



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

10 October 2024.

Thursday 13:30-17:30 pm

Corporate Communication and Culture Room: MC-2	Chair: Márta KONCZOS SZOMBATHELYI Co-chair: Ágnes BORGULYA Secretary: Kinga NEMES
Márta KONCZOS SZOMBATHELYI, Daiva ŽOSTAUTIENE Dalia SUSNIENE, Justina Dubraite MANAIKAITE	Selection of Digital Marketing Communication Tools Considering the Stages of Customer Behavior
Judit HIDASI	Some thoughts on the Applicability of Emotional and Cultural Intelligence (EQ and CQ) in Intercultural Studies
Klára FALK BÁNÓ, Katalin KOLLATH	Investigating the Cultural Intelligence Level of Two Small Informatics Companies and How it Affects their International Communication
Zsuzsanna PÁLFFY, Livia ABLONCZY-MIHÁLYKA	Cultural Influence on Sustainability Discourse: A Comparative Analysis of CEO Letters in the Cosmetics and Fashion Industry
Hajnalka HATOS, Márta KONCZOS SZOMBATHELYI	Modelling the Knowledge Flow among Vocational Training and Its Partners
Gáborné NAGY, István ANDRÁS, Márta KONCZOS SZOMBATHELYI	New Way of Measuring the Competitiveness of Higher Education Institutions and Their (Inter)actions and Effects on Regions. Empirical Evidence from Hungary
Melinda KRANKOVITS, Márta KONCZOS SZOMBATHELYI, Judit CSÁK FILEP, Áron SZENNAY	Family Entrepreneurship and Sustainability: Empirical Analysis from Hungary
Kinga NEMES, Márta KONCZOS SZOMBATHELYI, Péter KOVÁCS	Exploring Internal Factors of Capacity Expansion Decision-Making in Hungarian Family Businesses in Food Industry: Introducing a Novel Model
Dóra LAKOSY, Júlia SZŐKE	Chatbot as a Corporate Communication Tool
Krisztina GULYÁS, Márta KONCZOS SZOMBATHELYI	Immigrant Workforce Tendencies and Their Entrepreneurship: Comparison Between Austria, Italy and Hungary
Kamilla STRAUSZ, Szabolcs RÁMHÁP	Navigating the Unknown: The Role of Internal Communication in Mitigating Uncertainty within Startups – Systematic Literature Review Article



Marketing Responses and Social Media Room: MC-122	Chair: Veronika KELLER Co-chair: Soňa CHOVANOVÁ SUPEKOVÁ Secretary: Sewar ALKHATIB
Veronika KELLER, Erzsébet PRINTZ-MARKÓ, Ida ERCSEY	Health-Related Apps: Hungarian version of Lifestyle Application Usability Questionnaire (LAUQ)
Ferenc BAKÓ, András SZEBERÉNYI	Young Adults' Feelings and Knowledge on Climate Anxiety
Nataliia PARKHOMENKO, Svitlana MISHYNA, Aleksandr MISHYN	Brand Development Strategy of Agrarian Products
Bence VERECKEI-POÓR	Consumer Motivation to Buy and Use a Battery Electric Car - Systematic Literature Review
Ankit Jayesh KATRODIA, Ogone ASITILE	Factors Influencing Haircare Purchases among Female Consumers in the North-West Province
Györgyi DANÓ, Stefan KOVÁCS, Vivien SURMAN	Challenges and Opportunities of AI in Market Research: Virtual Interviewers
Tamás VINKÓCZI, Anikó NÉMETH	Factors Influencing the Satisfaction with Banking Services: A Case Study in Hungary
Sewar ALKHATIB, Veronika KELLER, Petra KECSKÉS	Effectiveness of Green Digital Marketing on Purchasing Intentions of Mobile Phone Users
Kelly JOSEPH, László JÓZSA, Annamária SASNÉ GRÓSZ	How Do Cultural Dimensions Shape Consumer Preferences in Seychelles?
Peter VAKHAL	How It Supposed to be? Estimation of the Economic Impact of EU Trade Sanctions on Russian Economy



Digital Supply Network and Sustainability Room: MC-227	Chair: Edit SÜLE Co-Chair: Filip BUGARČIĆ Secretary: Adrián HORVÁTH
Csilla BARTUCZ, Edit SÜLE, Adrián HORVÁTH	Cognitive Biased Decision on Courier Express Parcel Market Cooperation
Filip BUGARČIĆ, Petra Adelajda ZANINOVIĆ, Marijana BUGARČIĆ	Why Does Digitalization of Logistics Operations not Improve a Firm's Competitiveness? Case of Serbian Exporting Companies
István TÖRCSVÁRY	Integrity Potential in the Supply Chain – the Role of Compliance
Erzsébet BUGLYÓ-NYAKAS, Tímea GÁL	A Scientific History of a Global Problem: A Bibliometric Analysis of Food Waste Over the Past 10 Years
Petra BENEDEK	Integration of New Technologies in Quality Management Systems
Svitlana ACHKASOVA, Chao WU	Assessment the Levels of Risk Indicators in China with Their Asymmetric Distribution
Mathew BOOTA, Abderahman REJEB, Edit SÜLE	Drone Technologies: Barriers and Drivers. A Systematic Literature Review
Edit SÜLE, Valeen NDIRANGU	Technology and Data-based operations in Supply Chain Management: An Ethical Approach
László BUICS, Gergely ULECHA, Zoltán SZEGEDI	Navigating Complexity: Strategy Awareness and Digitalization in Central and Eastern European Supply Chains
Sándor REMSEI, Golam SAKALINE, Md. Mahraj UDDIN, László BUICS	Business Process Overhaul in Dairy Supply Chains: An integrated Approach of Advanced Forecasting and Vehicle Routing Techniques
Amanda WOLF	The Impact of AI and Other Digital Technologies on the Financial Sector in Central and Eastern European Countries



Human Resource Management Room: MC-1	Chair: Krisztina DAJNOKI Co-chair: Gábor SZABÓ-SZENTGRÓTI Secretary: Szonja JENEI
Zsuzsanna MÁNDY, Krisztina DAJNOKI, Roland FILEP	Well-Being of Talented Students – An Empirical Study at the University of Debrecen
Marianna SÚVEGES, Attila KURUCZ	Focus on Onboarding Process: Examining Mentoring and Training Programmes from the Perspective of HR and Employees
Masum MIAH, Virág WALTER, Gábor SZABÓ-SZENTGRÓTI	Effects of Green HRM Practices on Employee Green Behavior: The Role of Environmental Knowledge Management and Green Self-efficacy for Greening Education Institutions in Bangladesh
Judit TÖRÖK-KMOSKÓ, Krisztina DAJNOKI	Aligning HRM Practices with Generation Y Motivational Factors in SMEs: A PRISMA Systematic Review
Lejla PELYÁK, Ágnes KOTSIS, Krisztina DAJNOKI	Aspects of Well-being at Work: The Role of Satisfaction and Work-life Balance
József BOROS	The Impact of Artificial Intelligence on Labour Market – Evidence from Hungary
Adrián HORVÁTH, Irma POTHÁCSKY RÁCZ, Judit BILINOVICS-SIPOS, Patrícia HORVÁTH	Corporate Aspects of Human Resource Management and Artificial Intelligence
Esther AMOFA-A DADE, Judit Petra KOLTAI	Health Labor Force Exodus: A Systematic Review of Drivers Influencing Nurses' Migration Intentions from Source Countries
Péter KARÁCSONY, Vivien VALKÓ, Ľuboš CHMELA	Satisfied Employees, Successful Companies: Examining of Employee Satisfaction and Motivation in Southern Slovakia
Szilvia MÓDOS-SZALAI, Szonja JENEI	Enhancing Employee Retention in Small Businesses Through an innovative Methodology
Pál BANDA, Katalin CZAKÓ	Assessing the Impact of Technology-Driven Business Environments on Employees' Mental Health in Higher Education - A Methodological Review
Ágnes KISS, Anikó BENYÁK, Attila KURUCZ	Investigating the Importance of Time Spent at the Workplace and Workplace Loyalty in the Manager-Subordinate Relationship
Judit RÁCSKAY, Ferenc BOGNÁR	Organizational culture trends in light of turbulent times



Leadership Room: MC-123	Chair: Botond Géza KÁLMÁN Co-chair: Tamás VINKÓCZI Secretary: Éva HEIMNÉ RÁCZ
Brigitta SZABÓ-BÁLINT, Norbert SIPOS, Gabriella KURÁTH	Leadership Ambitions from the Perspective of Age and Gender
Orsolya HEBENY-FUCHS, Zsolt KÖMÜVES, Marianna FEHÉRNÉ KISS	Digital Leadership: The 21st Century Leadership Style
Yuliia FEDOROVA, Tatiana MOSKALETS, Anna PILKOVÁ, Juraj MIKUŠ, Viktória PROKHOROVA	Fundamental Prerequisites for Developing a Leader's Emotional Intelligence
Máté FARKAS-KIS, Sándor REMSEI	Math is the Access Ticket to the Managerial Level
Ágnes TOKÁR-SZADAI	An Empirical Analysis of the Competences of Management Consultants in Northeast Hungary between 2001-2021
Károly VIZDÁK, Katalin ÁSVÁNYI	Navigator – Your Life. Your Way.
Máté FARKAS-KIS	Inflection Point: Where People Change their Direction to 'Human' and 'Real' Interests?
Krisztina KÁDÁR	Governance of CCU/S by Relationship Management Aspects
Arvi KUURA, Kristo TÕNISSOO	Sustainability-Oriented Entrepreneurial Behavior: Navigating with Improvisation
Attila Lajos MAKAI, Richard BAVLSIK, Tibor DÕRY	Team Efficacy and Communication Satisfaction as a Driver of Commitment Among University Entrepreneurship Programme Participants
Tamás VINKÓCZI, Ewelina IDZIAK, Borbála TAMÁS, Attila KURUCZ	Tech Titans: Generation Z's Role in the FinTech Evolution
Adrienn VEISZ, Norbert KOVÁCS, Zsolt SZAKÁY	Literature Review on Ethical Leadership in Sports Management
Beáta KÁDÁR, Judit BILINOVICS-SIPOS, Regina Zsuzsanna REICHER	System Model Application in Sustainable Municipality Development
Béla VENESZ, Tibor DÕRY	Key Characteristics and Role of Lead Users in Medical Device Innovations: An Exploratory Study
Asma MECHTA, Zsuzsanna SZELES, Ágnes SIKLÓSI	A Critical Review of Accounting Disclosure Measurement



Tourism and Hospitality I. Room: MC-228	Chair: Zoltán RAFFA Co-chair: Erzsébet PRINTZ-MARKÓ Secretary: Anna PÁTKAINÉ BENDE
Zoltán RAFFAY	Accessible Tourism in Hungary – The Present Situation and Development Possibilities
Stephen PRATT	How Does Tourism Compare to Foreign Direct Investment and Remittances in Stimulating the Economy? A CGE Analysis of Fiji
Csenge Jázmin JAMNITZKY	Visitor Management and Visitor Satisfaction Among Generation Z Through the Example of the Valley of Arts Festival
Krisztina KELLER, Kitti BOROS	Examination of Best Practices in Family-friendly Business Event Management in Hungarian Hotels
Zsuzsanna IVANCSÓNÉ HORVÁTH	Comparison of Angling Tourism in Vas and Győr-Moson-Sopron County
Éva HAPP, Nikoletta NEMES	The Role of Territorial Identity in the Sustainability of Tourism
Ferenc DARABOS	Demand Conditions of Physical Experience-based Tourism in an Urban-centered Wetland
Edit BÉRCES	The Social, Economic, and Cultural Effects of a Countryside Marathon. A Case Study
Csaba KŐMÍVES, Adél VEHRER	Events Based on Gastronomic Traditions in West Hungary, in Győr-Moson-Sopron County
Csaba KŐMÍVES, Marcell KUPI	Tasting Traditions: The Impact of Demographics on Gastronomic Knowledge in Győr-Moson-Sopron