

Call



Dear Colleagues and Friends,
we would like to invite you to the

14th INTERNATIONAL CONFERENCE ON MANAGEMENT
Challenges of Business Management in the 21st Century –
Sustainability and/or Competitiveness?

to be held
in **Budapest**
11-12th June 2026

organized by
John von Neumann University Doctoral School of Management and Business Administration,
Budapest, Hungary

in cooperation with
Częstochowa University of Technology, Faculty of Management, Częstochowa, Poland
Mendel University in Brno, Faculty of Business and Economics, Czech Republic
Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Slovakia

and co-organized by
Budapest Metropolitan University, Faculty of Business, Communication and Tourism,
Budapest, Hungary
as host organizer

and
J. Selye University, Faculty of Economics and Informatics, Komárno, Slovakia
Ferenc Rákóczi II Transcarpathian Hungarian University,
Berehove, Transcarpathia, Ukraine
Sapientia University, Faculty of Economics and Socio-Human Sciences and Engineering,
Miercurea Ciuc, Romania
V. N. Karazín Kharkiv National University, Kharkiv, Ukraine

This is the 14th event of the International Conference on Management (ICoM) conference series which was started in 2011 with the idea to bring together scientists, researchers, PhD students and the representatives of the business sector to exchange and share their experiences and research results about contemporary management and social issues. The conceptual originators and founders of the conference were Prof. Felicjan Bylok and Prof. Csaba Bálint Illés and the purpose of establishing was to enable researchers from the partner universities to meet annually in a different country of the Visegrád Group.

The conference covers a broad range of topics within the field of management science, aligned with the key issues and developments of the period. The 2026 conference is dedicated to explore key contemporary research questions: how sustainability and competitiveness can be jointly advanced, what new challenges businesses face in an era characterised by sustainability-driven strategies, digital transformation, and artificial intelligence. The conference places particular emphasis on high-quality, innovative research that examines how enterprises can achieve and sustain competitiveness within an increasingly dynamic economic, environmental, and social landscape.

The conference provides opportunity for scientists and professionals from various areas of knowledge and disciplines to meet each other, to share their experiences, research results and theoretical studies and to build and strengthen international cooperation for improving the quality of scientific research.

An additional goal of the conference is building bridge between experienced researchers with the young researchers and PhD students to start new relationships and research networks to work together the next generations.

Conference topics / sessions:

1. Business strategies and management, new business models
2. Entrepreneurship, small business management and digitalization
3. Current trends in human resources management
4. Human capital, social capital and intellectual capital
5. Knowledge management and innovation management
6. Strategies towards circularity
7. Sustainable management, marketing strategies
8. Production management in a sustainable organization
9. Trends in supply chain management
10. Agribusiness: management, innovation and competitiveness in agriculture and food processing sector
11. Food quality and food safety management
12. Current trends in finance and financial digitalisation
13. Regional policies and regional development management
14. Trends in tourism and hospitality management

Special topics / sessions:

S1. Animal welfare management

*(Chairs: Dr. Szilvia VETTER, Budapest, Hungary and
Assoc. Prof. Dr. Dalia Amor CONDE, Odense, Denmark)*

S2. Challenges of digitalization and Artificial Intelligence in business

(Chairs: Prof. Dr. habil Zoltán ZÉMAN, Budapest/Kecskemét, Hungary)

S3. ESG as a new tool for competitiveness and social responsibility

(Chairs: Prof. Dr. habil Anna DUNAY, Budapest/Kecskemét, Hungary)

S4. Organizational communication, HR and marketing

(Chairs: Prof. Dr. Szilvia ERDEI-GALLY, Budapest, Hungary)

S5. Soft Skills in Management

Chairs: Prof. Felicjan BYLOK, Poland

S6. Poster Session

The official language of the Conference is English with no translation.

All the information about the conference can be found at the website of the conference:

<https://icom-conference.hu/>

REGISTRATION - ABSTRACTS

Registration can be done via the following link: <https://icom-conference.hu/registration/>

The abstract must be sent for the conference following e-mail address: abstract@icom-conference.hu

REGISTRATION FEE

Registration options depend on the registration time:

- **early bird fee** applies for registrations done before April 30;
- **standard fee** applies for registrations and payments done between May 1-15.

Early bird - Full participation: 360 EUR (for Hungarians: 144.000 HUF)

Standard - Full participation: 500 EUR (for Hungarians: 200.000 HUF)

(The price includes the participation at the conference, the costs of one (full paper) publication, refreshments, lunches on Thursday and Friday, the dinner and social gathering on Thursday evening and the cultural programmes.)

Early bird - Accompanying persons: 180 EUR (for Hungarians: 72.000 HUF)

Standard - Accompanying persons: 360 EUR (for Hungarians: 144.000 HUF)

(The price includes the participation at the conference, refreshments, lunches on Thursday and Friday, the dinner and social gathering on Thursday evening and the cultural programmes.)

Early bird - PhD student: 180 EUR (for Hungarians: 72.000 HUF)

Standard - PhD student: 360 EUR (for Hungarians: 144.000 HUF)

(The price includes the participation at the conference, the costs of publication, refreshments, lunches on Thursday and Friday, the dinner and social gathering on Thursday evening and the cultural programmes.)

Early bird - Fee for one publication without participation: 90 EUR (for Hungarians: 36.000 HUF)

(The price includes the cost of one publication.)

PUBLICATION

Extended abstracts (1-2 page, approx. 400-500 words) will be reviewed and published in the **Conference Book of Abstracts** in electronic form with ISBN and DOI number. All conference participants are eligible to compete for the Best Paper Awards.

The full papers will be published after the conference in two or three **monographs** (issued by well-known international and/or Hungarian publishing houses) or in various respected Hungarian and international **scientific journals**. Monographs that contain the highest-quality papers will be indexed by Scopus. The minimum length of monograph chapters and journal articles should be 30,000–40,000 characters (10–15, max. 20 pages). Journal submissions should be prepared in accordance with the requirements of the respective journals.

IMPORTANT DATES

Deadline for Submission of Abstract	April 20, 2026
Notification on acceptance of Abstracts	April 25, 2026
Deadline for Registration Early Fee payment	April 30, 2026
Deadline for Registration Standard Fee payment	May 15, 2026
Date of 14 th International Conference on Management	June 11-12, 2026
Deadline for Full Paper submission	June 30, 2026
Invitation of selected papers into journals or monographs	July 31, 2026
Publishing of Monographs and/or Conference Proceedings	October-December, 2026

ACCOMMODATION

The accommodation is not included in the registration fee. Participants should make room reservations individually.

CONTACT

Prof. Dr. Róbert MAGDA and Dr. Mehrzad ABDI KHALIFE PhD – *scientific issues*

E-mail: abstract@icom-conference.hu

Prof. Dr. Anna DUNAY and Zsuzsanna ORBÁN – *general issues*

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Assoc. Prof. Dr. habil. László PATAKI and Adrienn JUHÁSZ – *financial issues and registration*

E-mail: registration@icom-conference.hu

CONFERENCE VENUE

Budapest Metropolitan University (METU), 1148 Budapest, Nagy Lajos király útja 1-9., Hungary

Map: <https://bit.ly/metropolitanicom>



2026

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2026