Occupants and Green Office Buildings: A Literature Review	Barbara Huszár*



Transforming Organization, Leaders and Employees

Chair: Márta KONCZOS SZOMBATHELYI, Co-Chair: Daiva ŽOSTAUTIENE

Secretary: Kinga Nemes

Date: October 9, 2025, 13:30-18:00, Room: MC-121

13	Creating Family-Friendly Corporate Culture: Best Practices from Hungarian Companies	Anna Pátkainé Bende*
76	The Role of Coaching on Organizational Sustainability	Mahboube Mazaherikalahrudi*; Valentinyi Klára Veresné
104	Preservation and Renewal: Examining organizational innovation behavior in the context of sustainability, social responsibility, and environmentally conscious management	Vivien Valkó*; Péter Karácsony; Gabriel Gencsi
138	The role of AI in transformational change in higher education From VUCA- to FLUX-world	Vilmos Vass*; Zoltán Málík
151	Investigating flow-promoting leadership skills by using FLIGBY serious game	Ágnes Fehér*; Zoltán Buzády; Ágnes Wimmer
162	The Impact of Human Factors (Leader, Group) on Workforce Commitment and Retention	Marianna Feherne Kiss*
163	The Evolving Financial Landscape: A Systematic Literature Review Of Remote Work and Home-Office Impact On Corporate Strategy	Samuel Mihalčín*
165	Challenges of Time Management Among Employees in Hungary: A Correlational and Impact-Effort Matrix Approach	Norbert Fehér*
223	Experiences from Hungary related to the employment of foreign workers. An empirical research	Márta Konczos Szombathelyi*; József Poór; Krisztina Dajnoki
245	Conceptual Landscape of Responsible Consumption: comparison analysis of Lithuania and Hungary	Márta Konczos Szombathelyi; Daiva Žostautienė*; Dalia Susniene;
246	The role of the interpersonal aspects of internal corporate communication in retaining workforce: Research plan and progress report	Márta Konczos Szombathelyi*; Ágnes Borgulya, Gábor Balogh, Gábor Borgulya
272	Career Aspirations and Self Assessment of Mothers with Young Children in Somogy County, Hungary	Orsolya Hebeny-Fuchs*; Szabina Gulyás; Zsolt Sándor Kómúves



Innovations in Infrastructure Finance: Sustainable and Climate-Resilient Investment Pathway

Chair: Attila KURUCZ, Co-Chair: Ewelina IDZIAK

Secretary: Tihana Czakó-Vasic

Date: October 9, 2025, 13:30-18:00, Room: MC-122

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| 15 | Integrating ESG and Behavioural Factors in Marketplace Lending: A Structural Equation Modeling Analysis of Borrower Repayment Decisions | Jewel Kumar Roy* |
| 48 | Decentralized Finance (DeFi) and Sustainability: A Bibliometric and Systematic Review | Jewel Kumar Roy*; Heba Zaher |
| 93 | Clustering Behavioral Patterns of Women's Fintech Adoption: A Cross-Country Study in Central and Eastern Europe | Attila Kurucz*; Tamás Vinkóczy; Borbála Tamás; Ewelina Idziak |
| 100 | Measuring Green Economy and Sustainable Practices in ASEAN: A Quintuple Helix Model Approach | Intan Ilaiha*; Eszter Kazinczy |
| 132 | Bank-Specific Determinants of Credit Performance in the Case of Kosovo. A Panel Model Approach | Erleta Halimi*; Katalin Czako; Arben Sahiti |
| 178 | Periodizing Sustainable Finance Literature: A Comprehensive Bibliometric Review & Future Directions | Balázs Sárvári*; Izabella Kuncz; Petra Németh |
| 264 | A systematic literature review on uncertainty and risk in Finance: theoretical foundations and empirical trends | Muresan Gabriela Mihaela*; Mare Codruta |
| 281 | How could the government support the spread of alternative energy projects through financial incentives? | Csongor Czipf* |



Business, Sports and Special Events: Impacts on a Destination the Community

Chair: Amanda CECIL, Co-Chair: Éva HAPP

Secretary: Eliza Raffai

Date: October 9, 2025, 13:30-18:00, Room: MC-123

43	New Opportunities for Spa Tourism – Women’s Spas as a Modern Return to Ancient Spa Traditions	Erzsébet Printz-Markó *; Judit Beszprémi; Elisabeta Ilona Molnar
69	Essential Soft Skills for Service Providers in Tourism: A Systematic Literature Review	Eliza Raffai*; Éva Happ; Veronika Večeřová; Ewelina Idziak
108	Aqua es Dominus!	Tünde Zita Kovács*; Beáta Bittner; Lajos Fazekas; Johanna Tripo
146	The Balaton Sound’s life cycle and its effects on tourist inflow and seasonality of tourism in Zamárdi and nearby municipalities	Mátyás Hinek; László Csóka; Róbert Kiss; Viktória Kundi; Tamás Varga*; Gergely Marton
174	Dynamic Destination Marketing Utilizing AI for Hyper-Personalized and Sustainable Tourist Engagement	Othmane Belkaid*; Harshavardhan Reddy Kummitha
195	Making angling tourism accessible – a natural symbiosis?	Zoltán Raffay*
220	Hybrid Insights for Heritage Destinations: Integrating Clustering and GenAI to Reimagine Boston’s Tourism Strategy	Arkapravo Sarkar*
240	Social Tourism and Aging: Economic and Well-being Dimensions in Contemporary Research	Alžbeta Kiráľová*; Radka Šperková
256	Disinformation and Disruption: Fake News in the Events Industry	Fanni Kaszás*; Livia Ablonczy-Mihályka
260	Treehouse Tourism in Slovakia: Theoretical Foundations, Global Trends and Perspectives In the Context of Glamping Development	Viktória Bizíková
267	Active tourism of the future - The future of active tourism, or how the students of the Corvinus University of Budapest imagine their active tourism trips in 2075	Márton Áron Áder, Krisztina Keller
269	The impact of sport events on the brand image of the country - focussing on mega-events	Veronika Keller; Zsolt Németh; Noémi Kulcsár; Zsuzsanna Behringer; Erzsébet Printz-Markó*



Tourism Management and Marketing Supporting Demand-Based Development

Chair: Ferenc DARABOS, Csaba KŐMÍVES, Co-Chair: Elisabeta Ilona MOLNAR

Secretary: Anikó Husz

Date: October 9, 2025, 13:30-18:00, Room: MC-227

38	Why do people have turnover intentions in hospitality? The mediating role of digital maturity	Roland Szabó*; Csaba Kőmíves; Ferenc Darabos
62	Tourism and Regional Development in a Borderland Context: Insights from Great Rye Island Residents	Roland Szabó*; Ferenc Darabos; Csaba Kőmíves
120	Factors influencing young wellness tourists travel decisions	Greta Gulyas*
143	Platform for Taste: Digital Innovation Driving Artisanal Cheese Tourism in Hungary	Gyöngyi Kovács*; Agnes Kerekesne Mayer
144	Showcasing Hungary's Regional Identity through Artisan Cheese and Culinary Tourism	Ágnes Kerekesné dr. Mayer*; Gyöngyi Kovács
150	Mapping spa innovation ecosystems – comparative case study	Paweł Stelmach*; Magdalena Górska; Beata Bargiel; Katarzyna Orawin; Przemysław Pawlik
211	Examining the seasonality of cultural tourism: the case of Hungarian urban destinations	Tamás Varga; Mátyás Hinek*; Róbert Kiss; Viktória Kundi; Gergely Marton
212	The role of workplace learning in hotel management education	Katalin Juhász-Dóra
279	Redefining the Tourist Experience: A Theoretical Framework for Metaverse-Based Tourism	Zoltan Arpasi*
304	Key Factors that Shape Agritourism Development after Diversification: A Review	Ana Starman*; Lazar Pavić
309	Social Connections and Tourism in Szigetköz (Hungary)	Attila Albert-Tóth*; Ferenc Darabos; Csaba Kőmíves



Driving Innovation: Digital Transformation and Emerging Technologies in Business

Chair: Szandra GOMBOS, Co-Chair: Éva GAJZÁGÓ

Secretary: Alexandra Bujdosó-Kurucsó

Date: October 9, 2025, 13:30-18:00, Room: MC-228

18	Circular Economy in Modern Hungarian Agriculture	Balla Jenő*; Dusek Tamás
59	Digitalization strategies of companies in different cultures: An empirical survey of comparing Thai and Hungarian enterprises	Zoltan Szegedi*; Ilona Papp; Aweewan Panyagometh; Sid Suntrayuth
153	Evolving Roles: Social Media Communication in the age of AI	Sara Deidda*; Elisabetta Gola; Sarolta Ács; András Szeberény
172	Synthetic Trust: Exploring Audience Perception of Authenticity and Engagement Toward AI-Driven Influencers Across Lifestyle and Healthcare Sectors	Sarolta Acs*; András Szeberényi; Elisabetta Gola; Sara Deidda
205	How AI transforms marketing education and marketing jobs - an in-depth interview exploratory research	Tamás Iványi*
217	Success factors of digital solution implementation	Borbála Szedmák; Roland Szabó*
254	generAtIon - Exploring Generational Differences in the Perception and Use of Artificial Intelligence	Gábor Keresztes*; Nikoletta Németh, Katalin Mészáros
268	Attitudes of Forest Managers Toward Drone Use	Éva Bednárík*; Zsuzsanna Jámборi



Marketing and Consumer Behavior in Public Services and Non-Profit Sector

Chair: László JÓZSA, Co-Chair: Zsuzsanna TÓTH

Secretary: Szonja Jenei

Date: October 9, 2025, 13:30-15:30, Room: ÚT 230

126	Artificial Intelligence in Online Commerce	Erika Seres Huszárík*; Zsuzsanna Tóth
170	Factors influencing the electric car purchases in the Visegrad countries: comparative analysis of the influencing key factors	Norbert Marsi*
259	The importance of culture on student service quality perceptions	Anita Kéri*
271	Hungarian healthcare system(s) – Patient experience and narratives	László Czégény*
284	Digital engagement and visitor experience in zoological parks: A systematic literature review and conceptual mapping	Nikolett Gyurián Nagy*



Kautz Conference on Business and Economics

October 10, 2025.
Friday **10:30-13:00 pm**

Startups, Entrepreneurship, and Innovation in the Digital Economy

Chair: Szabolcs RÁMHÁP, Co-Chair: Tibor MOLNÁR

Secretary: Nikolett Szabó-Cseszneki

Date: October 10, 2025, 10:30-13:00, Room: MC-2

23	Entrepreneurship education in Higher Education: Comparative Study from Hungary and Poland	Szabolcs Rámháp; Petra Kezai*; Agnieszka Skala-Gosk
60	Developing Emotional Intelligence in University Entrepreneurs through Team-Based Learning	Yuliia Fedorova*
72	Suppressed Innovation Dynamism: Systemic Disharmony and Zombification	Oliver Kovacs*
114	The Influence of Entrepreneurial Ecosystem Dynamics on Leadership Practices and Innovation Strategies in Fashion Industry SMEs: A Systematic Literature Review	Oumaima Haj Ammar*; Sándor Remsei; Attila Lajos Makai
250	Competence Development Through Talent Support Programs in Higher Education: A Systematic Literature Review	Viktória Varga*
266	Developing more efficient transportation for cities with lower population density	Gábor Pék*; Tibor Molnár; Szabolcs Rámháp
310	Critical Literature Review of the Innovation and Adaptation Strategies of SMEs Led by First- and Second-Generation Leaders	Janos Bendeguz Konya*; Tibor Dóry



Sustainable Marketing

Chair: Veronika KELLER, Co-Chair: Peter KRAJČOVIČ

Secretary: Donia Khalfallah

Date: October 10, 2025, 10:30-13:00, Room: MC-121

35	The Role of Artificial Intelligence in Sustainable Food Supplement Product Development	Andor Háber; Roland Szabó*
39	Analyzing Customer Behavior and Enhancing Business Performance with Artificial Intelligence: IT Issues and Practical Implementation	Dávid Fülep*; Norbert Kovács; István Harmati; Krisztián Koppány
52	The Dynamics of Influence: Content Marketing through Digital Influencers	Veronika Keller*; Sára Leona Simon
121	Sustainable marketing in agri-food business: a brand development strategy in the context of digital transformation	Nataliia Parkhomenko*
129	Digital Food Rescue and Consumer Typologies: A Q-Methodology Approach	Flóra Fata*; Bence Csapody
142	Sustainability in Practice: Understanding the Intention-Behavior Gap Among Middle-Class Consumers in Lucknow	Firoz Hussain*; Rizwana Atiq
148	Table for AI - Exploring Consumer Acceptance Toward Artificial Intelligence in Restaurant Experiences	Bence Csapody*
176	"Supply Chain Transparency as a Marketing Differentiator in Healthcare: Advancing Responsible Consumption and Production under SDG 12"	Rizwana Atiq*; Shahab Ud Din
293	Integration of Artificial Intelligence in the Strategic Branding Process	Sona Chovanova Supekova*; Richard Keklak; Michaela Pešková
301	Understanding Gen Z's purchase intentions towards green apparel: Evidence from CEE countries	Janka Taborecka*; Tamara Rajic; Jana Turcinkova; Tanja Sedej; Danguole Ozeliene
302	Influencers dug their own grave – Exploring the “deinfluencing” phenomenon	Kata Bianka Varga*; Szabolcs Rámháp



Labor Market, Demography and Society

Chair: Éva BERDE, Co-Chair: Enikő KAHLER-KORCSMÁROS

Secretary: Melinda Németh

Date: October 10, 2025, 10:30-13:00, Room: MC-122

40	Exploring the Intersections of Burnout, Mental Health, and Capitalism	Eszter Kazinczy*
54	Striving for a civilized everyday life: Ukrainian refugee women in Hungary	Éva Berde*; Andrea Csapóné Horváth
55	The digital divide in participatory budgeting: lessons from Budapest on older adults' inclusion	Éva Berde*
81	Demographic Structure and Employment Trends in the Agricultural Workforce in the Autonomous Province of Vojvodina	Reka Korhecz*; Anja Dacić
111	In pursuit of opportunities: understanding the drivers of nurse workforce migration intentions.	Esther Amofa-Adade*
112	Family policy through the lens of different academic papers	Petra Németh*; Izabella Kuncz; Éva Berde; Sándor Remsei
161	Employment opportunities for people with intellectual disabilities in Hungary	Zsuzsanna Miksó*
175	Analysis of gaps in digital competences among women in Zala County by age group	Erik Halpert*; Anita Antal; Ildikó Palányi
198	Immigrant entrepreneurship in the European Union: dynamics of success, persistent challenges and evolving trends (2010-2025)	Krisztina Gulyas*; Márta Konczos Szombathelyi
229	Title: Optimal Sharing of Family Tax Allowance Among Parents Subtitle: Personal Income Tax Optimization Strategies in Hungary	Petra Németh*; Erzsébet Teréz Varga; Mátyás Kulisity
299	Steps to a Comparative Housing Affordability Study of Poland, the Czech Republic and Hungary	Róbert Kovács*; Eva Ardielli; Marta Maciejasz; David Slavata



Economic and Social Issues

Chair: Dániel Róbert SZABÓ, Co-Chair: Dávid TAKÁCS

Secretary: Veronika Ilona Nagy

Date: October 10, 2025, 10:30-13:00, Room: MC-123

21	Transformation in the Hungarian Agricultural Land Market	Dániel Róbert Szabó*, Norbert Kovacs, Ádám Páthy
26	Reducing Bias in Risk Assessment: Evaluating Aggregation Methods for Expert Group Estimations	Norbert Kovacs*
56	Building the Sustainable Future: The case of the EIT Climate-KIC	Andrea Kárpáti; Roland Szabó*
101	AI-Based Predictive Models for Strategic Management	Judit Fejes*; Etelka Katits
130	Structural changes – theories and tendencies	Adrienn Czárk*
141	Digital Competence Survey in Zala County, Graz and Eastern Styria	Zsuzsanna Nagyne Halasz; Dora Szili-Fodor; Edit Bérces*
181	AI for Climate Resilience: Overcoming Behavioral and Organizational Barriers in German Manufacturing Firms	Wajiha Kassem Alshar*
182	Finance without Hierarchy: A Conceptual Exploration of Financial Management in Holacratic and Decentralised Structures	Rebeka Gajdosik*; Zuzana Skorková
186	Decomposing the Lower Risk of Green Mortgages: A Measurement Approach	Balázs Sárvári*; Balint Vargedo
193	35 Years of Zalatriatlon Club. An analysis of club members and and the club's economic activities	Edit Bérces*
216	Shared Services Centers as Business Strategy and the Relevance of Intercultural Communication: Definitions and Research Directions From a Systematic Literature Review	Monica Vieira da Costa*; Admilson Veloso da Silva
221	Profitability of Hungarian wineries in a changing world	Attila Loibl*; Dóra Anna Havay; Tamás Köpeczi-Bócz



Regional Development and Economic Policy I.

Chair: Katalin FEKETÉNÉ CZAKÓ, Co-Chair: Petra PLATZ

Secretary: Attila Suhajda

Date: October 10, 2025, 10:30-13:00, Room: MC-227

28	Using EU development funds for the development of higher education in the NUTS 2 region through the example of a Hungarian university of applied sciences	Judit Gáborné Nagy; István András; Márta Konczos Szombathelyi
37	Green city ambitions - innovative strategies for image building	Dóra Csöppös; Márta Konczos Szombathelyi
85	The Economical, Social, Political and Environmental impacts of the CATL battery factory regarding the city of Debrecen and its region	Dániel Kristóf Bedő
109	Model of Energy Transformation in Regional Areas	Mantas Svazas
135	Comparative Analysis of Small Towns in Bulgaria And Hungary – the role of small towns in the regional development	Tamás Hardi; Melinda Hajdu-Smahó; Boglárka Horváthné Barsi; Ádám Páthy; Nadezhda Ilieva; Desislava Varadzhakova; Dessislava Poleganova; Boris Kazakov; Marina Raykova; Aleksandra Ravnachka
179	The Impact of Green Space Management Practices on the Climate Adaptation Potential of Urban and Suburban Areas	Melinda Hajdu-Smahó; Hardi Tamás; Páthy Ádám; Kézai Petra Kinga; Uszkai Andrea; Baranyai Nóra
203	The Role of Public Spending in Times of Crisis in the EU and Its Member States	Tamás Szemplér
297	Rethinking Industrial Policy for Global Supply Chain Resilience: A Comparative Analysis of National Strategies and International Spillovers	Vidhi Mardia



Regional Development and Economic Policy II.

Chair: Botond Géza KÁLMÁN, Co-Chair: Tamás VINKÓCZI

Secretary: Marianna Judit Süveges

Date: October 10, 2025, 10:30-13:00, Room: MC-228

33	Investigating the Role of Hungarian Research Universities in Public Education and Their Regional Commitment	Peter Solti; István András; Márta Konczos Szombathelyi
46	From Cultural Transmission to Transformation: Arts Education in Regional Development	Zsuzsanna Kara, Márta Konczos Szombathelyi; Tamás Gergely Kucsera
118	Game Changer: Exploring the Impacts of Sports Development on Sustainable Cities	Petra Szakonyi; Judit Berkes; Richard Szaloki
149	Assessing the Position of the Patchouli Oil Industry in Indonesia's Agricultural Economy: A Qualitative Content Analysis	Friesca Erwan; Adam Pathy; Irfan Zikri
169	Urban-rural happiness paradox – is it exists in Hungary?	Boglárka Barsi
243	Evaluation of Macro-economic Factors and Impact on Economies	Gerald Kiprono Korir, Petra Benedek
311	Advancing Sustainable Development through Education in a Thai Local Community	Anikó Makkos; Amarilla Luca Süli; Joanna Diederich; Gemma Alina Theres Herma



Kautz Conference on Business and Economics

October 10, 2025.
Friday 14:00-17:30 pm

Higher Education and Technological Development

Chair: Adrienn DERNÓCZI-POLYÁK, Co-Chair: Judit Petra KOLTAI

Secretary: Anna Pátkainé Bende

Date: October 10, 2025, 14:00-17:30, Room: MC-1

12	Teaching Accounting as a Service	Melinda Németh*; Rita Anna Ambrus; Katalin Borbély
42	The Impact of Hungarian Universities on Regional Development: A Focused Study on Third Mission Goals for Sustainable Community Development	Nora Halmai*; Mónika Rajcsányi-Molnár; Márta Konczos Szombathelyi
84	Effects of Corporate Governance on Performance of Educational Institutions	Winfred Ayanga*; Robert Magda
92	Mentoring Generation Z in Higher Education: Cultural Expectations and Practical Implications	Júlia Szőke; Zsuzsanna Pálffy*; Zoltán Ködmön
98	The Importance of Sustainable Principles in Education: A Research Agenda on Higher Education	Brindusa Bejan*; Ciprian Marcel Pop
133	Artificial Intelligence Readiness in Higher Education: A Case of a Hungarian University	András Aschenbrenner*; Roland Z. Szabó
222	The critical success factors of the sustainable campus management: Experiences of the greenest universities in Hungary	Gabriella Imre*; Anikó Makkos
253	Awareness of Artificial Intelligence and Its Potential Usability in Higher Education	Donát Magda*; Szabolcs Rámháp
53	Opportunities for People with Disabilities in Higher Education Based on an Exploratory Research	Veronika Keller*; Gréta Zsobrák



Leadership and Human Resource Management

Chair: Katalin SZABÓ, Co-Chair: Gábor SZABÓ-SZENTGRÓTI

Secretary: Szonja Jenei

Date: October 10, 2025, 14:00-17:30, Room: MC-2

17	HRM and Sustainable Leadership in Managing the Global Workforce – Survey-Based Insights from a Cross-Cultural Study	Szonja Jenei*; Zsófia Neuperger; Szilvia Módosné Szalai
32	Narratives and Metaphors in Corporate Discourse: A PRISMA-Based Systematic Review of Symbolic Structures in Organizational Communication	Veronika Ilona Nagy*; Anikó Makkos
70	Impact of sustainable leadership practices on green innovation: The mediating role of green organizational culture	Mohanad Ali Kareem; Harshavardhan Reddy Kummitha*
110	Towards A Knowledge-centric Recruitment Model Aimed at Organizational Learning	Jozsef Blasko*; Zoltan Baracscai; Tibor Dory
122	The importance of tacit knowledge transport during the onboarding process – Systematic Literature Review	Marianna Judit Süveges*; Attila Kurucz
188	Motivations of new generations in family businesses	Szilárd Malatyinszki*
206	Employee Wellbeing	Dávid Takács*, Márton Varga
287	The Interplay between Leadership, Strategy, Income, and Work-Life Balance: A Mixed Method Approach Study of Teaching Hospitals	Princess Tetteh Cudjoe*; Christian Harrison; Michelle Grace Tetteh; Edit Süle
292	A Cross-Cultural Comparison between Ghana and Nigeria: Work-Life Balance among Public Sector Employees	Princess Tetteh Cudjoe*; Michelle Grace Tetteh; Edit Süle; Christian Harrison



Tech-Enhanced Consumer Behavior: Navigating the Digital & Offline Paradigms

Chair: Petra PLATZ, Co-Chair: Tamás DARÁZS

Secretary: Vitor Nieto

Date: October 10, 2025, 14:00-17:30, Room: MC-121

19	The Impact of Food Waste on Environmental, Economic, and Social Issues: A Study on Consumer Behavior in Hungary	Petra Platz*; Peter Huszka; Peter Karácsony
20	Aesthetics and conviviality as key factors in a successful wine tourism experience	Petra Platz*; Zsófia Árvai
45	Where is Poland Now with the Adoption of Unmanned Stores?	Eszter Szabó-Szentgróti*; Edyta Bombiak
75	Differences Between the Influence of Consumer and Political Behavior in the Relevant Hungarian Literature	Attila Suhajda*
106	Willingness to Change Shopping Habits in Hungary: Consumer Preferences Amid Inflation and Sustainability Challenges	Erzsébet Printz-Markó*
124	Youth at the Crossroads: Navigating Present Needs and Sustainable Aspirations Through Conscious Consumption	Melinda Majláth; Anita Kolnhofer-Derecskei; Attila Kurucz*
190	Implicit responses as a potential source of information in advertising literacy research: case studies using biometric methods	Tamás Darázs*
208	Exploring Trust, Perception, and Demographics in Digital Green Marketing: Effects on Consumer Behavior in the Mobile Phone Sector	Sewar Alkhatib*
263	Hungarian films – do sociodemographic characteristics impact viewers' willingness to watch?	Bianka Vas*
275	Visual and verbal aspects of marketing communication and their parallels with trends influencing the promotion of truffle consumption	Zsuzsanna Jámberi*; Éva Bednárík



Emerging Technologies for Sustainable Transformation in Business and Society

Chair: András SZEBERÉNYI, Co-Chair: Gábor HARANGOZÓ

Secretary: Ferenc Bakó

Date: October 10, 2025, 14:00-17:30, Room: MC-122

10	Supporting Decision-Making on Capacity Expansion with Artificial Intelligence: An Analysis Considering Internal Influencing Factors	Kinga Nemes*; Márta Konczos-Szombathelyi; Inês Lisboa
25	Innovation and Sustainability: An Empirical Study on Hungarian Football Clubs	Norbert Kovacs; György Korsós*
57	Climate Anxiety Among Hungarian University Students: The Role of Perceived Personal Vulnerability	Ferenc Bakó*; András Szeberényi
158	Enerhash for Real-Time Energy Optimization in Renewable Power Grids	Imre Kovács*; András Szeberényi
160	The Role of Artificial Intelligence in Business Education	Zsuzsanna Kispál-Vitai*
167	The impact of Digital Transformation on firm efficiency and labor productivity in Europe	Mercy Minoo*
171	Understanding Motivational Barriers in Digital Adoption: Evidence from Healthcare Systems in Indonesia	Irving Paputungan; Roland Szabó*
180	Revolutionizing IT service process monitoring with AI	József Till*; Szilvia Erdeiné Késmárki-Gally; Judit Bernadett Vágány
214	Mapping the FinTech Revolution: A Global Atlas of Transformation for 2010 and 2025	Ewelina Idziak*
236	Unlocking Lean potential in SMEs: A study on commitment, tools and outcomes through Systematic review and Data analysis	Abishae Noel*; László Buics; Eszter Sós
294	The Relationship Between Perceived Personal Vulnerability to Climate Change and Climate Anxiety: A Cross-sectional Study of Hungarian Adults	András Szeberényi*; Ferenc Bakó



Accounting, Finance, and Controlling in Times of Change: Digitalization, Sustainability, and Strategy

Chair: Heba ZAHER, Co-Chair: Abderahman REJEB

Secretary: Jewel Kumar Roy

Date: October 10, 2025, 14:00-17:30, Room: MC-123

30	Corporate bonds in Hungary	Zsuzsa Stion*; Gábor Kovács
50	The Impact of Operating Cash Cycle on Firm Profitability: Evidence from Hungarian SMEs	Heba Zaher; Tamás Vinkóczi
51	Financial survival or decline? The situation of bread and fresh bakery products after the Covid-19	Tamás Vinkóczi; Dorottya Anna Györkös*; Judit Petra Koltai
64	Integrating social media usage and financial performance of community - based tourism enterprises: Empirical insights from Vietnam	Sinh Tran*; Nikolettta Németh; Nhat Anh Nguyen
66	A Qualitative Study on the Main Reasons and Consequences of Abandoning Mandatory Joint Audit: Evidence from Kuwait and Denmark	Mohammed Hassan *; Árpád Tóth; Katalin Borbély
79	Politics-driven internationalisation of companies through FDI – the case of Hungary	Magdolna Sass*
207	Global Financial Schocks and Derivative Market Volatility: A Comparative Analysis of Europe and Asia	Jewel Kumar Roy
224	Mapping Debt and Productivity: Regional Disparities of Large Firms in the Visegrád (V4) Countries	Beáta Reider-Pesti *; Alex Suta
244	Accountants' mental health: A Bourdieusian analysis	Merridee Bujaki*; Darlene Himick; Suzanne Paquette
285	The attitudes of families towards insurance policies in Hungary based on qualitative research.	Zoltán Bugovics*
312	The Relationship Between Financial Personality and Financial Stress in Consumer's Decision-Making	Dominika Anna Gecse*; Sade Nagy; Botond Géza Kálmán



Sustainable Tourism in the Era of Community Innovation and Digital Solutions

Chair: Viktória KUNDI, Co-Chair: Malgorzata OGONOWSKA

Secretary: Marcell Kupi

Date: October 10, 2025, 14:00-17:30, Room: MC-227

83	AI and Cultural Heritage Interpretation: Legal and Ethical Challenges	Kundi Viktória*; Ildikó Ernszt
107	Technological Trends in the Event Management Market	Borbála Gondos*; Judit Grotte
127	Sustainable and Digital Cultural Tourism as Driver of Regional Development in the Romania–Hungary Cross-Border Area	Daniel Badulescu*; Manuela Breban; Robert-Istvan Laszlo
128	Navigating Global Trends: Sustainability and Digitalization in Regional Tourism Development in Romania	Alina Badulescu*; Alexandra-Carmen Hodisan; Ioana Feica-Prodan; Daniel Badulescu
187	Marketing Sustainability in Tourism SMEs: A Systematic Review of Digital Strategies for Green Innovation and Competitiveness	Mbarek Alhaddar*
194	Impact of the Russia-Ukraine War on Tourism in NUTS-2 Regions of EU Countries Bordering Ukraine and Russia	Dorin Bac*; Loana Mester ; Alexandru Chis
204	Comparative analysis of public attitudes toward domestic leisure tourism of the NUTS-1 regions residents in Bulgaria	Marina Raykova*; Alexander Naydenov; Julian Totev; Desislava Varadzhakova
227	Behind the experiences: The encounter of generation Y and New Tourism in the spirit of sustainability	Noémi Kulcsár*; Adrienn Zvekán-Kovács
241	Responsible Tourist Guiding - Theory and Practice	Tamara Ratz*



Society in a Changing Labour Market and Economic Environment: Trends, Challenges, Responses

Chair: Katalin BÁNDY, Co-Chair: Réka KORHECZ

Secretary: Éva Heimné Rác

Date: October 10, 2025, 14:00-17:30, Room: MC-228

22	Motherhood and the Child Penalty: Gendered Consequences in the Labour Market – A Systematic Literature Review Based on PRISMA Method	Nikolett Szabó-Cseszneki*; Márta Konczos Szombathelyi; Petra Kinga Kézai
24	Hungary's bilateral investment and trade relations with the Republic of Korea: a systematic literature review	Éva Heimné Rác*
78	Innovation- and platform based internationalisation of SMEs in the Central and Eastern European countries	Magdolna Sass; Katalin Antalóczy*
102	The Role of Microfinance in Women's Empowerment: A Bibliometric Review	Apurba Sarkar; Saurav Chandra Talukder*
103	Active Ageing Index and the social and economic role of ageing entrepreneurship in sustainable rural development	Gabriella Zagyva*
136	The educational structure of the population and its impact on spatial inequalities in household incomes and the working poor in Bulgaria	Dessislava Poleganova*; Aleksandra Ravnachka; Boris Kazakov
199	Labor Market Implications of the Shift from Fossil Fuels to Renewable energy: A Systematic Literature Review	Hajer Jomaa*
228	How organic farming can become a driver of sustainability, and how its study reveals the (un-) consistency of sustainability indicators and strategies	Csilla Mile; Zoltán Bodrog*
237	Perceptions of Social Equality and Emigration Intentions Among University Students in Albania	Elvisa Drishti*
242	Education, Human Capital, and Income Inequality in Western China	Katalin Bándy*; Pál Koudela; György Iván Neszmélyi; Li Mengsi
313	From the Invisible Hand to the Invisible Heart: Redefining the Care Economy through the Parent's House Model in International Perspective	Judit Regős*