



FIKUSZ 2021
XVI. Symposium for Young Researchers
Budapest, 26. November 2021.

9:00-9:20	Opening Ceremony: Mónika Fodor, dean; Anikó Kelemen-Erdős, conference chair Welcome Speech: László Gulácsi, vice-rector	FIKUSZ 2021 Channel
9:20-11:20	Plenary Session, Chair: Florin Duma, Anikó Kelemen-Erdős Development and migration of university spin-offs in semi-peripheral regions by Jacques Bazen Polish agriculture in view of the General Agricultural Census 2020 by Edmund Lorencowicz Is the eudaimonic or hedonic approach contribute to psychological well-being? An empirical study by Hima Parameswaran Macroeconomic policy stimuli in Germany during Covid19 times and their impacts by Martin Wenke Family firms theoretical approaches and growth methods by Fernando Enrique Reyes Reina Bioeconomy nexus as a transition path towards sustainability by Mariusz Maciejczak	
11:20-11:30	Break	
11:30-13:10	Session I.	
	Consumer Behavior Session chairs: Sandra Lizzeth Hernández-Zelaya, Réka Saáry	Consumer Behaviour Channel
	The impact of origin in the selection of children's food-the- case of Albania and Kosovo by Ledja Hida, Erka Karauli, Elena Kokthi, Arbenita Hasani	
	The influence of colors on consumer behavior: Neuromarketing, the impact of colors on consumer choices by Aurela Braholli	
	Will nutritionists reduce uncertainty in parents food choices? The case of baby food in Albania and Kosovo by Erka Karauli, Ledja Hida, Elena Kokthi, Arbenita Hasani	
	Organic food and instant food consuming behaviors – is it the same? Hungary versus China by Wu Yue	
	Consumers' purchasing decisions as a resultant of the perception of selected elements of the packaging's visual layer by Konrad Smolen	
	Information Technology Session chairs: Lourdes Ruiz, András Keszthelyi	IT Channel
	Cybersecurity issues in power systems by Zsolt Szabó	
	Measuring safety consciousness by Pál Fehér-Polgár	
	Why should chatbots be like humans? Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) and Belief Desire Intentions (BDI) Model-based investigation by Savved Khawar Abbas, Andrea Kó, Zoltán Szabó	
	Business Management Session chairs: Fernando Enrique Reyes Reina, Andrea Tick	Business Management I. Channel
	Adaptation of executive compensation in COVID-19 crisis conditions by Ivana Marinovic Matovic	
	Driving forces of change management processes by Anara Bekmukhambetova	
	Bullwhip effect for all? Non sensitive supply chains by Diana Strommer	
	Individual reputation, organizational values and the right to be forgotten by Sandra Lizzeth Hernández-Zelaya, Mercedes Ramos Gutiérrez, Fernando Enrique Reyes	
	Impact of manager personal characteristics on decision-making by Irina Canco	
13:10-13:40	Break	
13:40-15:40	Session II.	
	Marketing Session chairs: Martin Wenke, Melinda Majláth	Marketing Channel
	Communication role of eco-labels: The example of cosmetic webshops in Hungary by Melinda Majláth	
	Digitalization in the field of tourism marketing by Tamás Iványi	
	On consumer habits using autonomous vehicles by Patrick Viktor, Simon Dániel, Albert Molnar	
	Pollutions in the Oceans by Binsa Aeteh Nadaprapha	
	Human Resource Development I. Session chairs: Elena Malkawi, Katalin Takácsné György	HR I. Channel
	Creative as a sustainable career in Africa by Eric Agyare	
	Analysis of the reason for postponement of the departure of the Hungarian young generation from home by Daniel Simon, Lili Belkovic	
	Assessment of a gamified university course by Péter Szentesi	
	Level of cultural intelligence in context of international communicational processes of university students by Timur Valishin, Anastasiia Bank	
	Rural tourism effects on youth employment by Amalia Tola	
	Business management II. Session chairs: Hima Parameswaran, János Varga	Business Management II. Channel
	Trends in the disappearance of Hungarian SMEs by Zsuzsanna Deák, Tibor János Karlovitz, Judit Kárpáti-Daróczy	
	The impact of AI-based CRM on performance of organization: Analysis in B2B by Astanay Musrep, Daniyar Nurmukhamet, Akmaral Abdubalieva, Regina Reicher	
	CRM program and technology implemented By Coca Cola in B2B partnership by Dennis Orina, Darina Ilina, Ayim Mukhamedzhan, Regina Reicher	
	Business contributions to Sustainable Development Goals 3 by Fernando Enrique Reyes Reina, Irene Martín Martín, Sandra Lizzeth Hernández Zelaya	
	CRM adoption model in the context of B2B sector by Mirasbek Nurseit, Albert Molnar, Jamilya Zhelpakova, Regina Reicher	
	Investigating CRM system from psychological perspective by Regina Zsuzsanna Reicher, Diana Yelshiyeva, Aruzhan Yerniskyzy, Derrick Njambi Kamau	
	Why the Data is the new gold for companies? by Mihály Panyi	

15:40-17:40	Session III.	
	Human Resource Development II. Session chairs: Etleva Dashi, Csilla Mizser	HR II. Channel
	The role of HR in the expatriation Process by Martins Araújo Beserra Meirelene	
	Employee - Supervisor Conflict Management in Organization by Ani Mbrica, Ina Keçi, Elida Boshnjaku, Krisdela Kaçani, Kreshnik Bello	
	How to Build a Future-proof Organization in the Post-Covid Era? by Andrea Gémesi	
	Psychological contract in public sector: Systematic literature review by Agata Bera	
	Mediation in education-challenges in 2021 by Csilla Mizser	
	Macroeconomic Affairs Session chairs: Jacques Bazen, Valéria Szekeres	Macroeconomic Affairs Channel
	The impact of COVID-19 on Airline Industry by Gokce Kalkan	
	Characteristics of the wine industry in Poland and in the world - analysis based on a selected entity in the supply chain by Wojciech Domagala	
	Analysis of the evolution and perspectives of the pension systems in The Netherland and Romania by Florin Duma, Jacques Bazen	
	The Influence of Exports and Imports on Economic Growth in Palestine by Ayman Balawi	
	Finance Session chairs: Tamil Selvan Ramadoss, István Takács	Finance Channel
	Taxivity for the future or the past by Gábor Tóth, István Takács	
	Examination of financial investment opportunities based on the investment and risk tolerance of Hungarian university students by Daniel Simon	
	Agency Cost and Risk Management; evidence from Albanian Banking system by Elona Shehu	
	Classic and ReFFT sectoral efficiency of the World top 500 companies by Richárd Szabó	
	Factors Affecting the Banks Profitability in Jordan Between (2015 – 2020) by Sahoum Ali Aljazzazen	
	Sustainability and Innovation Session chairs: Mariusz Maciejczak, Ágnes Csiszárík-Kocsir	Sustainability and Innovation Channel
	Transaction costs in the bioeconomy by Wojciech Ciechanowski	
	Alternative to flar or vent the harmful gases by Sara Wakim	
	Investigation of the Hungarian market trends related to electric cars: In focus the consumer behaviour by Kevin Németh, Péter Miklós Kőmives	
	Singapore Unlimited: A Global Benchmark for Strategic Innovation, Resilience, and Overall Sustainability by Ivan Aigner, Mónika Garai-Fodor, Tibor Pál Szemere	
	Identifying the critical control points in beer production by Attila Albert	
	Tech mining analysis: renewable energy forecasting using Artificial Intelligence technologies by Mutaz AlShafeey, Csaba Csaki	
17:50-18:00	Closing Ceremony: Best Paper Award: Anikó Kelemen-Erdős	Closing Ceremony Channel