



# 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 10:30-13:00 pm

<b>Economic and Social Issues</b> <b>Room: MC-227</b>	<b>Chair: Dániel Róbert SZABÓ</b> <b>Co-chair: Tibor PINTÉR</b> <b>Secretary: Nikolett GYURIÁN NAGY</b>
Norbert KOVÁCS, Dániel Róbert SZABÓ, Ádám PÁTHY	Transformations in the Hungarian Agricultural Land Market
Eszter SZEMERÉDI, László JÓNA	Residents' Willingness-to-pay for the Preservation and Expansion of Urban Green Spaces – The Case Study of Győr
Csongor CZIPF	The Impact of Changing Energy Prices, Interest Rates and Inflation on the Return on Investment for Alternative Energy Projects
Rita Anna AMBRUS, Katalin BORBÉLY	Analysis of Tax Knowledge in Connection with Tax Compliance
Magdolna SASS, Imre FERTŐ	What Factors Influence the Roundtripping of FDI in OECD Countries?
Péter MOLNÁR, Alex SUTA, Bence LUKÁCS, Árpád TÓTH, Robert C. RICKARDS	Exploratory Research for a Multi-industry ESG Reporting Framework: Comparisons across the Energy, Automotive, and Construction Industries
Cintia Alexandra TRAPP	Challenges of Techno-economic Analysis of Reverse Water Gas Shift Reaction
György KOVÁCS, László BARTÓK	How the Bankers Seize the Society: The Processus of the Bancarization and Financialization of the Society
Sara SALIMI, Eszter KAZINCZY, Tibor TATAY	Comparing Post-Keynesian and New-Keynesian Paradigms in Monetary Policy
Roland Zsolt SZABÓ	Overcoming the Digital Divide
Ivan AIGNER, Tibor Pál SZEMERE	Singapore's Comprehensive Anti-Pandemic Strategy for Sustainable Well-Being, Welfare, and Security
Tamás GÁSPÁR	Futures competence building - futures literacy in practice



<b>Regional Economics Room: MC-123</b>	<b>Chair: Szabolcs RÁMHÁP Co-chair: Botond Géza KÁLMÁN Secretary: Tihana CZAKÓ-VASIC</b>
Szabolcs RÁMHÁP, Ana SARGENTO, Vítor FERREIRA	Regional Economic Context Influences on University-Industry Cooperation: A Comparative Case Study between University of Gyor (Hungary) and Polytechnic of Leiria (Portugal)
Boglárka BARSÍ	Conceptual and Methodological Problems of Measuring Spatial Happiness
Edina LŐRINCZ, Dávid FEKETE	The Role of the Modern Cities Programme in the Renewal of the Cultural and Creative Sector
Judit BERKES, Ádám PÁTHY, Szilárd RÁCZ	The Geography of the Industrial Sector in Central and Eastern Europe and the Western Balkans
Zsuzsanna KARA	European Capital of Culture 2010/2023 – Comparative Study and Insights into Two Dance Projects/Festivals (2010 Pécs / 2023 Veszprém)
Eszter SZABÓ-SZENTGRÓTI, Szabolcs RÁMHÁP, Petra Kinga KÉZAI	How Hungarian University Students Accept Cashierless Stores? – A Control Variable Approach
Rui ALPUIM, Paulo GONÇALVES, Vítor GONÇALVES, David OLIVEIRA, Edit SÜLE, Antonio ROCHA	Analysis of the Evolution in the Number of Manufacturing Companies in Portugal between 2009 and 2021 to Understand Growth and Decline Trends
Kelaniyage Shihan Dilruk FERNANDO, Małgorzata WIŚCICKA-FERNANDO, Sandra MISIAK-KWIT	Stakeholders' Engagement in the Smart City Development Process
Botond Géza KÁLMÁN, Erzsébet NÉMETH, Szilárd MALATYINSZKI	The Impact of Corruption Prevention on Innovation
Botond Géza KÁLMÁN, Hamad RAZA, Sade NAGY, Patrick ELVIS, Kobla Sewornu AFADZINU, Erzsébet NÉMETH	The Role of Financial Personality in an Individual's Financial Security



<b>Creativity and Social Media</b> <b>Room: MC-228</b>	<b>Chair: Szandra GOMBOS</b> <b>Co-chair: Éva GAJZÁGÓ</b> <b>Secretary: Petra PLATZ</b>
Szandra GOMBOS	Empowering Regional Development: Unraveling the Impact of Bottom-Up Organised Cultural and Creative Industries in Szigetköz
Tamás VINKÓCZI, Éva HEIMNÉ RÁCZ, Judit Petra KOLTAI	Sorting for Sustainability: Harnessing Female Awareness of Zero Waste
Tamás VINKÓCZI, Norbert GYURIÁN, Judit Petra KOLTAI	Streaming without Borders: Unveiling Exclusivity in Cross-border Video Consumption Patterns
Márk SZALAI, László BUICS	Exploring the Role of On-Demand Transportation in Promoting Sustainable Urban Mobility: A Systematic Literature Review and Survey Analysis
Mónika HAMUTH, László BUICS	Exploring Social Media Marketing in Higher Education: A Case Study of Széchenyi István University's Academic Social Network Sites
Bence VÉGVÁRI, Gábor SZABÓ-SZENTGRÓTI, Martin GELENCSÉR, Virág WALTER	Consumer Motivations of Second-Hand Clothing Purchases: A pilot study in Hungary
Arvi KUURA, Riina TOMAST	The Power of Metaphors in Place Marketing
László JÓZSA, Rita BALLA	The Role of AI and New Forms of Artistic Expression in Shaping the Art Market
Marcell KUPI, Norbert KOVÁCS, Péter TÓTH, Ádám PÁTHY, Zoltán BUGOVICS	Media and Insurance: How Communication is Shaping the Hungarian Insurance Sector - Media Analysis
Gábor ÉLŐ	How to Substitute Big Data with Smaller, but Quality Datasets in Various AI Developments
Henda ZAYANE, Boglárka EISINGER BALASSA	AI-Driven Fake Social Proof in E-Commerce: Implications for Entrepreneurship in a Technology-Driven Economy
Szandra GOMBOS, Zamira VÉCSEI	Role of AI in E-mail Marketing



<b>Corporate Risk and Insurance</b> <b>Room: MC-122</b>	<b>Chair: Norbert KOVÁCS</b> <b>Co-chair: Zhiwei ZHU</b> <b>Secretary: Eszter KAZINCZY</b>
Zoltán BUGOVICS, Péter TÓTH, Ádám PÁTHY, Norbert KOVÁCS, Marcell KUPI	The Development of the Hungarian Insurance Sector from the Period of Market Liberalization to the Challenges of Digitalization
Jewel Kumar ROY, László VASA	Transforming Credit Risk Assessment: A Systematic Review of AI and Machine Learning Applications
Domonkos TINKA, Zsolt Jenő SZEPESVÁRY, Eszter LUKÁCS	Financial Sustainability of the Da Vinci Robot Systems
Erleta HALIMI, Katalin CZAKÓ, Arben SAHITI	Investigating Determinants of Credit Growth in the Case of Kosovo. A VAR Model
Krisztián KOPPÁNY, Dávid FÜLEP, Norbert KOVÁCS, István Á. HARMATI	Sales Strategies with a Probabilistic Microeconomic Business Model and Bayesian Updating
Eszter KAZINCZY	Private Banking Market Developments: Evidence from Hungary
Gabriela Mihaela MURESAN, Melinda Timea FÜLÖP, Ionut-Adrian LAZAR, Andreea-Roxana DANCI, Gavril-Claudiu SABADÂS	Once more: Can Private Health Insurance Buy Happiness? Evidence from Romanian People
István Á. HARMATI, Norbert KOVÁCS, Dávid FÜLEP, Krisztián KOPPÁNY	OWA Operators in the Insurance Industry
Katja VIZJAK, Lazar PAVIĆ	Constitutional Law Dimensions of Regulating the Collaborative Economy
Péter TÓTH, Ádám PÁTHY, Zoltán BUGOVICS, Norbert KOVÁCS, Marcell KUPI	Risk Awareness and Insurance Literacy among Hungarian Youth - A Conceptual Approach
Péter CSIBA, Máté FARKAS-KIS, Norbert KOVÁCS	Out of comfort zone: the uncertainty energy flow and how it is managed by insurers
Zoltán BUGOVICS, Krisztián KOPPÁNY, Norbert KOVÁCS, Marcell KUPI, Ádám PÁTHY, Péter TÓTH	Motivations and Determinants of Financial and Insurance Awareness among University Students



<b>Logistics Room: MC-121</b>	<b>Chair: Adrián HORVÁTH Co-chair: Borbála TAMÁS Secretary: Eszter SÓS</b>
Maria Fernanda Florez DE LA OSSA, Adrián HORVÁTH, Edit SÜLE	Analysis of Sustainable Urban Mobility Plans in Europe: Impact of Strategies on Carbon Emissions Reduction Using Multiple Regression
Marah ALMELHEM, Edit SÜLE, László BUICS	Industry 4.0 Role in Integrating Waste Collection and Reverse Logistics: The Impacts on Company's Environmental and Economic Sustainability Performance – a Systematic Literature Review
Heba ZAHER, Santi SETYANINGSIH	ISO 14000 as a Driver of Sustainability: Exploring Its Alternative Drivers Beyond ISO 9000 Standards
Waseem HOBBIE, Tamás GÁSPÁR, Krisztián KOPPÁNY	Exploring Economic Vulnerabilities in North American Value Chains: A Network Analysis Approach
Szabolcs KUDOBA, Krisztián KOPPÁNY, Ágnes KOVÁCS TÓTH, Gyöngyi ORBÁN	Comparative Analysis of Traffic Accidents in Visegrad Cooperation Countries
Michelle Grace TETTEH-CAESAR, Edit SÜLE	Sustainability by Blockchain in the Pharmaceutical Supply Chains: A Systematic Literature Review
Erika Zsuzsanna MADARÁSZ, Melinda SMAHÓ	Sustainable Urban Logistics Planning in Hungarian Cities
Ibrahim ALSAKHEN, Edit SÜLE, László BUICS	AI-Driven Resilience in Revolutionizing Supply Chain Management – A Systematic Literature Review
Mandana GHAREHDAGHI, Dirk-Jan F. KAMANN	Blockchain's Role in Cultivating Trust among Actors in Sustainable Food Supply Networks
Dorottya SZEMERE, Vivien SURMAN	Enhancing Urban Mobility: Exploring the Dimensions of E-Scooter