



ÓBUDAI EGYETEM
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FIKUSZ '22 SYMPOSIUM FOR YOUNG RESEARCHERS
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Abstract Book



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Abstract Book

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Pal Feher-Polgar**

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**Keleti Faculty of Business and Management
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Social and Environmental Responsibility of Organizations in Crises Environment

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Abstract: This paper investigates the influence of the crisis circumstances on environmental and social corporate social responsibility (CSR) of organizations. The study drew upon environmentalism, and management theories in the conceptualization of the new CSR model which can explain the changing of organizations' economic orientations through time. The model presents convergence effects of crisis macro-level circumstances on CSR through the use of structural equation modeling for analyzing of a data set of employees in Slovenian organizations from ten-year period. Findings indicate the constant growth of organizations' concern for the natural environment and responsible economic results during the observed period of time. This suggests a need to further consider economic CSR in the context of natural and social CSR and further test the model under economic circumstances of different societal crises. Results also indicate need for further theoretical and empirical researches for achievement more sustainable economic results under changing circumstances in modern society.

Keywords: Environmental Responsibility; Economic Responsibility; Social Responsibility; Corporate Social Responsibility; Crisis Circumstan



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Are we prepared for innovative financial technologies (the case of North Macedonia)?

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Abstract: Considering the importance of financial technologies (fintech) for the economy and society in general, the aim of this research is to shed light on the student population and the financial sector (banks) in North Macedonia in relation to the EU trend of using new financial technologies. Through the statistical analysis of a survey among a sample of banks and students of economics and other faculties from North Macedonia, the views of both parties on fintech were investigated. Therefore, this article explores how banks perceive students as potential customers of fintechs and future employees. Students' views on the use of fintechs and their satisfaction with the current generation of innovative banking products are also explored. Although the analysis confirms that the development of fintechs in North Macedonia is lagging behind Europe, the findings highlight the need for more active engagement of banks in the adoption of financial technologies, taking into account the preferences of the student population as consumers and future bank employees.

Keywords: Fintech, North Macedonia, Innovative Financial Technologies



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The most significant corporate challenges in the life of the SME sector in the 21st century - Theoretical overview

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Abstract: The importance of small and medium-sized enterprises in economic life was widely recognized after the 1980s, when the focus shifted from large companies to smaller enterprises. From this period onwards, these economic units are considered the core of development macro-, social and economic policy at the international level. In the last three decades, they have become key economic players in both developed and developing countries, especially in terms of the shift towards a more global business environment and the development of information technologies. During our topic selection, we asked what challenges the small and medium-sized enterprise sector must face in the era of the fourth industrial revolution of the 21st century. In connection with this, we have set ourselves the primary goal of getting answers to our question, with the help of which we have the opportunity to provide the managers of the SME sector with a comprehensive picture of the current situation typical of our days. The study is a theoretical overview, during which they are collected with the help of secondary data

to present the most relevant organizational trials affecting the SME sector. In general, it can be said that the small and medium-sized enterprise sector must carry out innovative activities in order to maintain their competitiveness and continue to develop in a dynamic and competitive environment.

Keywords: SME sector, global challenge, local challenge, organizational challenges, XXI century, competitiveness

Competitive analysis of textile industry in Pakistan

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Abstract: The primary goal of this essay is to research and evaluate the textile manufacturing companies in Pakistan's private sector in terms of their operational competitiveness. The subject research field will be examined using databases on global manufacturing techniques to cross-reference and compare Pakistani Private Sector (PPS)—Textile Manufacturing Enterprises (TME) with international Textile Manufacturing companies. The findings indicated that "quality" is the case of PPS-top TME's competitive priority, and they also suggested that the prospector group might have some competitive advantages. Due to the current weak and ineffective organizational management structure and practices, it will, however, take a considerable amount of time for Pakistani Private Sector—Textile Manufacturing Enterprises to regain their prior level of global recognition and then further improve their operational competitiveness.

Keywords: textile industry; competitiveness; Pakistan; export-import, sustainability



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Young people's perception of inflation

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Abstract: Inflation generally means the devaluation of money, which leads to a relative rise in prices. Nowadays inflation is a prevalent phenomenon, the causes of which include the Covid pandemic that broke out in 2020 and the Russian-Ukrainian war of 2022. Although the epidemic has now reached a resting point, and the war also affects our country only indirectly, these events still have an impact on the Hungarian economy. Inflation is increasing and the economy is heading towards recession.

The purpose of this article is to assess how well young Hungarian people are aware of the current inflationary processes, the reasons behind them, and the expected consequences.

After processing the relevant literature, primary research has been prepared in which we tried to get answers to our research questions using an online questionnaire. Our research approach is functionalist since we do not intend to change perceptions about inflation, but to observe and quantify them.

We have used a convenience sampling procedure, with snowball methodology, so our research results cannot be considered representative, however, many interesting correlations were revealed during the research. With the questionnaire, we reached 270 young people, including 33 foreigners studying in Hungary, which provided an opportunity to investigate whether foreigners have a better understanding of the inflation process, its causes and consequences.

In the light of the results, it can be said that since young people do not yet have their own income, and they hardly or only partially make financial decisions, they are therefore not really aware of the causes and consequences of inflation. No significant difference was found between respondents from the two genders. However, those who are already working and their main source of income is their work are significantly more aware of the effects of inflation than those who can buy mainly with the support of their families.

Keywords: inflation; consequences; antecedent; perceptions



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Assessment of the financial performance of the companies listed on the Romanian stock market.

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Abstract: In this paper, we intend to assess the impact of the Covid -19 pandemic on the Romanian stock market, by analyzing the financial performances of the main companies listed on the Bucharest Stock Exchange, more precisely those included in the Bucharest Exchange Trade index. Our aim was to check how resilient the companies listed on the BSE were during this difficult time of the pandemic. We chose the BET index because we consider that includes a very representative basket of companies from diverse areas, such as energy, utilities, finance and banking, communication, the food industry, the medical sector and transportation. Moreover, from this diversity, we can identify if some sectors were more resilient than others.

Keywords: Stock market, ratios, performance



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The digital financial solutions pathway for generations

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Abstract: Digital financial solutions have been in focus since before Covid, whether we look at financial service providers or consumers. Covid has accelerated digitalisation, which has many positive benefits, but we need to understand and research what each generation wants, how they like to bank and what services they need. We need to ask a number of questions about what is worth digitising and at what cost, but we also need generational research, because not all age groups may need to digitise all services. The mainstream focus for financial service providers is central digitisation, but then the financial culture will need to be developed so that we don't go into new rounds of digitisation unnecessarily. Financial literacy education must start with the youngest generations, at pre-school, primary and secondary school levels. The path of development must therefore be planned and the current infrastructure must be consciously built to make future digitalisation truly effective.

Keywords: fintech, generations, digitalization, financial culture, finfluencer



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NULL mark problems in relational databases

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Abstract: The relational approach of database management has developed a lot since its creation and also the SQL language. In spite of the fact that Codd the founding father of relational database management did a huge and nearly perfect job even without antecedents, there are some problematic points in SQL standard(s) and/or RDBMS software(s), such as the possibilities of dealing with missing values. Codd (1990) in his original book argues in favor of the necessity of introducing the I and A marks instead of the NULL mark. In this paper I'm investigating from the point of view of both theory and practice whether or not the only NULL mark is proper and enough for its purpose.

Keywords: relational database; NULL mark; missing values



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Fake News Detection by Using Recurrent Neural Network

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Abstract: Along with the development of the Internet, social networks and different communication channels, people can get information quickly and easily. However, in addition to true and useful news, we must also receive false and untrue information. The problem of fake news has become a difficult and unresolved problem. In this paper, we present research results on building a tool to support the fake news detection by using RNN. Our idea is to apply text classification techniques to fake news detection. We have built a database of 4 groups of 2 topics about politics (fake news and real news) and about Covid-19 (fake news and real news). Then use deep learning techniques of RNN to create the corresponding models. When there is a new news that needs to be verified, we just need to apply the classification to see which of the four groups they label into to make a decision whether it is fake news or not. In the future, besides using classification techniques (based on content analysis), we can combine many other methods such as checking the source, verifying the author's information, check the distribution process,... to improve the quality of fake news detection.

Keywords: Fake News Detection; Text Classification; Machine Learning; Deep Learning; RNN

Explorative study of the quantum research groups in Hungary

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Abstract: We have started our essay by presenting the basics of quantum mechanics. After introducing the basic quantum phenomena and laws, we turned our attention towards quantum technology and examined what types of quantum computers exist today and what physical qubits are used to simulate quantum physical relationships during their operation. Then, we collected data about the prevalence of quantum science and examined the different variables related to quantum computers at the level of countries, institutions and companies.

In our primary research, we examined how the members of Hungarian research groups and a CEO of a quantum technology company think about the possibilities and limitations of the application of quantum computers; what they see as an obstacle to the development of the field, and when they predict the appearance of either a quantum computer that can be successfully used in biotechnology or a PC-sized one.

On the basis of the interviews, it became clear that although the community does not always share the same opinion, they still predominantly see that quantum computing is only in its initial stages, and that machines are more suitable for simulating their own operation than for solving universal problems. They see the opportunities for future development and improvement in the discovery of new physical qubits, noise filtering, more effective error correction procedures and the solution of the decoherence problem.

The opinion of the company specialist reflected a strongly functionalist standpoint. He regarded problems as tasks to be solved, and his answers reflect that quantum technology - although he believes it will never be universally applicable quantum computers that replace current PCs - is developing at breakneck speed, and with the discovery of new physical qubits, many previous hard limits, such as the need for cryogenic temperatures will be eliminated.

We have carried out our investigations from an interpretative scientific perspective, because we did not seek to measure, but rather to understand the current situation, and we tried to present its diverse range of interpretations. Accordingly, we pointed out that a significant part of quantum science research in Hungary is still basic research, focuses on the creation of physical qubits, the investigation of quantum phenomena, and only rarely focuses on the practical use of quantum algorithms. In accordance with this, there are numerous and very diverse research initiatives, and not only theoretical but also practical developments are taking place in Hungary. The field is varied, and supports our chosen scientific perspective well.

Keywords: quantum computers; quantum; Hungarian research groups



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Self-driving cars and their perceptions

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Abstract: Autonomous, self-driving, smart solutions have become part of our everyday lives, but not everyone can accept them with the same enthusiasm. Self-driving cars, even though the technology has been around for years, still strongly divide people. There are not only ethical, legal and regulatory issues that need to be clarified, but also the individual attitude in many cases is an obstacle to the wider spread of the technology.

According to international literature, the perception of technology is influenced by several demographic variables, such as the perceiver's gender, age, education, and technological affinity. In light of this, the problem of the acceptance of self-driving cars cannot be explored as a homogeneous phenomenon, the use of an interpretive approach is inevitable. In order to understand and explore the phenomenon, in addition to processing the relevant literature and regulatory background, we initiated quantitative data collection, which was executed with the help of an online questionnaire. We have utilised convenience sampling, and the respondents were contacted using the snowball method.

Attitudes towards self-driving cars and the perception of possible dangers associated with their use were examined in the light of various demographic variables. Based on the results, it can be stated that women are much less ready to use self-driving cars. They perceive potential positives related to the introduction of vehicles less, and the possibility of dangers arising during their use discouraged them from purchasing and testing autonomous vehicles. People who are more educated, have more technological knowledge, and have a higher education level are more willing to use self-driving cars than people with a lower education level. The research also yielded interesting results regarding the age and work experience of the respondents.

Keywords: self-driving cars; readiness; perceptions; attitude



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The spread of cycling in the capital and cycling safety through the eyes of the capital's residents

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Abstract: My research asked for the opinions of people in Budapest about the use of bicycles in Budapest. Safety was the main aspect that guided my research. After the introduction, I described the concept of bicycles and their spread in the literature. After the literature review, as a part of the primary research, I surveyed the respondents' opinions by means of a questionnaire, processing the answers of 87 respondents. Based on these results, I drew various conclusions on safety.

Keywords: bicycle, safety, history, spread.



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Research on tattooing habits among university students

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Abstract: The aim of my research is to assess the tattooing habits of university students. Why is tattooing so trendy and sexy nowadays? In order to do this, I conducted a literature analysis on the concept of tattooing. Its development. I will describe the different tattooing habits. Based on this, I will compile a questionnaire of 14 questions. On which 89 answers were received on google forms these answers were subjected to statistical analysis and I analysed and determined the research results and drew conclusions which will serve as a basis for my future research.

Keywords: tattoo, student, habits, methods,



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Women leaders and women in the labour market

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Abstract: I conducted my research on the situation of women in the labour market in Hungary. How far are they starting from a disadvantage? How much does having children affect their careers? How can they re-enter the labour market at 30+ and so on, which I was looking for answers to in my research. In the Literature section, I looked at the women's revolution and when they learnt about the stages that have shaped their current role in society. Within the framework of the primary research, I investigated the situation of women in the form of a questionnaire, which received 89 responses, which I analysed using statistical methods and explained the results in my work.

Keywords: woman, history, status of women, equality

Study of language learning in Hungary

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Abstract: I am looking at the effectiveness of language learning in the country. I'm looking at the quality of language teaching in Hungary. I will look at the different programmes offered by schools abroad (exchange, erasmus) I will also come up with an idea of my own and I will test the effectiveness of this idea in a questionnaire. In the Literature section I wrote about language use, language learning in the secondary education system. In my research, I measured the effectiveness of language learning through erasmus programmes, what language learning opportunities are available and an online questionnaire. To which I received 118 responses. I analysed the research results obtained using general descriptive statistics. Based on these, I drew my recommendations and conclusions.

Keywords: Language, learning, hungarian, student



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Stress in the restaurant business

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Abstract: My research investigates workplace stress in the hospitality industry among SMEs in Pest County. I am very motivated by this topic as I work in the hospitality industry. So every day I see how this stress happens and how it flows down in the lives of the workers. In the literature section I will describe stress in detail and its types. In the primary research part, I conducted expert in-depth interviews with the subjects in Pest County, visiting places with less than 20 employees and those in waitressing jobs. The sample size is 16 persons. I identified the characteristics of job stress and disaggregated them based on the responses. I then also identified 5 characteristics. Based on these, I drew my conclusions.



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Workforce insurance in higher education

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Abstract: I conducted research on the job preparation habits of students in higher education. In the literature section, I introduced the basic concepts of hr management, hr 7 and hr 7. After that I described the importance of human resource management and its important steps. After that, as a part of primary research, I conducted a questionnaire survey among my students to know how much they prepare and how much they emphasize on the preparation. The questionnaire was completed by 129 respondents and included several types of questions to help the evaluation process. The evaluation was carried out using simple general descriptive statistics to show the results and draw conclusions.

Keywords: students, hr, job interview, preparation

Internet usage patterns of seed industry workers

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Abstract: I conducted my research on the internet usage habits of Hungarian seed industry workers. In my research, I was looking for answers to the question how important and necessary the use of the Internet is in everyday life in agriculture, specifically in seed production. In the Literature section, I introduced the concept of the Internet and the different attitudes towards it. Then, within the framework of the primary research, a sample of 95 people, which is not a large sample in itself, but because the number of people working in the Hungarian seed industry is very small, it gives a good picture. In the framework of the research we asked 10 specialised questions. These included multiple-choice questions and true-false questions. I targeted a small group of people with the questions. What I focused on was the demographic composition of the group. What devices they use and when and how long they use the internet. I have analysed and presented the responses to these questions and drawn conclusions from the results. Which provided useful information about the internet usage habits of people working in the Hungarian seed industry.

Keywords: internet use, agriculture, work, physical workers, digitalisation



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Dispute resolution in numbers - focusing on courts and consumers.

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Abstract: The aim of the European Online Dispute Resolution (ODR) platform operated by the European Commission is to make online shopping safer and fairer by providing the possibility of high-quality dispute resolution. The purpose of this article is to present the European consumer protection online dispute resolution based on recently concluded statistics, as well as the Hungarian court dispute resolution in the light of the number of cases started and closed. We aim to discuss the situation of alternative dispute resolution in Hungary in 2022. It proceeds this aim on the basis of the EU ODR platform and the Court Mediation statistics of the Court of Justice. Mediation - which nowadays is organically integrated into European legal practice - strives for compromises, its goal is to find a common solution with the least "loss" for both parties. The main outcome of the article is to emphasize the dividing lines between dispute resolution, mediation and judicial mediation by presenting recent statistical results.

Keywords: dispute, resolution, court, consumer, mediation

Examination of innovation and effectiveness in the case of family businesses

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Abstract: The role of family businesses is significant in both the Hungarian and European Union economies. The issue of innovation is crucial for the survival and development of family businesses. For the development of family businesses, which are typically small and medium-sized enterprises, the willingness to innovate is essential. Therefore, in the course of my research, I examine how innovativeness is characteristic of family businesses, do SMEs plan to implement some kind of innovation in the near or distant future, and if so, from what source do they intend to finance it? In the course of my research, I will also investigate whether there is a relation between the innovation activity of enterprises and the efficiency of enterprises. The effectiveness of family businesses is examined by various side, not only financial, but also the effectivity achieved in the field of customers, for example.

Keywords: family business; innovation; effectiveness, innovation activity; profitability, consumer satisfaction

The rise of the agile approach in the light of the pandemic

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Abstract: The coronavirus pandemic has significantly changed our daily lives. It has opened up new arenas in all aspects of our lives. The digital space has been strengthened, as our workplace, our social life and the way we manage our affairs have moved there. The massive digital opening that started before the outbreak brought new skills and capabilities, but also new ways of looking at things. The concept of agility was familiar to almost all economic actors, but its practical implications were not widely known, and the pandemic has changed this significantly. The aim of this paper is to illustrate the importance and the appreciation of the agile approach based on the results of a primary research in Hungary.

Keywords: agility, pandemic, primary research, digitalization



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Results upon two samples of university students on safety consciousness in smartphone usage

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Abstract: At the 2022 MEB conference I have shown my preliminary results from a research on safety consciousness in smartphone usage of university students.

I have conducted research on a group of university students in spring 2022 with the repeated usage of a scientific questionnaire that I have created and used in 2016. In this paper I will present my detailed results from the two groups, updated upon the feedback gathered at 2022 MEB conference.

Keywords: safety consciousness; smartphones; BYOD; university students

Women in the labor market in the light of social gender and safety of social

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Abstract: At the end of the XIX. century, the systems of the former welfare states had undergone tremendous changes due to the Industrial Revolution. Three major social security systems were widespread in Europe, the care system such as the Bismarckian, Beveridge, and Scandinavian countries. (Clasen - Oorschot, 2002) Chancellor Otto von Bismarck is associated with the name of the first state-regulated care system built on today's professional social systems (based on the principles of the "Iron Chancellor"). The Bismarckian model's characteristics can be discovered in most European Union Member States (Austria, Belgium, etc.), the first of which appeared in Germany as this form of a welfare state. (Andorka, 2006). While a generation earlier, only men were meant to be the family's head, this fact is no longer valid. Fifty years ago, only the men created the economic conditions for the family to survive. Today, women also participate in this process by returning to the world of work shortly after their child's birth, even though their social expectation is to stay at home, raise their children, and do the housework. (Kálmán, 1928) The socio-cultural changes taking place in Hungary have also transformed the expectations regarding male and female roles. (Vajda, 2014) In the article of Pongráczné in 2005, we read that although students in higher education in Hungary were over-represented in favor of men, the prevailing social norms still show that the main task of women is caring for their family, while the men are responsible for the family's secure standard of living.

Keywords: gender, labor market, social safety, segregation, women



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Communication activities of tourism businesses in Szeklerland in a changing tourism environment

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Abstract: Changes in the tourism industry, such as the spread of digitalisation, the appearance of the new tourist and the rise of experience tourism, have created challenges to which tourism actors must respond. There has been a significant shift in demand in the tourism markets, changing consumer needs and expectations, changing communication tools and channels, which means that the whole marketing communication activity has to be rethought, as the previously well-established methods are now less and less effective. The paper takes a brief look at the communication tools and methods that can provide solutions in this changing environment, and then describes how tourism operators in a particular region (Szeklerland) are adapting to changing consumer habits and how this is reflected in their communication practices.

A project-based evaluation of cryptocurrencies using the example of the Sand Dollar project

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Abstract: The greatest achievement of the 21st century is embodied in the advancing digitalisation efforts. Digitalisation is taking hold in all aspects of life and is also bringing significant relief to all economic actors. But to reap these benefits, we need to be comfortable in the online space and in the digital world. Banks and Fintech companies are among the most visible players in digitalisation. In addition to Fintech companies, there are also Regtech companies and Bigtech companies, which are bringing innovative solutions not only in banking but also in various payment solutions. Following this line of thought, this paper aims to present an evaluation of a project from the users' perspective that is related to digitalisation, crypto money, and yet represents innovation and novelty value. The aim of the paper is to present the Sand Dollar project, a project of high importance and exemplary, the evaluation of the scope by users, the assessment of the usefulness of the project and its purpose.

Keywords: Project, scope, users, cryptocurrencies, Sand Dollar



The Hungarian digital competitiveness nowadays

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Abstract: Digitalization is the basis of national competitiveness. In the 21th century the competitive countries spend a lot of money on digital investments. Countries that do not pay enough attention to the development of digitalization will face a lag in terms of the competitiveness. In recent years Hungary has made progress in digitalization but a lot still needs to be done to truly become a digital economy. The scientific paper deals with the path we have taken in terms of digitalization in the last couple of years. The paper mainly relies on the results of international research and shows how Hungary can be considered a digital economy. While we know that competitiveness requires a sustainable and digital transition, countries do not perform to the same extent. The paper examines where Hungary is on this path and whether there is a chance to advance on the list of digital economies.

Keywords: digitalization, competitiveness, digital transition

Employer branding from the perspective of growing family business

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Abstract: The problems of human resource management of SMEs are examined in this study. Imbalances between labour supply and demand are making it increasingly difficult for companies to find suitable labour. While large companies have already recognised this problem and invested considerable effort in developing their recruitment and employer branding strategies, undercapitalised family businesses with poorly developed corporate structures but growing size are facing serious difficulties in retaining employees and recruiting new staff.

In our study, the focus is on family businesses and the impact of the labour market situation on these businesses is examined.

Based on the literature reviewed, on the one hand, an in-depth interview with the owners was conducted with the aim of identifying the critical factors affecting the competitiveness and sustainability of the business. On the other hand, based on an analysis of the results of a structured interview of the company's employees, we propose solutions to the problem and identify key efficiency indicators that can be used to monitor the success of the measures.

The aim of the study is to assess the perception of the employer brand (Mosley, 2014) and to propose solutions for family business managers to improve the employer brand of the business.

Keywords: Family business, employer branding, SMEs, human resource management



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How can we promote volunteering based on knowledge sharing among the generation?

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Abstract: There is a lot of literature on the fact that Generation Z has a specific set of values, mindset and not least a system of information gathering and management. The challenge for those working in higher education is to respond to this generation in terms of both the content of education and its promotion. At the same time, it is an important mission for higher education teachers to educate young people to behave ethically. Pro bono, a voluntary activity based on the free sharing of expertise, is a way of raising young people's social awareness and an integral part of the content portfolio of higher education. The study presents primary data on how to promote this type of activity among young people.



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Social Media Marketing: How Do Pet Influencers on Social Media Affect Consumers' Purchase Intention?

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Abstract: Given the popularity of non-human social media influencers, this study aims to analyze specifically pet influencers. Previous studies have analyzed how social media influencers affect consumers' purchase behavior. However, when it comes to the pet influencer domain, there is still a lack of relevant research as more and more pet influencers are also starting to promote their online presence through social media platforms. Using a quantitative analysis of pet influencers' attributes and consumers' perceived characterizations, this study focuses on how pet influencers affect consumers' purchase intention, taking into account pet influencers' special attribute of anthropomorphism. By exploring factors affecting consumers' purchase intention, this study helps social media pet influencers to find effective advertising appeals to promote products. The data of this study were collected through a questionnaire with a sample size of 250 social media users following pet influencers in China. The collected data were analyzed through Hayes Process Macro SPSS. This study finds that attitude homophily, social attractiveness, and use of anthropomorphism indirectly affect consumers' purchase intention by influencing consumers' trustworthiness, perceived expertise and parasocial relationship with pet influencers.

Keywords: Social media influencer marketing; Pet influencers; Anthropomorphism; Adopted theory of persuasion; Purchase intention.





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The Impact of Social Media Influencers on Choosing Fast-Moving Consumer Goods Among Generation Z in China

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Abstract: Social media influencers have become indispensable in today's business. They have an influence on social media platforms and exert persuasive power over their followers. As Generation Z gradually represents a larger proportion of social media users who heavily rely on the digital world and have ever-increasing purchasing power, the business owner put more emphasis on this target group than ever. Especially in the fast-moving consumer goods (FMCG) sector, products or brands need to gain a position in the minds of consumers as soon as possible owing to intenser competition. Business owners turn to social media influencers as the best product endorsers. Therefore, constructing a conceptual framework by integrating Source Credibility Model(SCM) and Celebrity Influence Model(CIM), this study examines the impact of social media influencers on choosing fast-moving consumer goods among Generation Z in China. Study findings indicate that purchase intention is influenced by para-social relationships with social media influences and followers' identification. They are also influenced by the characteristics of social media influencers. The results of this study are expected to extend the knowledge about social media influencers. In addition, it also helps online retailers to improve their social media marketing.

Keywords: Social Media Influencer; Fast-Moving Consumer Goods (FMCG); Generation Z; Source Credibility Model; Celebrity Influence Model

Green Marketing: What Factors are Influencing Consumers' Green Purchasing Decisions in the Chinese Market

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Abstract: With the rapid development of China's economy, environmental problems are increasingly aggravated. Green marketing is considered as a kind of environment-friendly marketing method, which has been paid more and more attention by consumers. This study examines several factors that influence consumers' purchasing intentions toward green products. Based on the Theory of Planned Behavior (TPB), we extended three factors, environmental awareness (EC), perceived benefits (PB), and perceived quality (PQ). The study extends the TPB, explains consumers' green purchasing intentions, and fills the gap in green marketing-related research in China. The participants of the survey were Chinese consumers of different ages. The questionnaire was distributed online, and a total of 250 samples were collected. Hayes Process Macro of SPSS was used to measure the relationship between variables. The experimental results show that perceived benefit, perceived quality, environmental concerns, attitude towards green marketing, and subject norms have positive effects on green purchase intention. Among them, attitude towards green marketing plays a significant mediating role between factors and green purchasing intention. The results of the study provide support for marketers to promote green marketing better in the current market, and provide insights for firms to formulate green consumption-related policies and plan green consumption-related publicity.

Keywords: Green marketing; Green purchasing; Theory of Planned Behavior(TPB); China

Virtual Consumption Behavior of Users in the Metaverse Community

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Abstract: The metaverse community breaks the boundary between the traditional commercial virtual and real, and provides an innovative virtual consumption model for brands and users. However, whether the metaverse community can become a virtual consumption platform has become the focus of marketers. This study determines which factors encourage potential users to make virtual purchases in the metaverse community. Based on the Stimulus-Organism-Response model, this paper analyzes the virtual consumption behavior of users in the metaverse community from four aspects: virtual consumption quality, perceived enjoyment, perceived usefulness, and perceived trust. This study used an online questionnaire survey to explore the impact of meta-virtual community characteristics on virtual consumption behavior. A total of 218 valid user data were collected through an online questionnaire, and Hayes Process Macro in SPSS was used to test the hypothesis. The results show that virtual consumption quality, perceived enjoyment, perceived usefulness, and perceived trust all positively affect users' virtual consumption behavior, and perceived enjoyment, perceived usefulness, and perceived trust play a mediating role in the relationship between virtual consumption quality and users' virtual consumption behavior. Therefore, virtual goods practitioners concerned with the metaverse can use this article as valuable insight for this growing market.

Keywords: Virtual consumption; Metaverse; Stimulus-Organism-Response model; Consumption quality



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The Impact of Using Social Media Marketing on Consumer-Brand Engagement Among Generation Z in China — An Empirical Study on Tiktok

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Abstract: This paper examines the impact of the five dimensions of social media marketing (SMM) activities on consumer brand engagement (CBE), and thus expands to the impact on brand awareness and brand image, as well as the mediating role of CBE in SMM on brand equity among the generation Z in China. This study used a quantitative research approach, using sampling among TikTok users (N=264) and analyzed with Hayes Process Macro in SPSS. The results of the study point out that among the five dimensions of SMM, only entertainment and customization have positive significant correlations on CBE. The relationship between consumer brand engagement on brand loyalty and brand image is significant. Under the influence of consumer brand engagement, generation Z shows increased brand awareness of brands promoted by social media marketing campaigns on social media with high entertainment, customization, and trendiness. Therefore, marketers focusing on the younger generation in China can use this article as valuable insights for their social media campaigns.

Keywords: Social Media Marketing (SMM); Consumer-brand Engagement (CBE); Gen Z; China; Brand Awareness; Brand Image; TikTok



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Go Green Best Practices: Demystifying sustainable Human Resource Development at the Civic Level.

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Abstract: An organization that is highly planning a Green Human Resource Management (GHRM) and needs to contribute to community development demands Sustainable Human Resource Management (SHRM) as its best practice. This research creates a case for the integration of an emerging construct in the business literature, ‘corporate social performance,’ revealing the role that GHRM processes play in people-management practice. The methodology consists of a questionnaire for the survey. The study contributes to the best practices and corporate-community collaborations toward an organization’s sense of being a part of its surrounding community and the reciprocity embedded in this relationship. Moreover, the findings of the review suggest methods to overcome the barriers of inclusion and how HRM can effectively contribute to solving today’s “magnificent” sustainability challenges by providing ideas from a common good economy perspective. Finally, it sheds light on the way to achieve sustainable development goals (SDGs) toward community well-being and prosperity.

Keywords: Green Human Resource Management, Sustainable Human Resource Management, Sustainable Development Goals.

Determinants of entrepreneurship across high and low income countries: A panel regression estimation approach.

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Abstract: There is a general notion that incorporating entrepreneurship into the affairs of the economy will lead to economic growth. However, evidence from the literature has proven that this statement does not hold true for all types of countries, particularly the high and low income group of countries. From the empirical evidence, two schools of thought have diverging opinions about the role entrepreneurship plays in economic growth and development. Whiles one school of thought is of the view that entrepreneurship aids growth in low income or developing countries, the other school is also of the view that entrepreneurship does not aid growth in developing countries but only in high income or developed countries. Based on the evidence from the literature authors like Adusei, 2016; Omoruyi et al., 2017; Folarin 2018 have discovered that there is a positive and significant link between entrepreneurship and growth in emerging or developing countries. On the other hand, Audretsch and Keilbach, 2004; Acs and Armington, 2004; Carree and Thurik, 2008; Stoica et al., 2020 have also discovered that entrepreneurship has a favourable impact on economic growth in some advanced economies, but it has the opposite effect in some emerging countries. This paper therefore seeks to investigate further into the variables or factors which influence or drive entrepreneurship in the respective cluster of high and low income group of countries. The study intends to throw more light on why entrepreneurship influences growth differently in the cluster of high and low income countries and what factors actually account for that. The Hausman test panel estimation technique is used and data runs from the period of 1999 to 2019.

Keywords: Entrepreneurship, Economic growth, Determinants, High income countries, Low income countries



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The impact of natural disaster on agriculture. Case of Albania.

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Abstract: Albania has been continuously affected by natural disasters such as floods, droughts, earthquakes with devastating consequences not only in the the economy and development of the country but also in people's lives. Therefore, the implementation of financial strategies for the minimization of risks in case of natural disasters is necessary. In this research paper we will identify the strategies that Albanian farmers use to reduce the consequences of natural disaster on agricultural sector. Finding the main factors that influence the selection of the risk minimization strategy by farmers in another objective of this study. The methodology we will use to prove the hypothesis is qualitative one. The research instrument is a questionnaire. The questionnaire will be distributed to farmers who live in areas that are more affected by natural disasters. Some strategies that farmers use to cope with risk are credit extensions, selling assets, use of personal food stocks, support of relatives and off farm employment. The use of agricultural insurance as a strategy for risk mitigation is at a low level in Albania. Farmers' risk management strategies in Albania are influenced by socio-economic variables such as age, gender, income etc.

Keywords: Natural disaster, risk management strategies, agricultural, farmers, mitigation

The challenges of the sustainability of state pension systems

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Abstract: Nowadays, financial knowledge and financial literacy are a fundamental issue in everyday speech, as the crises and their consequences have highlighted the shortcomings of financial knowledge. When we talk about the causes of crises, we always mention the responsibility of households, companies and banks, in addition to the responsibility of governments. One of the main reasons for this may be a lack of financial knowledge and financial awareness. Many articles and studies deal with the importance of financial culture today. All of these studies point to the importance of financial literacy. Financial literacy can only be developed through education. The reform of the state pension system is a cardinal and noteworthy topic in all countries of the European Union and is often discussed at various scientific meetings. The presentation and related study describe the current pillars of the international and Hungarian pension system, and using demographic and statistical data, address the problems of the mandatory social security system in detail, such as the sustainability issues of the current system. The main goal of the research is to present the possible scenario of changes in pension benefits in Hungary. Using a variety of statistics and research based on a questionnaire of economic attitudes.

Keywords: financial crises, sustainability and modeling of state pension systems, pension savings, pension security, the role of financia

Digitalization Effect on Enterprise Internationalisation: a perspective on Western Balcan countries

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Abstract: Our paper focuses on the analyses of the level of digitalization Enterprises and its economic performance impact in Western Balkan countries. To answer the research question, we use a panel data from Enterprise Surveys (ES) for the period 2018 to 2020. The survey was a shared project of the European Bank for Reconstruction and Development (EBRD), the European Investment Bank (EIB), and the World Bank Group (WBG); the selected countries are Albania; Bosnia and Herzegovina, North Macedonia, Kosovo, Montenegro, and Serbia. The questions included in the dataset contribute to understanding what firms experience in the private sector. Collected data are based on firms' experiences and enterprises' perceptions of the environment in which they operate.

To accomplish the empirical analysis the dependent variable consists on a set of Trade Indicators under World Bank database.

In our paper the enterprise internationalization perspective is measured in terms of exports from 2018-2021. On the other side, the vector of independent variables is composed of enterprise characteristics such as enterprise age, size, ownership structure, legal status, access to formal banking services, and gender ownership. Moreover, to capture the digitalization level of SMEs, we will focus the following ES questions: (1) Does the establishment have its own website? (2) Started or increased business activity online? (3) Started or increased remote work arrangement for its workforce? Preliminary empirical research results shed light on the positive effect of digitalization on firms' internationalization with a specific emphasis on exports. However, the magnitude and statistical significance are different among the countries included in the sample.

Keywords: Digitalization, Exports, Enterprise, Western Balkans



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Macprudential Policies and its role in managing banking crisis in Balkan Region

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Abstract: This article aims to study the role of macroprudential affairs in the framework of financial stability. In a narrow perspective this study will deepen in estimating whether macroprudential policies can prevent a possible banking crisis. Many studies have examined the effects of macroprudential policy on credit growth, but few empirical studies have analyzed its effect on the probability of a banking crisis. This paper empirically investigates the effect of macroprudential policy on the probability of a banking crisis. Specifically, using data for 11 Balkan countries from 2006 to 2020, through a probit and logit model it is analyzed the effect of changes in the loan-to-value ratio (LTV) on the probability of crisis. The results highlight the importance of policy coordination between different government bodies to design an appropriate macroprudential policy, especially in the current context of the Covid-19 crisis.

Keywords: macroprudential policies, banking crisis, financial stability, Balkan Region



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Creating a private university blockchain for more secure data storage

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Abstract: Secure data storage is becoming more and more important these days. The advantage of databases is that the data is saved in an organized manner, so it is easy to review. Their disadvantage is greater vulnerability, as these data are recorded in an organized and structured manner so that in the event of a database being hacked, an attacker can easily see the information obtained without authorization. University databases often store sensitive student data that must be protected in cyberspace. My research goal is to investigate whether it is possible to create a private university blockchain where data can be stored securely, even in the long term. As part of the practical implementation, my goal is to create a blockchain-based database with the genesis block and determine its block sizes. This is necessary because with the appearance of large amounts of data (Big Data), blockchain networks often become overloaded and this problem can be solved by limiting the block size. After creating the blockchain, I define its data storage conditions, as this can only be ordered by the owner of the blockchain, in this case, the university.

Keywords: Blockchain, database, security, policy

Cost-effectiveness analysis and sustainable innovation in healthcare: A review of cost transferability from the MENA region

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Abstract: Healthcare systems are constantly confronted with major challenges: deliver quality services and provide access to health technology innovations while keeping costs under budget constraints. Health expenditure is following a fast-growing paste globally, and it is important that governments and healthcare providers rethink the health-services delivery to be more sustainable. Hence, comes the role of health economists, focusing their research on sustainability and innovation in healthcare and providing insights on how to make informed decisions under the umbrella of universal healthcare. An example of this is reusing primary data from other jurisdictions and adjusting it to local settings where costs are not available such as the Middle East and North Africa (MENA) region. The aim of this paper is to systematically review the methodology and reporting quality of economic evaluation publications using transferred costs from MENA. The literature search was performed in PubMed and Web-of-Science. Full-text screening and data extraction were done in duplicates.

Transferability is a novel practice within the region where Gulf countries are slightly leading in the number of transferred costs. There is a growing interest in applying geographical transferability of disease-related costs to overcome scarcity issues and obtain more effective and sustainable healthcare. However, more efforts are needed for solid cost-transferability results.

Keywords: Cost-transferability; MENA region; Healthcare system; Cost-effectiveness; Heath policy

Quality of evidence assessment of direct and indirect digital biomarkers

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Abstract: Aim: Wearable, portable, implanted, or ingestible digital devices are used to gather objective, quantifiable, physiological, and behavioral parameters known as digital biomarkers. Meta-analyses of digital biomarkers have increased in recent years, causing the need for evaluating evidence quality. This study evaluated the quality of direct and indirect digital biomarker evidence.

Methods: Using the definition of digital biomarkers, a search of PubMed and the Cochrane Library was undertaken for articles published in 2019 and 2020. English meta-analyses comparing the clinical effects of therapies using digital biomarkers to those using non-digital biomarker-based interventions were considered. The GRADE technique was used to evaluate the quality of the evidence synthesis in the meta-analyses.

Results: The final analysis comprised 26 articles with 95 reported outcomes (26/95, 27.4% direct and 69/95, 72.6% indirect digital biomarkers). There was moderate quality evidence for most indirect digital biomarkers (64/69, 92.8%) and the quality of evidence was low for five outcomes (7.2%). Direct digital biomarkers generated 23.1% (6/26) high-quality evidence and 76.9% (20/26) moderate-quality evidence.

Conclusion: Most direct and indirect digital biomarkers provided moderate quality evidence, however, direct biomarkers, because they influence physiological indicators, generate higher evidence.

Keywords: Digital biomarkers, wearable, implantable, quality of evidence, GRADE

Examining factors influencing students' participation in research and development projects during obtaining their first degree

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Abstract: Universities are a key factor of national and regional innovation. A considerable proportion of the innovative ideas and commitment to innovation-driving professions happen during university years. Accordingly, projects to develop the so-called university innovation ecosystems in universities are already widespread. In this work, we aim to assess the factors that contribute to students' participation in research and development (R&D) projects while obtaining their first university degree, which may be considered as an indicator of students' innovation potential. We analysed data from a questionnaire survey covering four countries: Poland, the Czech Republic, Slovakia and Hungary involving 30 year-old adults with university diploma. The data were collected between 18.07.2022 and 12.08.2022. Out of 1907 respondents, 333 (17.5%) participated in research and development (R&D) projects while obtaining their first degree. Our results showed a correlation between participation in an R&D project and whether the student participated in a scientific competition or exhibition, and if they published a paper. Of the respondents, 258 had received some kind of research, study or art grant, which also showed a link between participation in the R&D project. Furthermore, respondents, who participated in R&D activities were more likely to participate in social or public activities in the university.

These results are useful in identifying touch points through which students with innovation potential can be involved at the university innovation ecosystem.

Keywords: innovation ecosystem, university innovation, innovation potential



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How Does Cunbo Affect Consumer Purchase Intention? Analysis of Source Credibility and Parasocial Relationship

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Abstract: Cunbo is a specific "live e-commerce" form in China. Rather than celebrities, local farmers or village cadres are always endorsers to advertise their agricultural products through live streaming. Due to China's developed e-commerce, live streaming industry, and the popularity of smartphones, even farmers, can easily engage in live streaming. While most former studies focus on celebrities' effects, very few studies when endorsers were mainly farmers. Thus, this study aims to research how Cunbo affects consumers' purchase intention when endorsers are farmers. Based on source credibility theory, this study explores the effects of 3 elements (i.e., attractiveness, expertise, and trustworthiness) on Chinese consumer purchase intention through Cunbo. Meanwhile, this article considers credibility and parasocial relationship as two mediating variables to study their roles between 3 elements of source credibility and Chinese consumers' purchase intention. The Process Macro of SPSS has been used in this study as a tool to test the collected data and hypotheses. A total of 302 responses have been collected through a structured questionnaire. The findings indicate that attractiveness, expertise, and trustworthiness have a significant relationship with Chinese consumers' purchase intention toward agricultural products. Also, credibility and parasocial relationship play mediating roles between the relationships.

Keywords: Cunbo; E-commerce; China; Purchase Intention; Source Credibility; Parasocial relationship



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The Impact of Digital Supply Chain on the Pharmaceutical Industry Performance in the Post-Pandemic Era: A Case Study for JDL

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Abstract: The COVID-19 epidemic had a tremendous impact on both the worldwide economy and society, differing to varying degrees in major economies all over the world. This study investigates how disruptive technologies like digital technology affect JD Logistics' performance in pharmaceutical supply chains and to find out how JD Logistics used digital supply chain tactics during the COVID-19 epidemic and how it responded to the lessons learned in terms of innovation. Using multiple online resources, such as websites and blogs, that guide and review the solutions done by JD Logistics and other leading companies with case study analysis. The study includes both theoretical and practical insights regarding the deployment of the digital supply chain in the post-pandemic age. It is found that the supply chain service of resource network, operation standardization, quality compliance, and process visualization are essential to pharmaceutical logistics. This paper enhances the existing body of knowledge by outlining potential areas for future studies into how the management and performance of a firm with a pharmaceutical business are affected by the digital supply chain.

Keywords: Digital supply chain; JD Logistics; Smart logistics systems; Digital technologies; Post-pandemic; Industry 4.0



Analysis of the financial attitudes of men and women

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Abstract: Many studies examine the role of attitudes to money in determining an individual's financial management and financial well-being. Attitudes towards money play a crucial role in the life of adults when they finish high school, begin to leave their homes, and prepare to start a family. Our society prepares women and men for partly different roles, which gives rise to differences in behavior towards personal and family finances. The article presents the results of a Hungarian research that explores the financial attitudes of women and men using the money attitudes questionnaire published by Lay and Furnham (2018). Convenience sampling of 212 people was applied, and the questionnaire included the following dimensions: achievement and success, saving concerns, mindful and responsible, power and status, and financial literacy concerns. We suggested two hypotheses. First, women would score higher than men in the dimension of saving concerns. Second, men would score higher than women in achievement and success dimension. As a result of the research, both hypotheses were confirmed and the correlations between the dimensions, and the relationships between each dimension and salary were analyzed.

Keywords: money; financial attitude; gender; saving; spending



ÓBUDAI EGYETEM
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Are developing countries willing to pay for environment? An empirical case of Albania.

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Abstract: Environmental protection is a very important issue that affects all countries of the world. However, in developing countries such as Albania, a low quality of the environment is observed, which affects many aspects of the citizens' lives. The main purpose of this study is to analyze the willingness of citizens to pay for environmental protection and the factors that push them to pay an annual fee to improve the quality of the environment, the other purpose of the paper is to analyze if demographic factors such as age, education, income, and gender affect citizens' willingness to pay. The contingent evaluation method was used through the referendum technique on 220 citizens of the city of Tirana. Participants are presented with a fixed annual payment of 2000 ALL. Through Logit Regression, the relationship between socio-demographic factors and WTP will be analyzed. The results show that the age, education, and income of the respondents play an important role in the WTP while gender has no impact.

Keywords: Environmental Protection, Willingness to pay, Demographic factors, Contingent Valuation Method

Explore the Impact of Cold Chain Logistics Distribution Service Quality on Customer Satisfaction of Fresh Food E-commerce Platfo

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Abstract: With the enhancement of people's living standards and consumption level, the demand for a variety of food products increases, and the demand for frozen food increases rapidly. Numerous fresh retail e-commerce platforms have emerged, and the online shopping mode of multi-frequency and small batches becomes more popular among people. Therefore, to ensure the quality of fresh products, the requirements for cold chain distribution logistics are constantly increasing. However, there are still a series of problems in China's cold chain logistics distribution system, and the quality of logistics service needs to be improved to meet the needs of the public and improve their satisfaction. This paper takes Hema Fresh as an example which provides a new retail format and uses the questionnaire to explore the relationship between customer satisfaction towards Hema distribution logistics services quality which helps to know the logistics factors that have the greatest impact on customer satisfaction. The results show that timeliness is the most concerning problem for consumers at present. Thus, this paper puts forward targeted strategies to improve the problem of cold change logistics of food retailers so it can provide better service for customers, customers can receive fresh food faster and better, and their overall happiness in life can be improved. At the same time, it also optimizes the cold chain distribution service of e-commerce and reduces the waste of fresh products. It also provides valuable insights into the cold chain logistics distribution industry in China.

Keywords: Cold chain logistics; E-commerce; Fresh food; Logistics service quality; Hema Fresh

Connecting universities and enterprises toward innovation and entrepreneurship

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Abstract: Nowadays societal and economic needs requires that universities are active members in supporting the enterprises and offering real-life experience to the graduate by preparing them for the labour market. The purpose of the paper is to introduce and assess the status quo of higher educational institutions in their devotion to become innovative, foster entrepreneurship and generate value for the society and economy. The methodological approach was a combination of quantitative and qualitative research methods, addressing not only the European University of Tirana - UET (case study), but also the national ecosystems in Albania. Following the methodological approach of the Erasmus + CBHE KnowHub Project (Reconnecting universities and enterprises to unleash regional innovation and entrepreneurial activity), data collection for this paper is done using the following methods: Online survey (HEInnovate self-assessment survey, OECD) conducted in 2020 and 2022 at UET and 2 Focus Group (HEInnovate Assessment (Re) Introductory and Verification Workshop). The paper concludes that in a two-year period, UET has used tools and mechanisms which contribute to enhancing the entrepreneurship culture within university.

Keywords: innovation; entrepreneurship; value; economy; society



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The Influence of Consumer Preferences on FMCG Supply Chain Decision-making from an Omnichannel Perspective

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Abstract: At present, the FMCG market accounts for more than half of global business, and consumers can obtain purchasing information anytime and anywhere from the omnichannel. However, a key obstacle that remains unsolved is how to combine FMCG purchases under the omnichannel with a more agile supply chain. In this paper, the focus is on the influence of consumer preferences on the FMCG supply chain from the omnichannel perspective, aiming to provide FMCG enterprises with a special perspective from the consumer port and enhance their competitiveness in this industry. Therefore, based on the data collected from 250 respondents, consumers' preferences and behaviors were investigated, and the factors that impact consumer preferences were tested and validated through SPSS, to find out the essential factors that influence enterprise supply chain decisions. In addition, the strategic adjustment and optimization measures of the FMCG supply chain based on consumer preferences will be formulated. The survey demonstrates that most people are satisfied with social networks' purchase channels. Meanwhile, a personalized purchase with added value at the pre-sale and after-sales end is more desired. However, it is worth noting for FMCG supply chain decision-makers take measures to reduce the purchase risk caused by social networks.

Keywords: FMCG Supply chain; Social Networks; Consumer preference; Omnichannel



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The Effects of Dynamic Capabilities on the Competitiveness of firms in the Telecommunication Industry

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Abstract: With the intensification of competition in the global markets and rapid technological changes, firms' resources and market share need to be analyzed. Competitiveness and firms' long-term success are now being considered an outcome of dynamic capabilities. The study analyses the effect of dynamic capabilities (DC) on the competitiveness of telecommunications firms in Hungary. The study draws from the resource-based view (RBV) and dynamic capabilities theory in which innovative capabilities, technological capabilities, knowledge management capabilities, and marketing capabilities would be regarded as independent variables and serve as a proxy for competitiveness. Competitiveness will be determined as a dependent variable. The paper will apply both qualitative and quantitative methodologies. The descriptive design method will be used with a sample size of 50 people. The study will collect primary data with the use of questionnaires targeting top-level, mid-level, and lower-level management in the telecommunication industry. Secondary data will be collected from the Orbis database and relevant scientific publications. Descriptive statistics and time series regression analysis will be utilized to comprehensively analyze the effects of dynamic capabilities' covariates on competitiveness. A conclusion will then be drawn.

Keywords: Competitiveness, Dynamic capabilities, Resource-based view, Telecommunication industry, Hungary

Identification, analyzing and solving of the nonconformities through selected quality management tools

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Abstract: Companies nowadays must adapt to quickly changing conditions on the market. It is common for a production company to have some inconsistencies in the production process and it depends on the quality system how will the company decrease their occurrence. Nowadays is quality department an important part of companies because it is responsible for consistent production, high quality of produced pieces and employees working in the department. This paper aims to identify the main nonconformities and complaints to propose solutions to their reduction and corrective measures. In the article, we want to focus on the identification of nonconformities and complaints and their analysis through selected quality management tools. The first part of the article contains the theoretical basis of an overview of the issue, which further characterizes the importance of management quality, its importance and use in the company. The second part contains the main goal together with partial goals and methodology, which served as the base for calculations necessary for the elaboration of own research.

Keywords: quality management system, nonconformity, complaint, quality management tools, Pareto chart

Organic farming and markets during COVID-19

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Abstract: Over the past decades, the market for organic production and products has grown year on year. This has been true in Hungary, in Europe and elsewhere in the world. The market turnover of the goods produced in this way has also increased year after year, and is even forecast to do so. This was also the case for the areas involved in production. However, the most recent data available for 2020 and 2021 show a decline in organic produce sales markets. The 12.5% growth in 2019-2020 was followed by a 1.3% decline, which was quite unusual. The COVID-19 infection wave has put the issue of health, but the general economic downturn has affected even organic food sector that is supposed to be supporting health. Consumer fears, the economic downturn, the rise of online sales, price sensitivity, higher prices for organic products, and reduced spending have all contributed to this downturn.

Keywords: organic farming; organic food market; COVID-19; crisis

The Role of Technology in Sustainable Development of Organizations

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Abstract: This study examines new approaches for the use of technologies in the development of organizations' corporate social responsibility (CSR). Drawing upon environmentalist and technological theories, we analyzed the role and importance of modern technologies for further sustainable advancement of organizations. Traditional technologies are not aimed at supporting the sustainable development of organizations, while modern – or even more sustainable technological visions are aimed at solving social issues related to environmental protection and sustainable economic development. Modern understanding of technologies opens the question about different technological conceptual solutions, such as sustainable use of traditional technologies, development of sustainable technologies, and interdisciplinary treatment of sustainable technology to extend the CSR model. The results of the study have theoretical implications, highlighting the needs for new understanding and incorporation of technological development and new technologies in further societal sustainable development. Practical implications include extending sustainable consideration with technological dimension for further development of organizations' sustainable development.

Keywords: Sustainable Development; Tradition Technology; Sustainable Technologies; Sustainable Organizations.

Possible ecological services usage based on urban tree inventories

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Abstract: Nowadays, the managements of our cities are facing the challenges caused by climate change. Extremely hot summer days, heat waves, urban heat islands, flash floods, extreme winds draw attention to the importance of ecological services provided by urban green areas, especially trees. Branch breaks and falling trees caused by extremely strong winds, with the risk of causing property damage or worse, danger to life, shows importance of tree care maintenance with extreme attention to proper administration, inventory.

The basis of our research will be the remote sensing analysis of urban tree inventories. Now as a preparatory work for this research we reviewed the literature of ecological services calculations according to urban forestry, with main focus on the different methodologies to measure them. The main point at the examination of methods, is to find possible methodologies that can be applied later on with the data coming from the tree inventories of the municipalities. Hopefully these can be used not only for calculating the ecological services, but also predict the cost and benefits of the different community decisions.

Keywords: urban forestry, climate change, ecosystem services, tree inventory

Human flourishing of social leaders in Poland and Zambia

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Abstract: The aim of the paper is to identify similarities and differences in factors influencing flourishing of social leaders in Poland and Zambia. It was achieved by both the literature analyses and empirical research consisting observation and interviews with social leaders. Although human flourishing reveals in four following domains: work, religion, education and family, empirical research results show that understanding and importance of those dimensions differs between Poland and Zambia. Those culturally different countries face their own problems and people who selflessly help in solving those issues often demonstrate transcendent motivation to help others. While dominant culture in Zambia is collective and leaders concentrate rather on providing a tribe with basic goods, Polish social leaders derives pleasure from helping different individuals in need and improving their quality of life. That is why, activities taken by social leaders in both countries are hardly comparable and factors of personal and professional development are quite different.

Keywords: human flourishing; social leadership; social innovation; professional development

Professional sport as a path of career

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Abstract: Students passions and interests are values that affect their future career. In this presentation, I will focus on the career path of outstanding students who are engaged in sport. I will try to explain how students perceive a career and a sporting career. The presentation was based on a bachelor's job that holds a title The perception of career by professional athlete students.

The aim of the study was to learn how students combine university careers and sport careers. How they perceive a career and how they interpret it. What is important to them in their personal development. How their career is influenced by their sporting careers.

The method used to achieve the purpose of the test was an individual case study. With this method you can get a specific material for the study. The interview was conducted with special interview scenario. The replies received were submitted to a qualitative interpretation.

Students have presented their way of perception their careers. Everyone said that career is a part of personal development. A sports career is a personal path. Everyone has their own implementation plan, which affects the diversity of careers.

Keywords: professional sport; mountain biking; career path; students; passion.

Sustainable irrigation development in Hungary

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Abstract: The regional climate models suggest that Hungary has to face more severe impacts of the climate change than the global and European averages as the average temperature increase has been accelerating to 1.62 °C over the last four decades (Kemény et al., 2019). One possible climate adaptation policy measure is supporting the development of sustainable water management practices and irrigation facilities by improving effectiveness and efficiency of existing irrigation practices and extending the actual irrigated land establishing new irrigation facilities paying the necessary attention to environmental conservation and climate adaptation.

The policy decision makers have ambitious plans to increase the existing 119.3 thousand hectares irrigated land further by supporting farmers on developing their existing and new irrigation facilities. The existing irrigable land of 198.1 thousand hectares in 2020 can be extended to 371 thousand hectares according to the Strategy of Irrigation Development adopted in 2017. The main drivers of the sustainable irrigation development are environmental conservation and efficiency improvement.

The aims of this paper are to review the literature on sustainable irrigation development, to summarise the results of the existing irrigation development Rural Development measure and to present our proposal on extending this measure with relevant climate adaptation and water conservation elements.

Keywords: sustainable irrigation development, sustainable water management, irrigation communities, irrigation efficiency



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The role of serious game in defining leadership skills and styles

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Abstract: Organizations are always attempting to raise the level of leadership competence and the number of competent applicants for leadership roles by sponsoring leadership development training programs via the serious game. Serious games have evolved as an exciting new method of education and training. Even though the benefits of serious games for teaching have been widely proposed, more empirical research on their effectiveness is required. The main goal of this research is to investigate which leadership skills and management styles are being applied by leadership development training participants through the serious game FLIGBY. It has been designed as a tool for supporting new types of both academic and practice-oriented research on leadership. In this article, we presented four leadership styles: Sustainable leadership, Flow-promoting leadership, Servant leadership, and Transformational leadership. Based on the literature review we identified the core leadership skills pertinent to each of the four styles and connected those to the comprehensive set of 29 leadership skills established by Professor Mihaly Csikszentmihalyi's seminal work on the Good Business principles which measured by FLIGBY, an innovative, digital assessment tool.

Keywords: leadership skills, styles, serious game

Healthcare management in post-COVID-19 environments in terms of healthcare workers' wellbeing: A bibliometrics study

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Abstract: In recent years, healthcare management's primary responsibility is establishing and maintaining an organizational climate that promotes high-quality, safe, and effective patient-centered care. The leader's job extends beyond establishing the most excellent possible physical environment to developing an organizational culture that supports healthcare team members in the frequently tricky task of direct caregiving and wellbeing. Healthcare wellbeing has become a significant concern for society due to a rise in the frequency of mental illness and its catastrophic impact on healthcare workers. In this regard, the article's objective is to synthesize existing research investigating the association between well-being in healthcare workers and the role of healthcare management in improving wellbeing. Additionally, the current study reviewed the developments of healthcare workers' skills and capabilities in the post-COVID-19 world. Following the thorough filtering procedure, we chose the final 50 records for the current study. We employed the PRISMA statement 2020 for the research methodology to include and exclude the data to accomplish the study's objectives. In addition, we classified the themes using bibliometrics analysis and critical phrase occurrences using the VOS Viewer program. The three main categories for records were discovered throughout the data analysis procedure. The results indicate that healthcare well-being and a person's physical, social, psychological, and spiritual lives interact and are typically examined holistically by well-being models. The effects of stress on mental and physical health are more severe for nurses and other healthcare workers, who have been documented to be subjected to a wide range of work-related stresses, such as emotional labor. In addition, the percentage of employees with high levels of burnout was significantly higher than before the COVID-19 pandemic or in other healthcare settings during the SARS pandemic, and emotional exhaustion levels were higher than normative values. The findings show that creating and sustaining an organizational culture that supports high-quality, safe, and efficient patient-centered care should be the top priority for healthcare administrators. Beyond building the best physical environment possible, the leader is responsible for fostering an organizational culture that supports the healthcare team's members in the frequently taxing work of providing direct care. Finally, the future plan for healthcare wellbeing is presented.

Keywords: healthcare management, healthcare workers, wellbeing, COVID-19, healthcare administrators, healthcare team members



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A Review on The Impact of Green Supply Chain Management Practices in Southern African Organizations

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Abstract: Throughout the past decades, and especially during the last couple of years, numerous organizations have been looking for different ways to be more socially and environmentally responsible. In addition, despite being a relatively new concept to the working environment, many Southern African organizations have started to understand the importance of green supply chain management practices to grow and remain competitive in the market. Therefore, the aim of this study is twofold. First, to present a systemized literature review on the application of green supply chain management practices in Southern African organizations. Second, to address the research gap in this topic.

Keywords: Green supply chain management, Systemized literature review, Southern Africa, organizational performance



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Mapping work content allocation on an assembly cell

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Abstract: Work content allocation influences manpower utilisation and reachable output of a production cell. Usually, process maps show the order of precedence of technology steps, and workstations are defined so that neighbouring steps are performed on a bench, as far as constraints allow. The need of balancing operator work load might result in having one person serving neighbouring stations or benches.

This study aims to use graph theory and introduce bipartite graphs as a new approach to analyse work content allocation to work benches and workers. In this study, a set of nodes represents workers on the cell, and another set consists of the job elements; and edges connecting the nodes in the two distinct sets are representing a job element being completed by a worker. A projection of such a bigraph draws the backbone of the process flow chart, whereas another projection might indicate the connection and handover points between workers. A very similar projection is definable for the connection of workstations with valuable insights of potential layout improvements of a cell.

A possible application of drawing bipartite graphs of a manufacturing cell is to find out alternative ways of allocating work content, and harvesting ideas for brainstorming the layout improvements of the cell.

Keywords: assembly cell; process map; standardized work; work content; allocation; balancing; bipartite graphs

Singapore's Multifaceted Management Strategy of Sustainable Benchmarking

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Abstract: This paper aims to present the effective convergence of state governance and business leadership through the example of Singapore. To synthesize the multidisciplinary theoretical background with its practical implementation, we performed the research and data collection process according to the guidelines of the PRISMA 2020 protocol. We examined the application of various business management strategies in the public administration sector in the pre-Covid era compared with the period starting from the outbreak of the coronavirus pandemic in early 2020. As a result, we found that the cumulative ripple-down effects of the complex health, economic, energy, and food crisis required a mixed approach. In this regard, the innovative and resilient Southeast Asian city-state has applied a firm but adaptable strategy to maintain its high degree of welfare and well-being without compromising financial sanity, sustainability, and overall security. In addition, creating shared value for all citizens and future generations appears to be paramount, which underlines the necessity for modern policymakers to have a partly entrepreneurial mindset, putting Singapore anew in a benchmark position.

Keywords: business management; digitalization; governance; security; Singapore; strategy; sustainability



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A solution for an existing problem-websites for all

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Abstract: In our paper we worked as a team of four. The aim of our project is to make improvements to the website field. In our method we did thorough research and came up with a company, a business idea that does just this. We knew that this market is already filled with multiple companies, so we looked at how they do business and we tried to make ours outstanding. We observed user behavior in previous cases and their needs that we try to fulfill as much as possible. In our presentation we will explain what problems we have found and what can we do to improve them. The main outcome of the paper is to take you through our business idea, explain what improvements we would like to make and why we would like to make them. We also include in our presentation what budget we need to get started and how much profit we plan to make.

Keywords: Websites; business; budget; solution; company idea

Identification of chaotic patterns in work processes

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Abstract: During work, the performance of employees is not uniform, but fluctuates. In the case of algorithmic workflows, the goal is to keep this fluctuation as small as possible. The aim of the research was to reveal whether the fluctuations are random or organized into some kind of pattern. The research examined fluctuations in the performance of those performing algorithmic work based on their performance data over several months. During the investigation, we used the test of near returns, which is a topology-based procedure suitable for detecting small-dimensional chaotic behavior. The research showed that, in the case of the examined persons, performance fluctuations are not random, but individual patterns can be identified. With further targeted analysis, individual patterns provide an opportunity to reveal the hidden causes of chaotic behavior, which can reduce the fluctuation of workers' performance.

Keywords: performance fluctuation; chaotic behavior; close return analysis; algorithmic work



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Occupational safety representatives and mediation

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Abstract: In our workplace, we can get involved in conflict situations countless times. One of the solutions to these conflicts can be conciliation, or otherwise mediation. It is special dispute resolution method, when a third party, who is the mediator, mediates between the two participants, with the consent of both of them. Mediation is nowadays integrated into our legal system as an alternative dispute resolution option. In this study, we try to find a connection between mediation and occupational health and safety, including occupational health and safety representatives. The study is primarily based on secondary research, in which we are looking for opportunities to connect to occupational health and safety, but it also includes a questionnaire survey, which was carried out with the involvement of occupational health and safety representatives. With the help of the questionnaire, we try to verify workplace conflicts related to occupational health and safety, as well as the awareness of mediation among occupational health and safety representatives. Last but not least, we try examine the reason of preventive mediation to promote the activities of occupational health and safety representatives.

Keywords: occupational safety representative; mediation; preventive mediation

Management and performance evaluation of the employees in the municipalities in North Macedonia

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Abstract: The main purpose of this Doctor of Business Administration research is through exploring the topic “Performance management in the local government of North Macedonia” to identify the current state and efficiency of performance management processes including appraisal systems in the local government organisations of the Republic of North Macedonia and possible improvements that can be incorporated in the future. There has been a clear indication of limitations in the applicability of proper appraisal and performance management systems in the government sector whereas private sector organisations are much more actively implementing performance improvement and management practices. This has resulted in comparative lower achievements of employees in government sectors against private sector companies. The predominantly chosen methodology is the secondary qualitative research method. Secondary data is to be collected from empirical evidence and a systematic literature review. Primary research in this study will include qualitative research of data collected through a questionnaire and interviews from public sector servants in N.Macedonia. The setting up of the performance management scheme in the Macedonian municipalities could eventually enhance the management productivity of the public sector and significantly improve the functionality of the entire system and quality of national living.

Keywords: Performance Management, Governance, Municipalities, Public sector, Management, Human Resources, Local Government,

Let's Stay Healthy! - Fatigue management and tips for a healthy lifestyle based on the latest scientific evidence

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Abstract:

Aim:

After the COVID-19 pandemic, what should we do to preserve our health?

Method:

Review the latest scientific literature.

Outcome:

Share with participants the scientific and practical suggestions.

Main goal:

Generate participants' interest and desire to implement at least one of the recommendations in their everyday life, in order to improve their health.

Keywords: circadian rhythm, immune system, fatigue, sleep, breathing, physical exercise

Assisting application for autistic people (BLUZEAD)

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Abstract: Autism spectrum disorder (ASD) is a developmental disability. People with ASD often have issues with social interaction, and restricted or repetitive behaviours or interests. People with ASD may also have different ways of learning, moving or paying attention. which characteristics can make life very challenging. We talk about spectrum disorder because there are several levels of autism and some of them are almost unnoticeable. The problem with those cases is that there can be a lot of misunderstanding which can lead to rejection from their environment including cases regarding their professional career. While they may be able to perform well in a wide variety of jobs, they are often negatively discriminated against - despite it being unlawful and unethical - especially when it comes to finding an adequate job.

In order to reduce those problem and provide assistance to both the individual and their environment, we would create an application, that help people with autism to get the proper tools to manage their life personally and professionally. Furthermore, we also aim to help people that are not autistic to understand how people with ASD see the world and we thought of first creating a community that will assemble everyone and allow them to be in contact with associations and professionals. The application would contain several useful tools, such as tutorials and tests about understanding autism, time management tools, anxiety gesture tools. To summarize this project, the aim of this application is essentially a communication tool that helps people to understand each other.

Keywords: Autism spectrum disorder, Human resource management, Social interaction, Community

Social embeddedness of international students at Óbuda University

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Abstract: Homogenous groups were considered the key to performance till the early 1940s; since it is not a complicated task, to build teams from people with similar features, background and interest. The more different people in a group are, the more inevitable conflicts seem. Hence, organisations for decades tried to find people, who fit their future groups while recruiting and selecting. The informal layer of organisations and through them the social embeddedness of the individuals are more and more important ever since Elton Mayo's Hawthorn experiments. The individuals and their specific features and competences, with which they can enrich the organisations, have been gaining more and more interest from researchers, and by now, homogenous groups are not considered the golden way anymore. Heterogenous groups are intentionally created to leverage not only the diversity of competences and opinions to support organisational creativity, but to foster an organisational culture, where tolerance, acceptance and inclusion are core values.

Nowadays diversity does not only refer to minorities and gender, but also includes differences in age, disabilities, sexual orientation, religion and oftentimes even education and social status. The hidden agenda is that in our current globalised era, if an organisation does not welcome employees from a variety of social groups, then it will fail to understand those very groups and their needs, hence will lose in the ever-intensifying competition.

In current article the perceptions of young people regarding their social surrounding are investigated. The research introduced has been initiated among students of Óbuda University, mainly targeting international students, since they are inevitably means and sources of diversity. The research does not only explore the university related interpersonal environment of the respondents, but also intends to look into the embeddedness of the international students (or the lack thereof), indirectly studying the organisational environment of the students in the survey.

Keywords: Social embeddedness, diversity, support, perceptions

