



2026

**FINAL PROGRAMME OF THE CONFERENCE**  
**14<sup>th</sup> INTERNATIONAL CONFERENCE ON MANAGEMENT**

*(Updated: 9<sup>th</sup> June 2026)*

**WEDNESDAY, 10<sup>th</sup> JUNE 2026**

*Arrival and Registration (16.00-19.00) at the Budapest Metropolitan University (at the Round (K) Building, Room K303, 2<sup>nd</sup> floor).*

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

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

**1<sup>st</sup> DAY**

**Thursday, 11<sup>th</sup> JUNE 2026**

**8.00 – 9.30 REGISTRATION** *(at the Round (K) Building, Room K303, 2<sup>nd</sup> floor)*

**9.30 – 10.00 CONFERENCE OPENING** *(at the Round (K) Building, next to registration room)*

*Welcoming the guests*

- **Prof. Dr. Csaba Bálint ILLÉS** Chair of Scientific Committee  
**Prof. Dr. Anna DUNAY** Chair of Organizing Committee, Hungary
  
- **Representatives of partner V4 universities**
  - **Prof. Dr. Felicjan BYLOK**  
Faculty of Management, Czestochowa University of Technology, Poland
  - **Assoc. Prof. Dr. Pavel ŽUFAN**  
Faculty of Business and Economics, Mendel University in Brno, Czech Republic
  - **Dr. h.c. Prof. Dr. Ing. Elena HORSKA**  
Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Slovakia

**10.00 – 12.00 PLENARY SESSION** *(Invited keynote speakers)*

**CHAIRS: PROF. DR. ANNA DUNAY, JOHN VON NEUMANN UNIVERSITY, BUDAPEST**  
**ASSOC. PROF. DR. PAVEL ŽUFAN, MENDEL UNIVERSITY IN BRNO, BRNO**

**SECRETARY: ASSOC. PROF. DR. MIKLÓS DARÓCZI,**  
HUNGARIAN UNIVERSITY OF AGRICULTURE AND LIFE SCIENCES, GÖDÖLLŐ

10.00 – 10.25: **László SZERB**, *University of Pécs, Hungary*

The Integrated, Competency-Based Competitiveness of Hungarian Small Businesses, 2012–2024.

10.30 – 10.55: **Dorota JELONEK**, *Czestochowa University of Technology, Poland*

The Paradox of Green AI: Can AI Supporting Sustainable Development Be Sustainable Itself.

11.00 – 11.25: *József TÓTH, Sapientia University, Miercurea Ciuc, Romania*

Insuring Against Climate Risk or Enabling Adaptation? Evidence from “Open Land Use” Farming Systems

11.30 – 12.00: **Discussion**

**12.05 – 12.15: Photo Session**

**12.20 – 13.30 Lunch and Wine Tasting (in the building of Registration)**

**14.00 – 17.45 CONTRIBUTED PAPERS SESSIONS (1-10)**

*(at the Main (F) Building)*

***Parallel sessions (A)***

*(at the Main (F) Building)*

***14.00 – 15.30 Session 1: Current trends in human resources management***

*(Main (F) Building, Room: F203, 1<sup>st</sup> floor)*

**CHAIRS: DR. LESZEK CICHOBŁAZIŃSKI, CZESTOCHOWA, POLAND**

**DR. DOLORES MENSAH HERVIE, ACCRA, GHANA**

SECRETARY: KHALIL M. BOURGOU, JOHN VON NEUMANN UNIVERSITY, HUNGARY

14.00 – 14.15: ***Dolores Mensah Hervie***, *Accra Technical University, Accra, Ghana*

AI Awareness and Perceptions Among HR Professionals in Ghana: Understanding Adoption Drivers, Risks, and Ethical Concerns

14.15 – 14.30: ***Rita Koroseczné Pavlin***, *Sapientia University, Miercurea Ciuc, Romania*

Reducing Economic Gender Gaps through Tax Policy Instruments in the EU

14.30 – 14.45: ***Leszek Cichobłaziński***, *Czestochowa University of Technology, Poland*

Alternative Dispute Resolution as a Strategic Tool for Organizational Competitiveness and Sustainable Management

14.45 – 15.00: ***Khalil M. Bourgou***, *John von Neumann University, Budapest, Hungary*

The Talent Map of the Hungarian Startup Ecosystem: A Multi-Methodological Analysis of In-Demand Skills and Labor Market Gaps

15.00 – 15.15: ***Mohamed Ali Aloulou***, *John von Neumann University, Budapest, Hungary*

Analysis and Enhancement of ITIL Knowledge Management in Corporate Environments

15.15 – 15.30: **Discussion**

**15.30 – 16.00 Coffee break**

***14.00 – 15.30 Session 2: Animal welfare management***

*(Main (F) Building, Room: F303, 2<sup>nd</sup> floor)*

**CHAIRS: ASSOC. PROF. DR. DALIA AMOR CONDE OVANDO, ODENSE, DENMARK**

**DR. SZILVIA VETTER, BUDAPEST, HUNGARY**

SECRETARY: DR. ENDRE ÁKOS PAPP, BUDAPEST, HUNGARY

14.00 – 14.15: ***Dalia Amor Conde Ovando***, *University of Southern Denmark, Denmark*

Biodiversity as Critical Infrastructure: Implications for Supply Chains and Competitiveness

14.15 – 14.30: ***Kristóf Attila Varga***, *University of Veterinary Medicine Budapest, Hungary*

Animal Welfare issues in connection with food chain supply difficulties

14.30 – 14.45: **Hedvig Dóra Koska**, *University of Veterinary Medicine Budapest, Hungary*  
Sustainable Animal Protection in the Age of AI: A Strategic Framework for Competitiveness, Responsibility and Digital Transformation

14.45 – 15.00: **Endre Ákos Papp**, *John von Neumann University, Budapest, Hungary*  
Artificial Intelligence in Zoo Animal Welfare Assessment: From Monitoring Tool to Ethical and Management Decision Support

15.00 – 15.30: **Discussion**

**15.30 – 16.00 Coffee break**

***14.00 – 15.30 Session 3: ESG as a new tool for competitiveness and social responsibility***  
*(Main (F) Building, Room: F101 Ground floor)*

**CHAIRS: PROF. DR. ANNA DUNAY, BUDAPEST, HUNGARY**  
**DR. MEHRZAD ABDI KHALIFE, BUDAPEST, HUNGARY**

SECRETARY: ADRIENN JUHÁSZ, BUDAPEST, HUNGARY

14.00 – 14.15: **Gábor Zoltán Megyeri**, *John von Neumann University, Budapest, Hungary*  
Analysis of ESG rating frameworks relevant to insurers using a case study

14.15 – 14.30: **Morteza Zolfagharian**, *John von Neumann University, Budapest, Hungary*  
Balancing ESG Dimensions for Sustainable Competitive Advantage: Evidence from European Economies

14.30 – 14.45: **Adrienn Juhász**, *John von Neumann University, Budapest, Hungary*  
Examination of the relationship between ESG and corporate performance based on the Web of Science database

14.45 – 15.00: **Ana Clara Fonseca do Amaral**, *Federal University of Minas Gerais, Belo Horizonte, Brazil*  
Environmental, Social and Governance in the Brazilian insurance market: an analysis in light of SUSEP Circular 666/2022.

15.00 – 15.15: **Krisztina Anikó Farkas**, *John von Neumann University, Budapest, Hungary*  
Comparative Implementation of International Sustainability and Accounting Standards in V4 Countries

15.15 – 15.30: **Discussion**

**15.30 – 16.00 Coffee break**

**14.00 – 15.30 Session 4: Entrepreneurship, small business management and digitalization (1)**  
(Main (F) Building, Room: F102, Ground floor)

**CHAIRS: PROF. DR. RÓBERT MAGDA, BUDAPEST, HUNGARY**  
**DR. DAMIAN DZIEMBEK, CZĘSTOCHOWA, POLAND**

SECRETARY: CSABA SZUDA, BUDAPEST, HUNGARY

14.00 – 14.15: *Marcell Kiss, John von Neumann University, Budapest, Hungary*  
Tool-Based Balanced Scorecard Mapping of Succession Planning: Lessons from Large Firms for SME Application

14.15 – 14.30: *Philisilar Kwamboka Kefa, John von Neumann University, Budapest, Hungary*  
Digital Payment Adoption and Firm Performance: Evidence from Small and Medium Enterprises in Sub-Saharan Africa

14.30 – 14.45: *Damian Dziembek, Częstochowa University of Technology, Częstochowa, Poland*  
The Importance of Cloud Business Intelligence Systems in the Process of Digital Transformation of Enterprises

14.45 – 15.00: *Csaba Szuda, John von Neumann University, Budapest, Hungary*  
The Evolving Role of Quality Management Systems in SMEs

15.00 – 15.15: *Vanessza Bölcsová, J. Selye University, Komárno, Slovakia*  
Examining SME employees' technological openness in the age of digital transformation

15.15 – 15.30: **Discussion**

**15.30 – 16.00 Coffee break**

**14.00 – 15.30 Session 5: Production management and supply chain management in a sustainable organization**  
(Main (F) Building, Room: F210, 1<sup>st</sup> floor)

**CHAIRS: PROF. DR. PÉTER BALOGH, DEBRECEN, HUNGARY**  
**ASSOC. PROF. DR. MIKLÓS DARÓCZI, GÖDÖLLŐ, HUNGARY**

SECRETARY: ASSOC. PROF. DR. BALÁZS GYENGE, BUDAPEST, HUNGARY

14.00 – 14.15: *Imre Dimény, Budapest University of Technology and Economics, Budapest, Hungary*  
Analysis of Learning Effects on Makespan in SALBP-2

14.15 – 14.30: *Ebrahim Mirzaiee Asrami, Hungarian University Of Agriculture And Life Sciences, Gödöllő, Hungary*  
Cost-Sensitive Predictive Maintenance for Industrial Fleets under Asymmetric Penalties

14.30 – 14.45: *Hicham Ihyaden, John von Neumann University, Budapest, Hungary*  
Transitioning from Combustion to Electrification: Comparative Insights on Emission Measurement and Supply Chain Sustainability in Vehicle Production

14.45 – 15.00: **Balázs Gyenge**, *Budapest Metropolitan University, Budapest, Hungary*  
A Multi-Dimensional IntenScope-Based Analysis of Consumer Attitudes Toward Last-Mile Convenience Services

15.00 – 15.15: **Péter Balogh**, *University of Debrecen, Debrecen, Hungary*  
Openness to technology adoption among the Hungarian population

15.15 – 15.30: **Discussion**

15.30 – 16.00 **Coffee break**

**PRESENTATION GUIDELINES**

*All sessions are held in English.*

*Please prepare your presentation (PPT/PPTX) to last a maximum of 12–13 minutes.*

*Standard audio-visual equipment will be available for presentations.*

*We kindly ask participants to upload or submit their presentations at least 5 minutes before the start of the session.*

*Session Chairs or Secretaries should collect the room keys and session documents from the Registration Desk at least 15 minutes before the session start time.*

***Parallel sessions (B)***  
***(at the Main (F) Building)***

***16.00 – 17.45 Session 6: Trends in tourism and hospitality management***  
***(Main (F) Building, Room: F203, 1<sup>st</sup> floor)***

**CHAIRS: PROF. DR. ANNA DUNAY, BUDAPEST, HUNGARY**  
**ASSOC. PROF. DR. BENEDEK NAGY, MIERCUREA CIUC, ROMANIA**  
SECRETARY: LÁSZLÓ PÉTER JUHÁSZ, BUDAPEST, HUNGARY

16.00 – 16.15: ***Tamás Glázer***, *John von Neumann University, Budapest, Hungary*  
The Effects of the Middle East Conflict on the Hungarian Labor Market in the Tourism

16.15 – 16.30: ***Deborah Kangai***, *University of Sopron, Sopron, Hungary*  
Leveraging Mountain Tourism for Sustainable Livelihoods: Insights from Mount Kenya National Park

16.30 – 16.45: ***Benedek Nagy***, *Sapientia University, Miercurea Ciuc, Romania*  
Digitalisation and Technological Transformation in Tourism

16.45 – 17.00: ***László Péter Juhász***, *John von Neumann University, Budapest, Hungary*  
Latent Sustainability Discourse in Hungarian Hospitality: A BERTopic Analysis of ESG and Corporate Governance Perceptions Among Industry Professionals

17.00 – 17.15: ***Violetta Simon***, *Ferenc Rakoczi II Transcarpathian Hungarian University, Berehove, Ukraine*  
Tourism Competitiveness and Regional Resilience in Times of Crisis: A Comparative Study of Hungary and Transcarpathia

17.15 – 17.30: ***Zsuzsanna Behringer***, *John von Neumann University, Budapest, Hungary*  
The Role of International Students in Sustainable Tourism and Enhancing Destination Competitiveness

17.30 – 17.45: **Discussion**

***16.00 – 17.45 Session 7: Entrepreneurship, small business management and digitalization (2)***  
***(Main (F) Building, Room: F210, 1<sup>st</sup> floor)***

**CHAIRS: ASSOC. PROF. DR. PAVEL ŽUFAN, BRNO, CZECH REPUBLIC**  
**DR. MEHRZAD ABDI KHALIFE, BUDAPEST, HUNGARY**  
SECRETARY: AHMAD NOGHANI, BUDAPEST, HUNGARY

16.00 – 16.15: ***Gábor Róbert***, *John von Neumann University, Budapest, Hungary*  
Digitalizing IT Operations: Lessons from Multinational Environments Translated to SMEs

16.15 – 16.30: ***Ahmad Noghani***, *John von Neumann University, Budapest, Hungary*  
Bridging the Leadership Deficit in AI-Driven Digital Transformation: The Role of Workforce Capabilities and Entrepreneurial Competence

16.30 – 16.45: **Yeshwas Fentahun Dagnaw**, *John von Neumann University, Budapest, Hungary*  
Determinants of growth and sustainability of micro and small enterprises (MSEs): systematic literature review evidence from Ethiopia

16.45 – 17.00: **Zsófia Hajnal**, *John von Neumann University, Budapest, Hungary*  
Comparative analysis of companies' digital maturity levels within the V4 countries

17.00 – 17.15: **Gábor Pataki**, *Ferenc Rakoczi II Transcarpathian Hungarian University, Berehove, Ukraine*  
Structural Changes in SMEs across Transcarpathian Micro-regions during Wartime. Evidence from Cluster Analysis

17.15 – 17.30: **Tomasz Turek**, *Częstochowa University of Technology, Częstochowa, Poland*  
Redefining ERP: The Evolution from Monolithic Databases to Autonomous Intelligence Operating Ecosystems

17.30 – 17.45: **Discussion**

**16.00 – 17.45 Session 8: Challenges of digitalization and Artificial Intelligence in business**  
(Main (F) Building, Room: F101, Ground floor)

**CHAIRS: PROF. DR. PÉTER BALOGH, DEBRECEN, HUNGARY**  
**DR. LESZEK ZIORA, CZĘSTOCHOWA, POLAND**

SECRETARY: ZSUZSANNA ORBÁN, BUDAPEST, HUNGARY

16.00 – 16.15: **Attila Méhi**, *Budapest, Hungary*  
AI Literacy under the EU AI Act: From Regulation to Organizational Practice

16.15 – 16.30: **Tamás Makó**, *John von Neumann University, Budapest, Hungary*  
Artificial Intelligence in the Financial Industry

16.30 – 16.45: **Leszek Ziora**, *Częstochowa University of Technology, Częstochowa, Poland*  
Models in the management of contemporary business organizations

16.45 – 17.00: **Győző Mihály Halász**, *John von Neumann University, Budapest, Hungary*  
From Long Waves to Large Models: Reframing Artificial Intelligence as a Management Challenge

17.00 – 17.15: **Zsuzsanna Orbán**, *John von Neumann University, Budapest, Hungary*  
Critical success factors for integrating Generative AI and Knowledge Agents into knowledge management systems to achieve sustainable competitiveness

17.15 – 17.30

17.30 – 17.45: **Discussion**

**16.00 – 17.45 Session 9: Sustainable marketing strategies**

*(Main (F) Building, Room: F102, Ground floor)*

**CHAIRS: PROF. DR. VIKTÓRIA SZENTE, GÖDÖLLŐ, HUNGARY**  
**PROF. DR. JÓZSEF TÓTH, MIERCUREA CIUC, ROMANIA**

SECRETARY: ZOLTÁN POCSAJI, BUDAPEST, HUNGARY

16.00 – 16.15: *Sándor Rostás, University of Sopron, Sopron, Hungary*

Sustainable Marketing Strategies in the Circular Economy: Evidence from a Trade Fair Survey at Ecomondo 2025

16.15 – 16.30: *Zohreh Karbalaee Mehdi, John von Neumann University, Budapest, Hungary*

Enhancing Organizational Performance through Customer-Centric Marketing Strategies: The Role of Customer Mindset in the Food Industry

16.30 – 16.45: *Viktória Szente, Hungarian University Of Agriculture And Life Sciences, Gödöllő, Hungary*

Responsible public catering solutions in schools - Case studies from different countries applying the systems thinking model

16.45 – 17.00: *Attila Szőcs, Sapientia University, Miercurea Ciuc, Romania*

Consumer Profiling and Psychographic Segmentation at the Taste of Transylvania Festival

17.00 – 17.15: *Katalin Nagy-Kercsó, Sapientia University, Miercurea Ciuc, Romania*

Greenwashing and Consumer Responses in the Food Sector A Literature Review and Research Agenda

17.15 – 17.30: *Zoltán Pocsaji, John von Neumann University, Budapest, Hungary*

Bundling Strategies and Brand Equity in Telecommunications: Value Creation or Customer Lock-in?

17.30 – 17.45: **Discussion**

**16.00 – 17.45 Session 10: Current trends in finance and financial digitalisation (1)**

*(Main (F) Building, Room: F303, 2<sup>nd</sup> floor)*

**CHAIRS: PROF. DR. ZOLTÁN ZÉMAN, BUDAPEST, HUNGARY**  
**PROF. DR. DOROTA JELONEK, CZĘSTOCHOWA, POLAND**

SECRETARY: WIDI SAVITRI ANDRIASARI, BUDAPEST, HUNGARY

16.00 – 16.15: *János Mészáros, J. Selye University, Komárno, Slovakia*

Bridging the Monetary Gap: The "Shadow Border" Effect in Hungarian-Eurozone Trade (2015–2025)

16.15 – 16.30: *László Mátyás Czirkus, John von Neumann University, Budapest, Hungary*

Decentralized Innovation for Sustainability: Blockchain Applications in Finance, Governance and Reporting

16.30 – 16.45: *Tivadar Zakár, John von Neumann University, Budapest, Hungary*

Risk Properties and Fat-Tailed Nature of Stock Market Returns in the CEE Region

16.45 – 17.00: *Widi Savitri Andriasari, John von Neumann University, Budapest, Hungary*  
The Relative Impact of Sustainability and Profitability on Investor Decision Making: Evidence from Capital Markets

17.00 – 17.15: *Zoltán Lovász, John von Neumann University, Budapest, Hungary*  
SAS Modernisation for Banks, Insurers & Financial Institutions

17.15 – 17.30:

17.30 – 17.45: **Discussion**

**18.10** *Departure to the Lázár Equestrian Park from the building of Registration (by own cars and buses)*

**18.45 – 23.00** Conference dinner & cultural performances  
at the Lázár Equestrian Park

**23.10** *Departure from the Lázár Equestrian Park to Gödöllő and Budapest (University)*

**PRESENTATION GUIDELINES**

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*Session Chairs or Secretaries should collect the room keys and session documents from the Registration Desk at least 15 minutes before the session start time.*

**2<sup>nd</sup> DAY –  
FRIDAY, 12<sup>th</sup> JUNE, 2026**

**7.30 – 9.00 REGISTRATION** (Building: Round (K) Building)

**SPECIAL PLENARY SESSION** (*at the Round (K) Building*)

**8.30 – 09.00 Marina Mudrenović**, Pearson Ltd.

AI built for learning

<https://www.pearsonmylabandmastering.com/global/>

<https://learningcatalytics.com>

**9.00 – 13.00 CONTRIBUTED PAPERS SESSIONS (11-21)**

(*at the Main (F) Building*)

*Parallel sessions (C)*

(*at the Main (F) Building*)

**9.00 – 10.45 Session 11: Innovation management**

(*Main (F) Building, Room: F210, 1<sup>st</sup> floor*)

**CHAIRS: ASSOC. PROF. DR. EDE LÁZÁR, MIERCUREA CIUC, ROMANIA**

**ASSOC. PROF. DR. BALÁZS GYENGE, BUDAPEST, HUNGARY**

**SECRETARY: ILONA GÁL, BUDAPEST, HUNGARY**

9.00 – 9.15: *Ana Clara Fonseca do Amaral, Federal University of Minas Gerais, Belo Horizonte, Brazil*

Economic Blocs and Environmental Innovation: An Analysis of the Efficiency of Investment in Research and Development

9.15 – 9.30: *Ede Lázár, Sapientia University, Miercurea Ciuc, Romania*

ChatGPT acceptance of higher education students

9.30 – 9.45: *Ilona Gál, John von Neumann University, Budapest, Hungary*

User evaluation of AI-based healthcare software: Implications for efficiency and competitiveness

9.45 – 10.00: *Zsófia Závogyán, John von Neumann University, Budapest, Hungary*

Robots in the Hospitality Industry: Trends, Experiences, and Future Prospects Focusing on Japan

10.00 – 10.15: *Vivien Bence, John von Neumann University, Budapest, Hungary*

Language as a Cognitive Biasing Factor in Financial Decision-Making A Literature Review and Meta-Analysis

10.15 – 10.30: *István Tüskés, John von Neumann University, Budapest, Hungary*

Integration of ESG and Post-2020 Risk Factors into Corporate Investment Decision-Making: Evidence from Hungarian Companies

10.30 – 10.45: **Discussion**

10.45 – 11.15 **Coffee break**

**9.00 – 10.45 Session 12: Regional policies and regional development management**  
(Main (F) Building, Room: F101, Ground floor)

**CHAIRS: PROF. DR. ROBERT BACHO, BEREHOVE, UKRAINE**  
**DR. LESZEK CICHOBŁAZIŃSKI, CZĘSTOCHOWA, POLAND**

SECRETARY: GABRIELLA ZAGYVA, BUDAPEST, HUNGARY

9.00 – 9.15: **András Pálmai**, *Hungarian University of Agriculture and Life Sciences, Gödöllő, Hungary*

Connection between freight transportation modes and GDP in the Visegrád Group

9.15 – 9.30: **Kateryna Sochka**, *Ferenc Rakoczi II Transcarpathian Hungarian University, Berehove, Ukraine*

Decentralisation reforms in Ukraine under Crisis Conditions: Challenges for Regional Development and Fiscal Sustainability

9.30 – 9.45: **Robert Bacho**, *Ferenc Rakoczi II Transcarpathian Hungarian University, Berehove, Ukraine*

The Role of Administrative Reform in Enhancing the Financial Self-Sufficiency of Transcarpathian Micro-Regions

9.45 – 10.00: **Gabriella Zagyva**, *John von Neumann University, Budapest, Hungary*

Regenerative rural development and the Active Aging Index: The role of regenerative nudging in fostering Silver Stewardship

10.00 – 10.15: **Nour Alkilani**, *John von Neumann University, Budapest, Hungary*

Sustainable Regional Development and Competitiveness in Central Europe: The Role of Governance, Innovation, and Clusters

10.15 – 10.30: **Nina Poyda-Nosyk**, *Ferenc Rakoczi II Transcarpathian Hungarian University, Berehove, Ukraine*

Structural transformation of Transcarpathian regional economy under wartime conditions: financial security challenges and competitiveness perspectives

10.30 – 10.45: **Discussion**

**10.45 – 11.15 Coffee break**

**9.00 – 10.45 Session 13: Circular economy, green innovations**  
(Main (F) Building, Room: F203, 1<sup>st</sup> floor)

**CHAIRS: PROF. DR. RÓBERT MAGDA, BUDAPEST, HUNGARY**  
**ASSOC. PROF. DR. MIKLÓS DARÓCZI, GÖDÖLLŐ, HUNGARY**

SECRETARY: MARÍA FERNANDA CRUZ PÉREZ, BUDAPEST, HUNGARY

9.00 – 9.15: **Sahab AlKholi**, *Hungarian University of Agriculture and Life Sciences, Gödöllő, Hungary*

Analysis of Freshwater Consumption and Wastewater Generation in Paint Shop Operations: A Techno-Economic and Management Perspective

9.15 – 9.30: *María Fernanda Cruz Pérez, John von Neumann University, Budapest, Hungary*  
Mapping the AI-Circular Economy landscape: evidence from a bibliometric analysis

9.30 – 9.45: *Isaac Tetteh, John von Neumann University, Budapest, Hungary*  
Supply Chain Finance and Circular Economy Performance among Manufacturing SMEs in Ghana:  
The Moderating Roles of Green Innovation Capability and Supply Chain Digitalization

9.45 – 10.00: *Victoria Akosua Nyamador, John von Neumann University, Budapest, Hungary*  
Enhancing Green Competitive Advantage through Eco-innovation: The moderating role of Green  
Innovation Capability and Green Innovation Orientation

10.00 – 10.15: *István Vajna, John von Neumann University, Budapest, Hungary*  
The impact of lean management on sustainability in automotive supplier company

10.15 – 10.30: *Ágnes Kiss, AUDIT TIME Kft., Kecskemét, Hungary*  
Artificial Intelligence and Audit Decision-Making: Efficiency, Quality, and Skepticism

10.30 – 10.45: **Discussion**

**10.45 – 11.15 Coffee break**

**9.00 – 10.45 Session 14: Business strategies and management, new business models**  
(Main (F) Building, Room: F102, Ground floor)

**CHAIRS: PROF. DR. DOROTA JELONEK, CZĘSTOCHOWA, POLAND**

**ASSOC. PROF. DR. PAVEL ŽUFAN, BRNO, CZECH REPUBLIC**

**SECRETARY: SHARLOM MUITA, BUDAPEST, HUNGARY, BUDAPEST, HUNGARY**

9.00 – 9.15: *Attila Komlósi, John von Neumann University, Budapest, Hungary*  
Integrated Production Control Systems: A Contingency-Based Empirical Analysis of MRP, Lean  
and TOC in Production Planning and Control

9.15 – 9.30: *Balázs Mayer, John von Neumann University, Budapest, Hungary*  
Sustainability as Constraint or Competitive Advantage? Strategic Responses of Firms to Geo-  
economic Pressures

9.30 – 9.45: *Pavel Žufan, Mendel University in Brno, Brno, Czech Republic*  
Compass of Competitiveness and Union of Skills

9.45 – 10.00: *Henriett Károlyi, John von Neumann University, Budapest, Hungary*  
Antifragile business models

10.00 – 10.15: *Sharlom Muita, John von Neumann University, Budapest, Hungary*  
Examining the carrying capacity of an MSME within an increasingly dynamic economic,  
environmental, and social landscape

10.15 – 10.30:

10.30 – 10.45: **Discussion**

**10.45 – 11.15 Coffee break**

**9.00 – 10.45 Session 15: Knowledge and talent management**

*(Main (F) Building, Room: F303, 2<sup>nd</sup> floor)*

**CHAIRS: DR. ANNA ALBRYCHIEWICZ-SŁOCIŃSKA, CZĘSTOCHOWA, POLAND  
ASSOC. PROF. DR. SZILÁRD MALATYINSZKI, KECSKEMÉT, HUNGARY**

SECRETARY: MERCY MINOO KAVELE, BUDAPEST, HUNGARY

9.00 – 9.15: *Endre Hevesi, J. Selye University, Komárno, Slovakia*  
Trust, Communication and Knowledge Sharing and their Effect on the Success of Wineries

9.15 – 9.30: *Zsuzsanna Nemes, John von Neumann University, Budapest, Hungary*  
Management tools for managing generational differences in manufacturing SMEs

9.30 – 9.45: *Anna Albrychiewicz-Słocińska, Częstochowa University of Technology, Poland*  
Building the Future: Knowledge Sharing and Resilience as Core Competencies

9.45 – 10.00: *Szilárd Malatyinszki, John von Neumann University, Budapest, Hungary*  
The organisational and leadership factors of talent retention

10.00 – 10.15: *Mercy Minoo Kavele, John von Neumann University, Budapest, Hungary*  
Knowledge Management Capabilities and Digital Resource Optimization: Enhancing Innovation in the Digital Transformation Era

10.15 – 10.30: *Mehrzad Abdikhalife, Ticker bell Kft*  
*How Science Learns: Debate, Critical Thinking, and Peer Review in the Evolution of Knowledge*

10.30 – 10.45: **Discussion**

**10.45 – 11.15 Coffee break**

**9.00 – 10.45 Session 16: Human Capital and Sustainable Businesses**

*(Main (F) Building, Room: F304, 2<sup>nd</sup> floor)*

**CHAIRS: ASSOC. PROF. DR. HELENA CHLÁDKOVÁ, BRNO, CZECH REPUBLIC  
ASSOC. PROF. DR. LÁSZLÓ PATAKI, BUDAPEST, HUNGARY**

SECRETARY: ÉVA, BOGNÁR, BUDAPEST, HUNGARY

9.00 – 9.15: *Emőke Szűcs-Kanda, John von Neumann University, Budapest, Hungary*  
Psychological and Economic Consequences of Workplace Mobbing: An Integrated Approach in the Context of Organizational Performance

9.15 – 9.30: *Éva Bognár, John von Neumann University, Budapest, Hungary*  
Joint keyword analysis of Short Supply Chains (SSC) and bibliometric network analysis of sustainable agrotourism

9.30 – 9.45: *Flóra Kamilla Mérges, John von Neumann University, Budapest, Hungary*  
Digital sustainability as the sustaining force of Generation Z in the white-collar sector with the presence of AI

9.45 – 10.00: *Attila Korenika, John von Neumann University, Budapest, Hungary*  
Sustainable Development in Hospitality: Trends and Practical Strategies in Hungary

10.00 – 10.15: *Helena Chládková, Mendel University in Brno, Brno, Czech Republic*  
Students reflect on the role of ethics in developing sustainable business and society.

10.15 – 10.30: *Zsuzsa Barnóczki, John von Neumann University, Budapest, Hungary*  
The Human Premium in Online Higher Education: Willingness-to-Pay for Mentoring as a Competitive Differentiator in the Vietnamese EdTech Market

10.30 – 10.45: **Discussion**

**10.45 – 11.15 Coffee break**

**PRESENTATION GUIDELINES**

*All sessions are held in English.*

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***Parallel sessions (D)***  
***(at the Main (F) Building)***

***11.15 – 13.00 Session 17: Sustainable economy, sustainable management***  
***(Main (F) Building, Room: F210, 1<sup>st</sup> floor)***

**CHAIRS: PROF. DR. JÓZSEF TÓTH, MIERCUREA CIUC, ROMANIA**  
**PROF. DR. RÓBERT MAGDA, BUDAPEST, HUNGARY**

SECRETARY: ILDIKÓ DÓSA, BUDAPEST, HUNGARY

11.15 – 11.30: ***Ildikó Dósa***, *John von Neumann University, Budapest, Hungary*  
The role of Payments for Forest Ecosystem Services Schemes in enhancing sustainability, competitiveness and ecotourism in private forestry

11.30 – 11.45: ***Winfred Ayanga***, *John von Neumann University, Budapest, Hungary*  
Soft skills as a strategic asset in enhancing organizational sustainability

11.45 – 12.00: ***Yonas Habtu***, *John von Neumann University, Budapest, Hungary*  
Competitiveness and Sustainability in Economics Concepts: A Literature Review

12.00 – 12.15: ***Ildikó Zdenkó-Károly***, *Ministry of Agriculture, Budapest, Hungary*  
Climate adaptive, sustainable and competitive forest management under changing conditions

12.15 – 12.30: ***Ibrahim Yusuf Salisu***, *John von Neumann University, Budapest, Hungary*  
Public Private Dynamic in Climate Finance: Evidence from Nigeria

12.30 – 12.45:

12.45 – 13.00: **Discussion**

***11.15 – 13.00 Session 18: Innovation and competitiveness in agribusiness and food processing sector***  
***(Main (F) Building, Room: F303, 2<sup>nd</sup> floor)***

**CHAIRS: ASSOC. PROF. DR. ZITA JÚLIA FODOR, GÖDÖLLŐ, HUNGARY**  
**ASSOC. PROF. DR. MIKLÓS DARÓCZI, BUDAPEST, HUNGARY**

SECRETARY: ÁGNES JAKAB, BUDAPEST, HUNGARY

11.15 – 11.30: ***Nikolett Faragó***, *John von Neumann University, Budapest, Hungary*  
Comparative Analysis of the Agricultural Structure, Land Tenure and Support Systems of France and Hungary

11.30 – 11.45: ***Gabriella Katalin Bodor***, *Hungarian University of Agriculture and Life Sciences, Gödöllő, Hungary*  
Adoption motivation of New Technologies in Agriculture: the case of Soil Bacterial Preparations

11.45 – 12.00: ***Zita Júlia Fodor***, *Hungarian University of Agriculture and Life Sciences, Gödöllő, Hungary*  
Sustainability or Competitiveness? Green Investment Capacity and Competitive Polarisation in the Hungarian Bakery Industry

12.00 – 12.15: *Ágnes Jakab, John von Neumann University, Budapest, Hungary*  
Research Trends in Agricultural Knowledge and Innovation Systems: A Bibliometric Review

12.15 – 12.30: *Csaba Zoltán Szabó, John von Neumann University, Budapest, Hungary*  
Economic and Social Impacts into Sustainable Ragweed Control Decisions

12.30 – 12.45: *Wioletta Bajdur, Częstochowa University of Technology, Częstochowa, Poland*  
The Importance of S-LCA in the Comprehensive Life Cycle Assessment of Chemical Product

12.45 - 13.00: **Discussion**

***11.15 – 13.00 Session 19: Human Capital and Financial Competencies for Sustainable Economic Development***

*(Main (F) Building, Room: F203, 1<sup>st</sup> floor)*

**CHAIRS: DR. ANNA ALBRYCHIEWICZ-SŁOCIŃSKA, CZĘSTOCHOWA, POLAND**  
**ASSOC. PROF. DR. SERGEY VINOGRADOV, BUDAPEST, HUNGARY**

SECRETARY: GYŐZŐ BENCSIK, BUDAPEST, HUNGARY

11.15 – 11.30: *Sergey Vinogradov, Budapest Metropolitan University, Budapest, Hungary*  
Perceived Benefits and Risks of Artificial Intelligence Among Business Students at Budapest Metropolitan University

11.30 – 11.45: *Izabela Krauze, Częstochowa University of Technology, Częstochowa, Poland*  
The Role of a Leader in Workforce Reduction: The Importance of Offboarding in Conditions of Economic Uncertainty

11.45 – 12.00: *Richard Hadadi, John von Neumann University, Budapest, Hungary*  
The Economic Role of Dual Higher Education in Reducing Labour Market Inequalities in Hungary

12.00 – 12.15: *Zoltán Kovács, University of Sopron, Sopron, Hungary*  
The Concept, Components and Economic Importance of Financial Self-Care

12.15 – 12.30: *Győző Bencsik, John von Neumann University, Budapest, Hungary*  
Attitude Scale the Structure of Financial Attitude Dimensions and Demographic Differences

12.30 – 12.45: *Umidakhon Narimanova, The Academy of Public and Policy Administration, Tashkent, Uzbekistan*  
Building Competitive World-Class Universities: The Strategic Role of Stakeholder Communication

12.45 – 13.00: **Discussion**

**11.15 – 13.00 Session 20: Current trends in finance and financial digitalisation (2)**  
(Main (F) Building, Room: F102, Ground floor)

**CHAIRS: PROF. DR. ZOLTÁN ZÉMAN, BUDAPEST, HUNGARY**  
**ASSOC. PROF. DR. GABRIELLA LOSKORIKH, BEREHOVE, UKRAINE**

SECRETARY: LÁSZLÓ PÉTER JUHÁSZ, BUDAPEST, HUNGARY

11.15 – 11.30: **Dominika Anna Gecse**, *John von Neumann University, Budapest, Hungary*  
The Role of Financial Resilience in Economic Decision Quality

11.30 – 11.45: **Tamás Harci**, *John von Neumann University, Budapest, Hungary*  
Who Controls Performance?

11.45 – 12.00: **László Réti**, *John von Neumann University, Budapest, Hungary*  
Experiences of Digital VAT Control Mechanisms in the Evolution of the VAT Gap in Selected EU Countries The Role of Electronic Fiscal Devices (EFDs) and the Expansion of Transactional Transparency

12.00 – 12.15: **Gabriella Loskorikh**, *Ferenc Rakoczi II Transcarpathian Hungarian University, Berehove, Ukraine*  
Changes in the Ukrainian Tax System and Their Impact on the Business Sector in Transcarpathia

12.15 – 12.30: **Zsolt Dupcsák**, *John von Neumann University, Budapest, Hungary*  
Factors Influencing Capital Structure Under Economic Uncertainty

12.30 – 12.45: **Dominik Szakács**, *John von Neumann University, Budapest, Hungary*  
Prospect Theory and Insurance Demand: Evidence from Corporate and Household Decision-Making

12.45– 13.00: **Discussion**

**11.15 – 13.00 Session 21: Economic Behavior and Performance Evaluation**  
(Main (F) Building, Room: F304, 2<sup>nd</sup> floor)

**CHAIRS: PROF. DR. CSABA BÁLINT ILLÉS, BUDAPEST, HUNGARY**  
**ASSOC. PROF. DR. ZSUZSANNA NAÁR-TÓTH, BUDAPEST, HUNGARY**

SECRETARY: ŁUKASZ SKIBA, CZĘSTOCHOWA, POLAND

11.15 – 11.30: **Zsuzsanna Naár-Tóth**, *Budapest Metropolitan University, Budapest, Hungary*  
A Gap Analysis of Job Preferences and Actual Job Conditions: Evidence from Budapest Metropolitan University Graduates

11.30 – 11.45: **Felician Bylok**, *Częstochowa University of Technology, Częstochowa, Poland*  
Consumption in Poland: Consumer Behavior and Socio-Demographic Determinants

11.45 – 12.00: **István Gábor Zsarnay**, *John von Neumann University, Budapest, Hungary*  
Algorithm or Instinct? How AI Screening Tools Shift the Balance in Early-Stage Venture Capital Deal Selection

12.00 – 12.15: **Lukasz Skiba**, *Częstochowa University of Technology, Częstochowa, Poland*  
The Impact of Trust on a Country's Wealth

12.15 – 12.30: **Rami Ben Ayed**, *John von Neumann University, Budapest, Hungary*  
KPI Gaming Risk and Goodhart's Law: Designing Robust Predictive KPIs for Industrial Performance Management

12.30 – 12.45:

12.45– 13.00: **Discussion**

### **13.15 – 13.30 SUMMARY AND CONCLUSIONS OF THE CONFERENCE**

*(at the Round (K) Building)*

**Best Paper and Best Presentation awards**

**Summary and conclusions of the conference**

**13.30 – 14.45 LUNCH** (at the building of Registration)

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**2026**