

## Program

**Thursday, 25 June 2020**

Address: Óbuda University - Keleti Faculty of Business and Management, 1084 Budapest, Tavaszmező Street 15-17.

08:00-09:00	<b>Registration</b>	
09:00-09:30	<b>Opening Ceremony: András Keszthelyi (Óbuda University) Conference Chair</b>	<b>MS TEAMS</b>
<b>Welcome speech: Annamária Várkonyiné Kóczy (Óbuda University)</b>		
09:30-10:45	<b>Panel Session</b> Session chair: <b>Isidora Milošević</b> Host chair: <b>Antal Szabó</b>	<b>MS TEAMS</b>
<b>Isidora Milošević</b> (University of Belgrade) - <b>Jelena Ruso</b> (University of Belgrade) - <b>Sanela Arsić</b> (University of Belgrade) - <b>Ana Rakić</b> (University of Belgrade) - <b>Đorđe Nikolić</b> (University of Belgrade) — NETWORK TECHNOLOGIES IN E-LEARNING AND FACTORS INFLUENCING THE QUALITY IN THE COVID-19 PERIOD <b>Antal Szabó</b> (ERENET) — The impact of the coronavirus on the SME sector <b>Mónika Garai-Fodor</b> (Obuda University) — Motivation of Z generation to be a volunteer based on value-oriented aspect		
10:45-11:00	<b>Coffee Break</b>	
11:00-12:45	<b>Internal and external stakeholders</b> Session chair: <b>Kornélia Lazányi</b> Host chair: <b>Gábor Gyarmati</b>	<b>MS TEAMS</b>
<b>Ágnes Wimmer</b> (Corvinus University of Budapest) - <b>Réka Matolay</b> (Corvinus University of Budapest) — Diversity of stakeholder perception - Snapshot of family and non-family companies <b>Kornélia Lazányi</b> (Obuda University) - <b>John Amoah</b> (Tomas Bata University in Zlín) — Focus on internal stakeholders in Hungarian SMEs <b>Gábor Gyarmati</b> (Obuda University) — The relationship between the market and cultivation in Europe from the point of view of organic farming <b>Diána Szűcs</b> (Obuda University) - <b>Kornélia Lazányi</b> (Obuda University) — Direct from the producer? Quantitative analysis of Hungarian farmers' retail practices <b>Mónika Fodor</b> (Óbudai University) — Challenges of the labour market from the aspect of the Z generation <b>Enikő Ászty</b> (Obuda University) - <b>Richard Szabó</b> (Obuda University) — Efficiency of TOP 500 Automotive Industrial Firms by ReffT		
11:00-12:45	<b>Issues of modern education</b> Session chair: <b>Tibor Karlovitz</b> Host chair: <b>Judit Kárpáti-Daróczi</b>	<b>MS TEAMS</b>
<b>Péter Szentesi</b> (Budapest Corvinus University) — The impact of gamified education on learning motivation <b>Suhayda Viola</b> (Óbuda University) - <b>Wu Yue</b> (Óbuda University) - <b>Mohammad Abuissa</b> (Óbuda University) — Virtual collaboration <b>Vivien Kondás</b> (Óbuda University) - <b>Péter Szikora</b> (Óbuda University) — Better online? Efficiency of e-learning courses <b>Pál Fehér-Polgár</b> (Óbuda University) — Examination of IT risk-taking with modified DOSPERT questionnaire among university students <b>Balázs Györfői</b> (Óbuda University) - <b>Peter Szikora</b> (University of Obuda) — Leave or stay? The reasons behind drop-out <b>Andrea Gémesi</b> (Óbuda University) — Preparing for the safe, new world- a study of transition in higher education due to COVID-19		
12:45-13:00	<b>Coffee Break</b>	
13:00-14:45	<b>Global issues and challenges</b> Session chair: <b>Réka Matolay</b> Host chair: <b>Deák Zsuzsanna</b>	<b>MS TEAMS</b>
<b>Zsuzsanna Deák</b> (Óbuda University) — SEO Based Analysis of Online Grocery Stores During COVID Lockdown <b>Ágnes Wimmer</b> (Corvinus University of Budapest) - <b>Réka Matolay</b> (Corvinus University of Budapest) — Social Sustainability in a Pandemic – Responsible Social Enterprises in Hungary <b>Nikolett Madarász</b> (Óbuda University) - <b>Barnabás Pásztor</b> (Óbuda University) - <b>Mónika Garai-Fodor</b> (Óbuda University) — Environmental impact of the coronavirus <b>Albert Molnar</b> (Óbuda University) - <b>Esmeralda Kadena</b> (Óbuda University) — Modern recession forecasting systems: The signals approach <b>Valéria Szekeres</b> (Óbuda University) — Inequality: causes and implications <b>Kata Keveházi</b> (Óbudai University) — Security and economic inequality - Indicators of gender economic gap		
13:00-14:45	<b>IT solutions</b> Session chair: <b>István Takács</b> Host chair: <b>András Keszthelyi</b>	<b>MS TEAMS</b>
<b>Gerda Bak</b> (University of Pannonia) — Measurement of Digital Intelligence (DQ) <b>David Janos Feher</b> (Óbuda University) — Cybersecurity threats of cloud and third-party services in small and medium-sized enterprise environment <b>Barnabás Sándor</b> (Óbuda University) — What is the role of Enterprise Resource Planning systems in the operation of companies? <b>Gerda Bak</b> (University of Pannonia) - <b>Judit Pásztor</b> (University of Pannonia) — The Digital Divide: A Technological Generation Gap <b>David Janos Feher</b> (Óbuda University) — Cybersecurity threats of on-premise systems in small and medium-sized enterprise environment <b>Bence Csinger Enikő Korcsmáros</b> (Selye János Egyetem) — A közösségi média betöltött szerepe a KKV szektor marketingstratégiájában keresztül Magyarországon két régiójának viszonylatában		
14:45-15:00	<b>Coffee Break</b>	
15:00-16:45	<b>SMEs across Europe</b> Session chair: <b>Albana Kastrati</b> Host chair: <b>Ágnes Csiszárík-Kocsir</b>	<b>MS TEAMS</b>
<b>Albana Kastrati</b> (University Luigj Gurakuqi) — Accounting in small and medium enterprises in Albania. <b>Erjole Barbullushi</b> (University Luigj Gurakuqi) - <b>Nevila Kiri</b> (University Luigj Gurakuqi) — Exploring factors affecting profitability in SME: Evidence from Albania <b>Krasimira Shindarova</b> (University of National and World Economy, Bulgaria) — Promoting the internationalization of SMEs through clusters <b>Kreshnik Bello</b> (European University of Tirana) — Management of the Patents, an important part of the small and medium sized businesses <b>Dávid Zoltán Tóth</b> (Eötvös Loránd Tudományegyetem Pedagógiai és Pszichológiai Kar ) — Marketing practices of a sportorganization <b>László Borbás</b> (Óbuda University) — Position of the SMEs of V4 countries among EU28		
15:00-16:45	<b>Organisational Behaviour</b> Session chair: <b>Katalin György Takácsné</b> Host chair: <b>Noémi Piricz</b>	<b>MS TEAMS</b>
<b>Barnabás Sándor</b> (Óbuda University) — A strategy for cybersecurity training for software developers in an enterprise environment <b>Ivana Marinovic Matovic</b> (Addiko Bank AD Belgrade) — Characteristics of human resource management in crisis <b>Judit Pásztor</b> (University of Pannonia) — Role of Cultural Intelligence (CQ) in the onboarding process and cultural adjustment of sojourners and Erasmus interns in hotel establishments		

**Nikolett Madarász** (Óbuda University) - **Barnabás Pásztor** (Óbuda University) - **Kornélia Lazányi** (Óbuda University) — Individual decisions during the coronavirus

**Judit Pasztor** (University of Pannonia) — Fear of COVID-19 and its impact on holiday planning and working abroad – Role of emotional intelligence (EQ), wellbeing, perceived stress, and social media consumption

**Noémi Piricz** (Óbuda University) — CAN WE NEGLECT IRRATIONALITY IN BUSINESS RELATIONSHIPS?

17:00-

Ending ceremony

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