



# Kautz Conference on Business and Economics

## Transforming Global Challenges into Opportunities: Entrepreneurship and economic development in an uncertain and technology-driven business environment

Session schedule

11 October 2024.

Friday 14:00-16:30pm

<b>Demography and Economy</b> <b>Room: MC-228</b>		<b>Chair: Éva BERDE</b> <b>Co-chair: Petra NÉMETH</b> <b>Secretary: Melinda NÉMETH</b>
Éva BERDE, Izabella KUNCZ, Petra NÉMETH, Sándor REMSEI, Eszter SZABÓ- BAKOS	The Transformation of Demographic Dividend into Demographic Debt: Possible Future Paths of the GDP per capita for Different Country Groups	
Éva BERDE, Sándor REMSEI	Demographic Consequences of the Russian-Ukrainian War	
Dorina CZAKÓ	Demography, Economic Growth, and the Labor Market	
Martin GELENCSÉR, Bence VÉGVÁRI, Gábor SZABÓ-SZENTGRÓTI	Exploration of the Dynamics of Employee Retention in the Public and Private Sectors: Identification of Differences through a Holistic Approach	
Melinda NÉMETH	Development of the Automotive Industry and Related Labour Market Challenges in the Regional Development Concepts of the Counties in Hungary	
János TÓTH	Fertility and Family Policies in OECD Countries	
Katalin SZÉP	Unpaid Work in the Economy, is it Measured?	
Gyöngyi ORBÁN, Krisztián KOPPÁNY, Ágnes TÓTH KOVÁCS, Szabolcs KUDOBA	Examination of the Health Awareness of the Adult Population Living in Győr-Moson-Sopron County in the Context of Internal Migration within the Country	
Tatar MARYNA	Gender Inequality Issue and Economic Consequences of the Representation of Women in State Authorities	
László BUICS, Thippapha XAYAVONG	Exploring the Impact and Ethical Considerations of ChatGPT in Higher Education: A Mixed-Methods Study	



<b>Education Room: MC-227</b>	<b>Chair: Adrienn DERNÓCZI-POLYÁK Co-chair: Ankit KATRODIA Secretary: Nikolett SZABÓ-CSESZNEKI</b>
Veronika KELLER, Adrienn DERNÓCZI-POLYÁK	The Role of Skills Development and Employer's Expectations in University Learning
Stefan KOVÁCS, Vivien SURMAN	Tragedy that is Happening: Enhancing the Quality of Business & Management Doctoral Schools
Erzsébet NÉMETH	A Complex Study of the Effect of Training for Teacher on Financial and Economic Topics
Zsófia OLVASZTÓ, Krisztina DAJNOKI	Doctoral Degree Experiences at the University of Debrecen
Nóra Mária HALMAI, Mónika RAJCSÁNYI-MOLNÁR, Márta KONCZOS SZOMBATHELYI	A Comprehensive Analysis of European Union Funds for Higher Education Institutions in Hungary
Zita KASZALIK, Viktória KÖVECSESNÉ GŐSI, Márta KONCZOS SZOMBATHELYI	Sustainable and Responsible Educational Technology Efforts in Cooperation with the Application of Artificial Intelligence for the Workers of the Future
Brikene DIONIZI, Elvisa DRISHT, Bresena KOPLIKU	Digital Literacy Challenges in Higher Education, Case of University of Shkoder
Cecília SZIGETI, Péter CSIBA, András SZEBERÉNYI	Hungarian Universities in University Sustainability Rankings
Gabriella IMRE, Anikó MAKKOS	Sustainability Performance and Communication of the Greenest Hungarian Universities
Csaba KONCZOS, Sándor REMSEI, Szabolcs MORVAY	Strengthening the Political Will to Support Sport Dual Career with the Possibilities of Competence Development in Education: Evidence from a Hungary



<b>Geostrategic Successes, Dilemmas Room: MC-121</b>	<b>Chair: Katalin BÁNDY Co-chair: Slobodan POPOVIC Secretary: Éva HEIMNÉ RÁCZ</b>
Katalin BÁNDY, Slobodan POPOVIC, Marianna KOVÁCS-GERGELY	Realizing Eastern Opening in Domestic Tertiary Education: the Role, the Strategy, and Visions of OBIO
Andrea ÉLTETŐ, Magdolna SASS	Dual Dependency? The Development of China's Economic Footprint in Hungary
György Iván NESZMÉLYI, Katalin BÁNDY, Pál KOUDELA	The Impacts of the Eastern Opening Strategy on the Bilateral Trade and Investment between Hungary and on the Asian Economies
Ivan AIGNER, Tibor Pál SZEMERE	Singapore's Benchmark Multidisciplinary Approach of Conscious Openness in the Face of Fierce Geoeconomic and Geopolitical Competition
Réka KORHECZ, Otilija SEDLAK, Aleksandra Marcikic HORVAT	Agriculture 4.0 - Opportunities, Challenges, and Current Status in Serbia



<b>Navigating Corporate Dynamics</b> <b>Room: MC-122</b>	<b>Chair: Attila KURUCZ</b> <b>Co-chair: Zsuzsanna KISPÁL-VITAI</b> <b>Secretary: Anna PÁTKAINÉ BENDE</b>
Adrienn REISINGER, Norbert KOVÁCS	CSR and SMEs' Competitive Advantages – Results from a Hungarian City of Győr Based on Managing Directors' Personal Perception
Bence LUKÁCS, Péter MOLNÁR, Robert RICKARDS	Comparative Assessment of ESG Ratings Methodology and Results Based on XBRL
Friesca ERWAN, Ádám PÁTHY	Towards the Sustainable Development of Patchouli Oil-based Small and Medium Enterprises (SMEs): A Situation Analysis in Indonesia
Gábor KOVÁCS, Zoltán TASNÁDI	The Role of Accountants in Promoting SME's Financial Digital Transformation
Gábor JUHÁSZ, Ákos JARJABKA, Norbert SIPOS	Assessing Corporate Well-being
Vivien SURMAN, Elvira BÖCSKEI	SME Perspectives on Sustainability: Integrating the Three-pillar Model and the Sustainable Development Goals
Boglárka BARSÍ, Melinda SMAHÓ, Monika FOLTYN-ZARYCHTA, Rafał BUŁA	The Profit, the Community or the Mission? What Drives Collaboration between For-profit and Social Enterprises?
Zsuzsanna KISPÁL-VITAI	More Efficient Together (?) – AI in Decision-Making, a Conceptual Piece
Márk Gyula TÓTH, Elvira BÖCSKEI	Critical Raw Materials and EU's Green Transition
Nóra GOMBKÖTŐ, Tamás VINKÓCZI, Judit Petra KOLTAI	Estimating agricultural sustainability: Identifying Key Factors in Agricultural Businesses
Tamás VINKÓCZI, Ewelina IDZIAK, Borbála TAMÁS, Attila KURUCZ	Tech Talk: Analysing the Factors Driving Gen Z Females to Use Fintech Services
Anita MIKLÓSNÉ VARGA, Sándor KALMÁR, Judit Petra KOLTAI, Tamás VINKÓCZI	Sowing Seeds of Succession: A Preliminary Analysis of Generational Change in Local Agriculture



<b>Tourism and Hospitality II. Room: MC-123</b>	<b>Chair: Viktória KUNDI Co-chair: Tamara RÁTZ Secretary: Anikó HUSZ</b>
Viktória KUNDI, Ildikó ERNST	The Case of Greenwashing with the Hungarian Regulation
Ivett VARGÁNÉ GÁLICZ, Dávid Dénes LÓRÁNT	Hiking Trends around Lake Velence
Anikó MAKKOS, Ching-Ling TSAI, Janka Sára TÓTH	Metaphors in Tourism Promotion. A Case Study of a Thai Village and the Beehive Concept
Éva HAPP, Csilla PETYKÓ, Adrienne NAGY, Kludia SZEIDL, Éva SCHULTZ	Escape Rooms and Sustainability: A Sustainability Assessment of Creative Tourism Services in Budapest
Suwadee TALAWANICH, Supawat MEEPROM	Validation of Domestic Film-tourism Motivations: The Case of Visiting National Heritage Sites
Attila ALBERT-TÓTH, Adrienne NAGY, Kludia SZEIDL, Csilla SZALÓK	History and Modernity: What is Generation Z Looking for in Budapest's Spas?
Nikolett DROTÁR ROZGONYI, Csilla SZALÓK, Csilla PETYKÓ, Adrienne NAGY	The New Tourist Attraction of Tokaj-hegyalja, Europe's Longest Cable Bridge
Anikó MAKKOS, Ching-Ling TSAI, Janka Sára TÓTH	Metaphors in Tourism Promotion. A Case Study of a Thai Village and the Beehive Concept
Attila ALBERT-TÓTH	Regional Characteristics of the Hotel Industry - A Study on the Development of the Hungarian Hotel Industry
Csaba KŐMÍVES, Kevser CINAR	Analysis of Natural Heritage in Győr-Moson-Sopron County, in Hungary