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Welcome to FIKUSZ 2016!

The FIKUSZ Conference is certainly a special occasion for those who work for the development of management, economics, research and professional development. It was an occasion to meet, to listen, to discuss, to share information and to plan for the future.

Indeed, a conference is an opportunity to discuss key points of scientific and professional policies and strategies, helping us to define how we should encourage responsible conduct, to promote young researchers and also to establish personal contacts with colleagues from other parts of the world. We could meet different colleagues from eight countries.

These made it possible to present perspectives about economical and management concepts and methodologies and consequently have contributed to clarify the fundamentals of a common profession based on a common thinking.

Previous FIKUSZ Conference has been developed under this principle.

And here we were again, to continue this exceptional course that has begun in 2016.

The Óbuda University is proud to host this event again, bringing together renowned experts in our field, to address the vital issue of research excellence and professional development.

I hope that this one day Symposium allowed academics, researchers and professionals to share their ideas and views on common economical issues. Discussing about the leadership challenges and responses in research which may in turn inspire new or validated standards of practices in the professional field.

By the end of the Conference, I intend to formulate the final conclusion and eventually make recommendation, which will be a benchmark for the future. It will certainly contribute to promote excellent researches, appoint principles and strategies for training students, allowing them to acquire the adequate skills to answer the current challenges of society.

Regina Zsuzsánna Reicher Ph.D.

Conference Chair

Óbuda University and the Keleti Faculty of Business and Management



In the first of January, 2010 Budapest Tech became a university called Óbuda University. Budapest Tech was established in 2000 as a result of the merger of three technical colleges. Its history together with its predecessors bridges three centuries. Indeed, in the 2009 Jubilee Year Budapest Tech celebrates 130 years of education including 40 years of higher education. Today Óbuda University is responsible for training altogether 13,000 students in Budapest and Székesfehérvár. In Budapest the campuses can be found in Óbuda (3rd district) and Józsefváros (8th district). The head office and training premises of Keleti Faculty of Business and Management are located in Józsefváros.

When Budapest Tech was founded, the formerly separately taught economics and social science subjects were integrated into one independently managed organizational unit, the institutes of which are as follows:

- Institute of Economics and Social Sciences
- Institute of Enterprise Management
- Institute of Management and Organization
- Institute of Physical Education and Sport

Our faculty offers training courses in compliance with the Bologna System. In the new educational structure the first level is basic training (BSc, BA). Such first degree courses focus on practical professional training demanded by potential employers, and at the same time provide a good grounding for theoretical knowledge enabling students to further their studies on a Master's degree course (MSc, MA) if desired. In the linear training system such a Master's course normally takes 4 semesters. After graduating from a Master's, a student can start working or opt to continue with his or her studies by applying to enter a PhD programme, the peak of tertiary education. The Faculty offers the following courses:

- Engineering Manager (BSc),
- Management and Business Administration (BA)
- Commerce and Marketing (BA)
- Business Development (MSc)
- Teacher of Engineering (engineering manager) (MA)

Students must obtain 210 credits during the 7 semesters of BSc and BA courses, while 120 credits are necessary on the 4-semester Master's courses. The courses are tailored to the demands of the labour market. Óbuda University's PhD programme in Applied Informatics has been recently accredited completing the range of educational programmes at Óbuda University.