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# Abstract Booklet



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# **The Role of Advanced Digital Technologies on E-Commerce Sales During (Covid-19) Pandemic Time**

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(Abstract) Thanks to the appearance of the Internet and the ongoing digitalization of modern life, today, consumers from all world have a need to use electronic commerce (E-commerce). Nowadays, especially due to the emergence of the COVID-19 pandemic that led to limited human activities, there is a need to clarify how enterprises can find new opportunities in the digital business environment. Hence, the purpose of this study is to examine how using of advanced information and communication technologies (ICT) impact sales which realise through e-commerce in enterprises in the EU countries. This research is based upon quantitative from the Eurostat database for 2020 data. The analysis has involved the enterprises which achieved at least 1% turnover with e-commerce sales. The results obtained using the Multiple Linear Regression (MLR) indicates that cloud computing services the most contribute to e-commerce in COVID-19 time.

## **Feltáró jellegű kutatás az egyének biztonsági szokásairól**

**Gerda Bak, Lajos Muha**

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(Abstract) Napjainkban a különböző digitális és okoseszközök az életünk szerves részét képezik. A technológiai innovációnak köszönhetően ezek az eszközök folyamatosan fejlődnek, változnak. Nagyban megkönnyítik az életünk, azonban kockázatot is jelentenek, hiszen a különféle okoseszközök internet általi összekapcsolása nem csak nekünk nyújt korlátlan hozzáférhetőséget az adatainkhoz, hanem más, illetéktelen személyeknek is. Az adataink és a magánéletünk védelme azonban nem csak technológiai oldalról igényel védelmet, hanem a felhasználók részéről is. Számos kutatás kimutatta, hogy a védelem leggyengébb pontja az ember. Jelen tanulmányban a felhasználók biztonsági szokásairól kaphatunk képet egy feltáró kutatás keretében. Az eredmények tükrében elmondható, hogy a felhasználók biztonsági szokásai kettősek, egyrészt védik az eszközeiket PIN-kóddal, jelszavakkal, azonban a frissítésekre nem feltétlen figyelnek, mint ahogy a laptopon bekapcsolt Bluetooth-szal sebezhetővé teszik az eszközeiket.



## **What drives bankruptcy? Albanian case**

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(Abstract) Predicting the bankruptcy phenomenon has attracted the attention of many researchers. The purpose of this paper is to establish a model for predicting bankruptcy and its ability to assess the probability of bankruptcy for Albanian economic units. The main objective is the analysis of financial information using financial ratios, a model for forecasting bankruptcy is outlined. For this purpose 100 economic units (35 already bankrupt and 65 still operational) were selected as the primary sample and using discriminative multi-variables analysis, stepwise method created a Z-score function. To achieve this, 25 different financial ratios were selected as primary data. The results showed that 84.3% of economic units were properly classified, indicating that the model is strong enough to predict the probability of bankruptcy. It turned out that the liquidity, turnover, financial structure and profitability ratios contributed to the prediction of bankruptcy for Albanian entities.

# **Regulating Disinformation on Social Networking Platforms in times of Covid-19**

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(Abstract) The paper aims at targeting the novel research avenue around social digital responsibility, big data und democracy and emphasizes the emergence to understand and further their interplay in the first global crisis of a digital age. By using the current example of COVID-19-related disinformation and conspiracy theories being disseminated and propagated on social media, the survey addresses two regulatory approaches to managing misinformation: First, it demonstrates that state information and public communication activities (known as “governmental public relations” in Germany and the USA) - having been extended in areas where information flows around the networks and in society in general can be interest-led, linked with the risk of bias, and social interaction is deemed not sufficiently strong to achieve balance in information - can be used in form of warnings to effectively limit the communicative influence of social networks on users.

# **Security Questions of Covid-19 and the Home Office – Bring Your Own Device in the Home Office World too!**

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(Abstract) The covid-19 pandemic has had a major impact on our work in recent months. Many companies have been forced to change their work-related policies and the way in which workers can perform their tasks, the devices they use and the access they have to them. Many have been shocked by this change, which has made them aware of the low level of IT support for work processes and their lack of regulation. This of course brought with it not only the question of how ICT is used but also how it will be secure for companies and usable for employees and how can they use their own smart devices (smart phones and tablets) for work (BYOD).

In this paper, I present the key issues and challenges of this change through a literature review and case studies.

Keywords: BYOD, ICT security

## **Social engineering risk evaluation on enterprise level using fuzzy logic**

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(Abstract) Social Engineering is a widely used method which takes advantage of the human factor. This method attacks the person psychologically in order to get information or profit. We made a model which takes cybersecurity and vulnerabilities into account at enterprise levels to estimate the risks of attacks exploiting the human factor. While making our Fuzzy based model we took many factors into account keeping in mind their mutual effects, based on different academic articles. By these factors we built a model which analyses input values subjectively after their establishment using fuzzy logic. The model is able to determine the vulnerability of the analyzed enterprise against assaults which utilize social engineering. Our model uses hierarchical structure making it handy and easily expandable. Finally, the model is able to determine the most important vulnerabilities the business should focus on in order to improve, alternatively where to look for possible back doors.

# **A mese hatása az érzelmi intelligenciára, és az érzelmi intelligencia hatása az országok néhány makro mutatójára**

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(Abstract) Az érzelmi intelligencia mértéke döntően befolyásolhatja az ember sikerességét, illetve boldogságát az életben. Ennek oka vélhetően az lehet, hogy egy érzelmileg fejlett, és egészséges ember, képes más emberek érzéseinek felismerésére, tisztában van saját érzelmeivel, és azokat a megfelelő módon tudja kezelni, és kifejezni. Élete során jól eligazodik társas kapcsolataiban, jól tudja a felmerülő konfliktusokat kezelni, reális önértékeléssel rendelkezik, és mérlegelés során képes megfelelő döntéseket hozni. A kutatás során az országok érzelmi mutatóinak hatását vizsgáljuk a gazdasági és egyéb makro mutatókra, mint várható élettartam, olvasottság, stb. Az általunk használt módszer a regressziószámítás, és a korrelációszámítás. Feltételezésünk, hogy az értelmi állapot hat az egyéb mutatókra, mint várható életkor, de nincs szoros kapcsolatban a gazdasági mutatókkal.

## **Vírusfertőzés az online térben – a Covid hatása a virtuális piacra**

**Ferenc Katona, Zoltán Tamás Ágoston**

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(Abstract) Világunkban egyre jelentősebb szerepet kap a virtuális piac. Fontosságát és előnyeit jelentősen felerősítette az elmúlt időszak világjárványa a Covid. A Covid a gazdaág különböző területeit különféleképpen érintette. A számítástechnikai eszközök piacán például ugrásszerűen megnövekedett a kereslet, hiszen megnövekedett az online kommunikációs igény, a munkavégzés jelentős része és az oktatás egésze pedig az online térbe helyeződött. Más ágazatok vonatkozásában a járvány hatása függött attól is, hogy az adott piac mennyire tudott áthelyeződni az online térbe, mennyire volt képes alkalmazkodni az új helyzethez. Nagyon komoly kihívás elé került a szórakoztatóipar is. Az új helyzet a szórakoztatóipari szolgáltatásoknak az alapjaiban lévő átgondolását követelte meg.

## **Some remarks on the covid-19 pandemic**

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(Abstract) The Covid-19 pandemic has been determining our everyday life for about one and a half year. The countermeasures were very serious and restrictive that this generation has never experienced. We can see the news and the number of deaths related to the pandemic in the press every day. Reactions of people vary in a very wide range. One endpoint of this scale is that everyone should stay at home totally isolated from the other parts of the world until they have received the two (three) vaccines. The other endpoint is that this Covid-19 is similar to a regular flu, or even it is less serious and life should go in the normal way. Where is the truth between the two extreme endpoints? Let's have a look on the total number of deaths in general, and the data of covid-infected people in particular, who died under the pandemic.

**“Strategic Management in Turbulent Times”  
– A Virtual Student Conference as a  
Collaborative Online International Learning  
(COIL) Project**

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(Abstract) The concept of Collaborative Online International Learning (COIL) portrays an educational approach as a means for higher education institutions to deliver curricular internationalization experience at home. In particular, this approach offers students from diverse geographical and cultural background the opportunity to jointly engage, learn and work in a virtual environment. In our contribution we elaborate how a COIL project with an international student conference on »Strategic Management in Turbulent Times« can integrate internationalization into a course and how it can serve to address and acquire central 21st century skills. We will introduce our ideas and present and critically discuss our survey data. In conclusion a critical reflection of lessons learned and possible improvements for future COIL projects will be offered.



# **Computational intelligence or diligence – does the study of informatics require a special mindset?**

**Kornélia Lazányi, Péter Szikora**

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(Abstract) Computational thinking is a type of analytical thinking that draws on concepts fundamental to computer science and provides a way for solving problems, consisting of skills such as abstraction, generalisation, decomposition, algorithm design and separation of concerns. In present paper we endeavoured to analyse, whether computational knowledge is really a predictor when it comes to studying informatics or are there other (better) predictors of study performance. In order to do so a sample (N=312) consisting of full-time Business Informatics students in various stages of their studies have been analysed. On the basis of the results we can state, that even though international literature indicates a special mindset relevant for students in STEM, there is no significant difference between the business and informatics grades of full time BI students. What is more, diligence seems to be a more relevant predictive factor of grades both in business as well as informatics sphere. Nonetheless, for advanced informatics classes special skills or mindset might be required, since the performance is not significantly related to the performance of the more general first year courses'.

# **Blockchain technology implementation in logistics**

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(Abstract) While supply chain is traditionally considered a hierarchical flow of products and services from raw material manufacturers through component, intermediate and final product manufacturers to wholesalers, distributors and retailers connected by transportation and storage activities, integrated through information, planning, and integration activities, the blockchain technology has brought about a significant change in the trust and control issues in logistics. In line with the principal-agent theory, traditional supply chains were based on the notion of control, since there was /could not be trust between the various players engaged in an input-output relation. With the help of blockchain technology and the removal of central authority or power imbalances in the system a more trustworthy relation can be established throughout the supply chain. While there is distributed accountability for data sharing, data owners can audit content and enforce strong backend protection when required. What is more, the detection of policy violations with the help of a distributed access control systems is providing a way of monitoring, while secure cryptographic techniques that ensure efficient access control to the sensitive shared data pool(s) are fully available. Hence, blockchain may be a solution for SMEs to contribute to global supply chains on an equal footing compared to big/multinational players, since the solution exchanges trust between the players for trust in the system.

# **The Impact of Spirituality Workplace on Organizational Commitment**

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(Abstract) The study aims to analyze the relationship between spirituality in the workplace and the organizational commitment in Albania. The study has been carried out by using a questionnaire created by using the appropriate software for the collection of the interested data. The selection of the sample is based on the combination of the convention technique with snowball sampling technique, used in the non-probabilistic samples. The questionnaire was conducted in Albanian language and all respondents are Albanian citizens living in Albania. The study found out that Albanian employees consider work very important as part of their life. They are loyal to the organization and owe a lot to the organization where they work. Keywords: Workplace spirituality, Organizational commitment, Snowball sampling technique

## **Ranking of the sector of SMEs according to different types of innovation**

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(Abstract) In current market conditions, to operate efficiently and achieve a competitive advantage, SMEs need to constantly adapt to the changes that occur, innovate, and improve their business. Innovation implies a complex process consisting of a series of different activities that begin with the emergence of the idea and follow its development and implementation on the market until the moment when some effect is achieved from its application in practice. This paper aims to rank the sectors of SMEs in the Republic of Serbia according to the degree of development of different types of innovations. Secondary data were used for the research, and the final ranking was achieved using the PROMETHEE-GAIA method using the Visual PROMETHEE software package. Keywords: Innovation, Sector of activity, SMEs, PROMETHEE-GAIA

## **Value Added Tax (VAT) - implementation issues in Albania**

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(Abstract) The tax system applied to VAT is similar to the regressive system, where with increasing income the tax burden decreases. So being a consumption tax low-income households spend a large portion of their income on consumption as opposed to high-income households, so they bear a greater burden compared to the income they benefit. The government should be careful in the fiscal policy that it implements so that the increase of budget revenues to can be achieved not through the increase of the tax burden, but through the expansion of the tax base and the implementation of VAT rates in an escalated manner, in order to facilitate tax burden for lower income families. This study focuses on the problems encountered in the implementation of VAT in Albania and its impact on the economy. For the purposes of the study, the methodology used consists of the use of quantitative and qualitative methods, by analyzing primary data collected from author, as well as qualitative methods by secondary data.

# **The impact of COVID 19 on digitalization of organizations**

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(Abstract) ABSTRACT The COVID 19 epidemics has influenced the pace of digitalization in the society and organizations. This paper discusses the impact of COVID 19 circumstances on digitalization of organizations. Certainly, it can be argued, that the COVID 19 epidemics speeded up the process of digitalization of organizations through increased remote working in organizations. Despite increasing the amount of remote working, this is only a part of the entire spectrum of possible digitalization of organizations, which is commonly expressed under Industry 4.0. This paper treats COVID 19 as an accelerator and at the same time as an inhibitor of the digitalization of organizations. The paper lists several recommendations, how to further increase the level of organizational digitalization, going beyond remote working. Keywords: Industry 4.0, COVID 19, organizations, digitalization.

# **Digital marketing strategies of Bulgarian banks**

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(Abstract) The banking world is changing very fast today under the pressure of the digital revolution. New competitors such as FinTech companies, telcos, and retailers, global technology players but also other banks, are all moving fast in search of the best value proposition and the right go-to-market. It is critical for the banks to transform their business model to fit the business reality. This paper provides research on the digital marketing strategies of Bulgarian banks. Based on the research results several propositions have been defined with a focus on how to redesign marketing strategies in order to emphasize customer engagement and trust-building.

## **Gaming habits and the development of the e-sports industry in Hungary**

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(Abstract) We are living in a world of Digitalization and evolving technological development. On the line with traditional sports, eSports have risen a lot in popularity over a short period of time. This motivated our team to investigate the Hungarian gaming markets' habits, composition, consumer behavior and purchasing decisions. Having analyzed the videogame market both in Hungary and globally, we determined the most popular online games. Since the Hungarian eSport market is in its infancy, it is quite far behind in building the infrastructure and having the community's size to push for better events. In order to make accurate conclusions about the state of the Hungarian gaming market, we surveyed 724 respondents aged 13-55, both male and female to find answers to a set of carefully composed questions. We were successful in explaining the market's purchasing habits, betting activities and reviewed possibilities of development of the video game market.



## **Factors of inequality in Hungary from an EU perspective**

**Valéria Szekeres**

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(Abstract) The gap between rich and poor has been widening tremendously in many countries. Several reports have revealed the recent trends of growing inequalities and warned of the negative consequences. Social groups like low-skilled workers and young people might be badly hit, and it is becoming increasingly difficult for those who are lagging behind to catch up. The widening social divide is leading to tensions in society that is shadowing the lives of everyone regardless which social group one belongs to. To support convergence, we need to understand factors of inequality such as employment, unemployment, quality of job, income, gender, family background, belonging to ethnic group, access to education, and living in a disadvantaged location. The study provides an analysis of the Hungarian situation from an EU perspective.

## **Informatika szerepe az oktatásban és hatása az eredményekre a Covid árnyékában**

**Péter Szikora**

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(Abstract) A 21. században a felsőoktatásban a hallgatók gyakorlatilag az interneten élnek. Több időt töltenek a telefonjaikkal, mint bármilyen más tevékenységgel. Így az oktatás sem képzelhető el a technikai fejlesztések nélkül hiszen a hallgatók figyelmét folyamatosan fenn kell tartani, amire a klasszikus oktatási módszerek már kevesek. A tanulmány célja statisztikai adatok felhasználásával, hogy bebizonyítsa, hogy az informatika felhasználásával a hallgatók jobban motiválhatóak és így az eredményeik is emelkednek. Az informatika felhasználása, most a COVID időszakában még inkább előtérbe kerülnek, hiszen a jelenléti oktatás a karantén helyzet miatt lehetetlenné vált.

## **Labor market stability during the COVID-19 Pandemic**

**Andrea Tick, Yazan Khawaja, Bettina Nagy, Feliks  
Rasulov, Aseel Alamaireh**

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(Abstract) 2020 has not been a kind of year as the world has been struck to its knees by the COVID-19 pandemic. The COVID-19 virus spread through the planet like cancer. Bringing an unprecedented challenge to the population as it caused many to experience at least one adverse impact on their well-being. Issues like difficulty sleeping or eating, alcohol consumption, suicidal tendencies and mortality rates increased. Secondly the COVID-19 pandemic has caused a disruption and built a blockage to the routinely daily travel and the shutting down of diverse business sectors led to the increase of unemployment and led to the damage the global. All of the above were the main reasons of conducting this type of research, to extract information through quantitative and qualitative methodologies from businesses whom labor force got damaged by the virus, record the statistics and get the results that shows the rate of stability of the labor market in Budapest.

## **Research on Internal Control of Small and Medium-sized Enterprises – Luckin Coffee Inc., a Case Study**

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(Abstract) Based on the fraud triangle theory, the article adopts a combination of qualitative and quantitative research methods, analyzes the causes of corporate fraud from the perspective of management accounting by analyzing the financial fraud case of Luckin Coffee Inc. The paper aims to give a deep analysis on fraudulent means such as inflated operating income, inflated costs and expenses, and related party transactions through the specific case study of Luckin Coffee Inc. Finally, countermeasures and suggestions are put forward in terms of improving the internal control system of listed companies, the system of independent directors, and strengthening the supervision of third-party auditors. Suggestions are made to the judicial department and social supervision department, aiming to provide insights and references for the prevention and control of financial fraud of listed companies, so as to promote the healthy and orderly development of the capital market.

## **The Impact of Artificial Intelligence on Consumer behavior in Banking Systems**

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(Abstract) In the age of digitalization, applications of Artificial Intelligence have so far been introduced in a wide range of fields. With its promising benefits, this trend has proven to be highly effective in several areas, especially in the banking sector, as it offers business solutions in both front-end and back-end tasks and processes allowing to significantly save time, work smartly and more efficiently and improve the overall customer experience. The aim of this paper is to outline the possibilities of implementing AI applications in banks, point out their usefulness, and shed the spot on their impact on customer behavior and the way to potentially improve their business as a whole. Customer feedback regarding the implementation of this rapidly emerging technology were considered in this research paper in order to arrive at the aforementioned premises and ultimately admit that if this wave of AI is missed, businesses and banks in particular may soon be overtaken by it.

## **The Impact of Coronavirus (COVID-19) Pandemic on E-commerce**

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(Abstract) COVID-19 has affected everyone's daily lives. People in this world have been asked to stay at home to slow down the pandemic. The key purpose of this research is to explore the impact of coronavirus (COVID-19) pandemic on online business or e-commerce. Coronavirus one of the deadly known viruses has already taken the lives of many in almost half of the countries. This means that a country's economic growth has lowered down. It has almost shaken up all types of businesses including the e-commerce business on a massive scale. This research aim is to determine the impact of coronavirus (COVID-19) pandemic on online business activity (B2C). This research is on the basis of secondary data from multiple sources. Results showed that some categories like supermarket and medical e-commerce exploded as shoppers went online while other categories like jewelry & luxury, fashion & apparel, auto or tools, and travel categories were going down.

## **The importance of SMEs in economic development of developing countries**

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(Abstract) Small- and medium-sized enterprises (SMEs) have a crucial role in economic development, especially of developing countries. They represent about 90% of businesses and more than 50% of employment worldwide. [1] Formal SMEs contribute up to 40% of national income (GDP) in emerging economies. [1] This study will discuss how SME's helps building economic stability, their role in creating labor market, and fighting the monopoly.. The aim of this paper is to identify key issues relating to the role of SME in countries development. The paper uses different research methods and the purpose of this paper is to help people to obtain deep understanding about the SME market. The result showed the complexity of this issue, different angles and perspectives can be seen on the analysis of different countries. However, from results it is clear how beneficial the development of the SME market is.

## **Workplace Bullying Awareness and Prevention**

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(Abstract) Workplace bullying is a tremendously researched topic that happens within female, non-white employees, and certain types of group, including the diverseness of corporate culture, escalate awareness and prevention of bullying in the workplace. Workplace bullying can give significant impacts as a source of family conflict, less productivity, trauma, powerless of the employee. This research aims to contribute in raising employee awareness and awakening every individual in organization to prevent workplace bullying. This study used a literature review method by assembling the literature to review, arranging the literature that was assembled, and assessing the literature that was arranged. The way to raise the bullying awareness includes workplace bullying training, recruiting and selection, and performance management, establish regulations by conducting systematic risk assessment, establishing the policy on bullying, and apply compensation for the victim.



## **How small businesses take benefits from Tik Tok for social marketing**

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(Abstract) The short video industry has been in increase. The “TIKTOK” app is a short creative music video social software that went live in September 2016-2017 it has become an underdog for many short video apps. It can be stated that from marketing point of view three aspects can highlighted as the reasons for TIKTOK. This study aims to explore, how small businesses use this application as an online advertising platform, how that platform can differentiate itself from other social media platforms. A simple random sampling of 46 respondents were issued an online questionnaire developed by using google documents. The questions asked sought to find out the usage and preferability of the TIK TOK application to other social media applications. The results of the study indicate a significant usage of the application among respondents. However, the respondents still prefer applications such as Instagram, and Facebook for advertisement because of the number of clients on those applications.

## **Marketing tourist destination during pandemic**

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(Abstract) The COVID-19 pandemic has hugely impacted the global travel industry. Airline and hotel bookings are down more than 90% worldwide, and cruise ships are under total no-sail orders. This has proven to be an extremely challenging time for destination marketing organizations (DMOs). DMOs must apply their resources to understanding COVID-19's impact on travel. This paper provides a practical framework for DMOs to consider when developing marketing campaigns during and after the pandemic.

## **Efficiency of digital tuition in University education**

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(Abstract) Due to the coronavirus epidemic, many areas of our lives have been overwritten with radical changes that previously seemed unthinkable. In March 2020, traditional tuition had to move and evolve into online education practically overnight. The aim of the authors was to explore and formulate the lessons learned of this recent period, so that the benefits and drawbacks of online education can be utilized and used to its highest potential in the upcoming years. Exploration of the topic was carried out with the help of qualitative and quantitative methodology within the framework of the primary research. The quantitative research was carried out with the help of a standardized survey. The opinions and experiences of university students were revealed using the snowball method on the basis of a non-representative sample. The qualitative research contains individual interviews, conducted with university lecturers. The research ended with a proposal for future semesters and a summary.

## **The popularity of distance learning among International students in Hungary**

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(Abstract) With the rapid development of economic globalization and information technology, distance learning makes students study without distance limitation. Nowadays, high-level education organizations are not only top students' privilege anymore, instead, everyone can get this opportunity due to distance learning. At the same time, studying at far-away organizations gradually comes true. Obviously, distance learning is influencing our life especially during the COVID-19 pandemic, which plays a pivotal role in education. However, it also has some disadvantages, such as the weak study motivation and study effect, and high requirement for devices. In this study, we examined some existing literature and our primary research will study the International students' attitudes and their expectations about distance learning in Hungary. The research purpose is to reveal the popularity of distance learning among International students and provide suggestions for future distance learning.

