



**SAPIENTIA**  
HUNGARIAN UNIVERSITY  
OF TRANSYLVANIA



## **17th International Conference on Economics and Business**

### **CHALLENGES IN THE CARPATHIAN BASIN**

Innovation: Bridging the Gap between Urban Centers and  
Peripheries

May 21-23, 2025

## Full Programme

### **May 21, 2025 – Wednesday – Hack the Taste – Gastronomic Tourism Hackathon**

18:00 – 19:00 | Pitches

19:00 – 19:20 | Jury deliberation

19:20 – 19:40 | Awards ceremony

19:40 – onward | Networking

### **May 22, 2025 – Thursday. 10,00 AM – 20,00 PM (GMT +2)**

10:00 - 10:30 Opening ceremony

10:30 - 13:00 Plenary presentations

13:00 - 14:00 Lunchbreak

14:00 - 18:00 Presentations in parallel sessions

18:00 - 19:00 Presentation in the planetarium (by registration)

19:00 Dinner

### **May 23, 2025 – Friday - Guided excursion to agricultural cooperatives in Ciuc region**

09,00 AM – 17,00 PM (GMT +2)

Excursion program (the excursion is chargeable, 30 EUR/person)

09,30 - 11.30 Visit to the Szekler Border Guard Memorial Centre in Csíkszépvíz

11,40 - 12. 40 Visit to the Csengő Agricultural Cooperative in Csíkszépvíz

13.00 - 14.30 Visit to the meat processing plant of the Tercsi Public Estate in Csíkkarcfalva

15.00 - Lunch at the Farkas Pension in Csíkkarcfalva

16.00 - Return to Csíkszereda.

Departure with coach on Friday morning 09.00 from the entrance of Sapientia EMTE Csíkszereda Campus

## **Plenary presentations**

**May 22, 2025 – Thursday 10:30 - 13:00 (GMT +2)**

- **László BERÉNYI, Professor at University of Miskolc, Hungary:**  
**Technology acceptance: two framework models based on the example of ChatGPT**
- **Zoltán GÁL, Professor at University of Pécs, Hungary:**  
**The Limits of Knowledge-Based Development in Peripheral Regions: Challenges of Innovation in Industry 4.0**
- **Sándor KEREKES, Professor at Corvinus University, Budapest, John von Neumann University, Kecskemét, Hungary:**  
**The role of disruptive innovations in the success of the circular economic model**
- **Balázs LENGYEL, Head of ANETI Lab, Senior Research Fellow, HUN-REN KRTK. Research Professor, Corvinus University, Hungary**  
**The Spatial Life Cycle Hypotheses**

**Program of the Parallel Sessions**  
**May 22, 2025 – Thursday. 14,00– 18,00 PM (GMT +2)**

**Session 1: Financial Frontiers — Navigating Capital Markets and Corporate Finance in a Dynamic Era**

📍 Room: 11

🕒 Time: 14:00–18:00, May 22, 2025

👤 Chair: Dr. Gergely Fejér-Király and Norbert Ágoston

| Time        | Presenter(s)        | Institution                                    | Title                                                                                               |
|-------------|---------------------|------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| 14:00–14:20 | Bíborka Eszter Bíró | Sapientia Hungarian University of Transylvania | The rise of Artificial Intelligence in financial markets: reshaping investment decision-making      |
| 14:20–14:40 | Péter Macsuga       | University of Debrecen                         | Proprietary trading, mint alternatív befektetési stratégia                                          |
| 14:40–15:00 | Cserne Panka Póta   | Debreceni Egyetem Gazdaságtudományi Kar        | A V4-ek fizetési szokásainak és azonnali fizetési rendszereinek vizsgálata                          |
| 15:00–15:20 | Norbert Ágoston     | Sapientia Hungarian University of Transylvania | The relationship between earning management and firm insolvency                                     |
| 15:20–15:40 | Annamária Lőrincz   | Sapientia Hungarian University of Transylvania | Turisztikai szálláshelyek pénzügyi teljesítményének elemzése Románia és Magyarország viszonylatában |
| 15:40–16:00 | ☕ Coffee Break      |                                                |                                                                                                     |
| 16:00–16:20 | Mirjam Hamad        | University of Debrecen                         | A hagyományos és cash-flow alapú jövedelmezőségi                                                    |

|             |                |                                          |                                                                                                                  |
|-------------|----------------|------------------------------------------|------------------------------------------------------------------------------------------------------------------|
|             |                |                                          | mutatók szerepe az<br>osztalékpolitikában                                                                        |
| 16:20–16:40 | Balázs Fazekas | University of<br>Debrecen                | Hitelpiaci túlfűtöttség<br>és recesszió – A<br>hitelrések és a<br>gazdasági<br>egyensúlytalanság<br>kapcsolata   |
| 16:40–17:00 | Balázs Cseh    | Ludovika University<br>of Public Service | An Overview of the<br>Current Financial<br>Management<br>Practices of<br>Budgetary<br>Institutions in<br>Hungary |

## Session 2: Tackling Challenges in International Taxation and Accounting

 Room: 12

 Time: 14:00–17:30, May 22, 2025

 Chair: Dr. Rita Koroseczné Pavlin

| Time        | Presenter(s)                                                                                     | Institution                                           | Title                                                                                               |
|-------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| 14:00–14:20 | Alexandra Szekeres                                                                               | University of Debrecen                                | The impact of applying IFRS on revenue recognition                                                  |
| 14:20–14:40 | Antónia Zakariás & Rita Koroseczné Pavlin                                                        | Hungarian University of Agriculture and Life Sciences | Usage of international standards in accounting and financial audit of leasing operations            |
| 14:40–15:00 | Nikolett Bosnáy-Simon                                                                            | University of Pannonia                                | The importance of sustainability in the hotel industry – Focus on environmental accounting          |
| 15:00–15:20 | Dóra Gazdag-Kerezsi & Ágota Kiss                                                                 | University of Debrecen                                | Analysis of the effective corporate tax rate of Hungarian companies                                 |
| 15:20–15:40 |  Coffee Break |                                                       |                                                                                                     |
| 15:40–16:00 | Patrícia Becsky-Nagy                                                                             | University of Debrecen                                | Sustainable VAT harmonization theory for cross-border e-commerce transactions in the European Union |
| 16:00–16:20 | Gál Veronika Alexandra                                                                           | Hungarian University of Agriculture and Life Sciences | Specialties of cost accounting in agriculture                                                       |

### Session 3: Marketing Strategies for the Digital and Experience-Driven Era

📍 Room: 13

🕒 Time: 14:00–17:15, May 22, 2025

🎤 Chairs: Dr. Ede Lázár and Nagy-Kercsó Katalin

| Time        | Presenter(s)          | Institution                                    | Title                                                                                                                     |
|-------------|-----------------------|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| 14:00–14:25 | Boróka-Júlia Bíró     | Sapientia Hungarian University of Transylvania | Blooming Business: Place and Role of an Innovative Online Flower Delivery Marketplace System on the Romanian Market       |
| 14:25–14:50 | Kata Földi            | University of Debrecen                         | Literature review and secondary research on the positioning of electronic cigarettes in Hungary                           |
| 14:50–15:15 | Kata Földi            | University of Debrecen                         | Possibilities Of Artificial Intelligence (Ai) In Product Development: Implications For Marketing, Commerce, And Economics |
| 15:15–15:40 | Zsolt Sándor          | Sapientia Hungarian University of Transylvania | Measuring Advertising Spillovers in the Automobile Industry                                                               |
| 15:40–16:00 | ☕ Coffee Break        |                                                |                                                                                                                           |
| 16:00–16:25 | Kinga Katalin Székely | Sapientia Hungarian University of Transylvania | The tourism appeal of local flavours: An analysis of gastronomic festivals in Szeklerland                                 |
| 16:25–16:50 | Attila Szócs          | Sapientia Hungarian University of Transylvania | Examining the factors influencing the intention to attend the theatre: The case of Csíki Játékszín                        |
| 16:50–17:15 | Katalin Nagy-Kercsó   | University of Debrecen                         | Exploring consumer perceptions of greenwashing through netnography                                                        |

## Session 4: Leading the Future: Innovations and Challenges in Modern Management

 Room: 15

 Time: 14:00–18:00, May 22, 2025

 Chair: Dr. Beáta Kádár

| Time        | Presenter(s)                                                                                     | Institution                                    | Title                                                                                                                                                                                |
|-------------|--------------------------------------------------------------------------------------------------|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:00–14:20 | Bianka Barabás                                                                                   | University of Pannonia                         | Use of control charts outside the production area                                                                                                                                    |
| 14:20–14:40 | Petra Czinege                                                                                    | University of Pannonia Veszprém                | Talent management through generational eyes – Strategies of multinational companies                                                                                                  |
| 14:40–15:00 | Szilárd Madaras                                                                                  | Sapientia Hungarian University of Transylvania | ChatGPT usage among highly educated employees                                                                                                                                        |
| 15:00–15:20 | Ottília György                                                                                   | Sapientia Hungarian University of Transylvania | The role of barriers in the transition to a circular economy. Results of a bibliometric analysis highlighting the existence of barriers to the implementation of a circular economy. |
| 15:20–15:40 | Máté Varga                                                                                       | University of Debrecen Faculty of Economics    | Government incentives in the patent market: a comparative analysis of America, Europe and China                                                                                      |
| 15:40–16:00 |  Coffee Break |                                                |                                                                                                                                                                                      |
| 16:00–16:20 | Judit Nemessályi-Bistey                                                                          | University of Debrecen Faculty of Economics    | The Role of Project Controlling in the Development of Start-up Businesses (A projekt kontrolling szerepe a támogatással induló vállalkozások fejlődésében)                           |
| 16:20–16:40 | Péter Bajnai                                                                                     | University of Debrecen                         | A döntéstámogató controlleri szakma fejlődése a negyedik ipari forradalom idején – a magyarországi kis- és középvállalkozások helyzetének tükrében                                   |

|             |                          |                                                             |                                                                                                                       |
|-------------|--------------------------|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| 16:40–17:00 | Noémi Szilvia<br>Lőrincz | Vezetéstudományi<br>Intézet, Budapesti<br>Gazdasági Egyetem | Beyond the Wheel:<br>Managing Innovation and<br>Challenges in the<br>Automotive Sector                                |
| 17:00–17:20 | Szilárd Madaras          | Sapientia Hungarian<br>University of<br>Transylvania        | Digitalization challenge for<br>the Romanian companies                                                                |
| 17:20–17:40 | Anna Süle                | Pannon University                                           | The impact of the ESG law<br>on Hungarian companies –<br>An examination from the<br>perspective of ESG<br>consultants |
| 17:40–18:00 | Zoltán András<br>Dániel  | University of<br>Pannonia                                   | Green investments in<br>Hungary: Case study on<br>financing renewable energy<br>projects                              |

## Session 5: Rediscovering Horizons — Innovations in Sustainable Tourism

 Room: 17

 Time: 14:00–17:40, May 22, 2025

 Chair: Dr. Benedek Nagy

| Time        | Presenter(s)                                                                                     | Institution                                                                                    | Title                                                                                                                                                                                |
|-------------|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:00–14:25 | Balazs Telegdy                                                                                   | Sapientia Hungarian University of Transylvania                                                 | Mineral water as an asset in the land of wine waters: results of an exploratory study                                                                                                |
| 14:25–14:50 | Márta Kóródi                                                                                     | University of Debrecen, Faculty of Economics and Business                                      | Travel Decisions in the Tourist Profile of Generation Z                                                                                                                              |
| 14:50–15:15 | Jenő Kocsis                                                                                      | University of Pannonia                                                                         | In the footsteps of eco-conscious gastronomy: analysis of sustainable practices of the top restaurants near lake Balaton                                                             |
| 15:15–15:40 | Károly Szabó                                                                                     | ADI Harghita (Visit Harghita) SUSRUR Project PREVIEW Project                                   | SUSRUR project: Towards SUSTainability and resilient scenarios for tourism SMEs in RUral & Remote Areas<br><br>PREVIEW project: Promoting Resilience and Employability in university |
| 15:40–16:00 |  Coffee Break |                                                                                                |                                                                                                                                                                                      |
| 16:00–16:25 | Éva Darabos                                                                                      | University of Debrecen, Faculty of Economics and Business, Institute of Accounting and Finance | The role of tourism in the Hungarian economy in international comparison                                                                                                             |
| 16:25–16:50 | László Várallyai                                                                                 | University of Debrecen                                                                         | A LoRa-based custom software to test user acceptance                                                                                                                                 |
| 16:50–17:15 | Noémi Kulcsár                                                                                    | Budapest Metropolitan University                                                               | A város-vidék kapcsolatok erősítésének lehetőségei a turizmus által                                                                                                                  |
| 17:15–17:40 | Benedek Nagy                                                                                     | Sapientia Hungarian University of Transylvania                                                 | Technological solutions in accessible tourism                                                                                                                                        |

## Session 6: Addressing regional disparities and territorial challenges I.

Room: 18

 Time: 14:00–17:40, May 22, 2025

 Chair: Dr. Szilárd Rác

| Time        | Presenter(s)                                                                                     | Institution                                                                    | Title                                                                                                                       |
|-------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 14:00–14:25 | András Náhlik                                                                                    | University of Sopron                                                           | Önkormányzati vezetők fenntarthatósági szemléletmódja az egyetemvárosokban                                                  |
| 14:25–14:50 | Boglárka Szultos                                                                                 | University of Pannonia                                                         | Culture as a creative economic development tool - Focus on the Barn Programme                                               |
| 14:50–15:15 | Patrícia Porkoláb                                                                                | Pannon Egyetem                                                                 | Similarities and Differences in EU Funding for SMEs in V4 Countries                                                         |
| 15:15–15:40 | Ismail Rishwaan Rashid                                                                           | University of Pécs, Faculty of Business and Economics                          | Urban-Periphery Divide in the Maldives: Economic and Social Disparities, Decentralization, and Policy Solutions             |
| 15:40–16:00 |  Coffee Break |                                                                                |                                                                                                                             |
| 16:00–16:25 | Réka Horeczki                                                                                    | HUN-REN CERS Institute for Regional Studies                                    | Representation patterns of Eastern European cities in global urban networks                                                 |
| 16:25–16:50 | Orsolya Varga                                                                                    | Hungarian University of Agriculture and Life Sciences                          | Románia NUTS 3 szintű területi elemzése többváltozós módszerekkel és Hargita megyei fókuszszal                              |
| 16:50–17:15 | György Csongor Marosi                                                                            | Ludovika University of Public Service Doctoral School in Public Administration | Comparative Analysis and Future Reform Proposals for the Hungarian and Romanian Local Government and Administrative Systems |
| 17:15–17:40 | Szilárd Rác                                                                                      | HUN-REN CERS Institute for Regional Studies                                    | Regional disparities and geopolitical challenges in Central and Southeast Europe                                            |

## Session 7: Addressing Regional Disparities and Territorial Challenges II

📍 Room: 19

🕒 Time: 14:00–17:30, May 22, 2025

🎤 Chair: Dr. János Kassay

| Time        | Presenter(s)                    | Institution                                    | Title                                                                                                                |
|-------------|---------------------------------|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| 14:00–14:20 | Laura Nistor & Gyöngyvér Bálint | Sapientia Hungarian University of Transylvania | Environmental Willingness to Pay across Europe. Comparing ISSP and EVS Survey Data                                   |
| 14:20–14:40 | Zoltán Koltai                   | University of Pécs                             | Village caretaker service, the way to reduce isolation                                                               |
| 14:40–15:00 | Zsuzsánna Wengritzky            | Sapientia Hungarian University of Transylvania | Spatial Determinants of Battery Electric Vehicle Adoption in Hungary                                                 |
| 15:00–15:20 | Róbert Bagdi                    | University of Debrecen                         | Interpretation of Debrecen and its catchment area based on tourism aspects                                           |
| 15:20–15:40 | János Kassay                    | Sapientia Hungarian University of Transylvania | Motorway construction in Romania, a never ending story                                                               |
| 15:40–16:10 | ☕ Coffee Break                  |                                                |                                                                                                                      |
| 16:10–16:30 | Ágota Silló                     | Sapientia Hungarian University of Transylvania | Inequality in Volunteering                                                                                           |
| 16:30–16:50 | Tibor Jelen                     | Budapesti Corvinus Egyetem                     | The technology transfer office (TTO) as a specific intermediary for innovation between urban centres and peripheries |
| 16:50–17:10 | Emőke Kozomos                   | Ludovika University of Public Service          | The history of Sovata and the number of overnight stays in the city                                                  |

## Session 8: Cultivating Prosperity — Innovations in Agriculture and Rural Economics

 Room: 20

 Time: 14:00–16:00, May 22, 2025

 Chair: Dr. Sándor Elek and Dr. Emőke Katalin Péter

| Time        | Presenter(s)                          | Institution                                                                           | Title                                                                                                                                                        |
|-------------|---------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:00–14:20 | Emese Balla                           | Sapientia Hungarian University of Transylvania                                        | Challenges and development opportunities of the agricultural sector in Harghita County from the perspective of farmer organizations and agricultural experts |
| 14:20–14:40 | Tibor Bareith                         | HUN-REN CERS                                                                          | Food Price Inflation Convergence in the European Union: Evidence from Structural Breaks and Club Dynamics, 2005–2024                                         |
| 14:40–15:00 | Emőke Katalin Péter & Árpád Szabó     | Sapientia Hungarian University of Transilvania & Partium Christian University, Oradea | Energy poverty in the Central and North-Western Development Regions of Romania - living conditions of families                                               |
| 15:00–15:20 | Szeréna Nagy & Prof. Dr. Mónika Rákos | Sapientia Hungarian University of Transylvania                                        | Application chances of ICT technology in agriculture in Szeklerland                                                                                          |
| 15:20–15:40 | László Mátyás & Emőke Katalin Péter   | Sapientia Hungarian University of Transylvania                                        | Cereal price trends in balanced economic periods                                                                                                             |
| 15:40–16:00 | Emőke Katalin Péter                   | Sapientia Hungarian University of Transylvania                                        | The Role of Migration Theories in Foreign Employment in Szeklerland                                                                                          |

## Session 9: Redefining Cooperatives in a Modern Economy

📍 Room: 20

🕒 Time: 16:20–18:00, May 22, 2025

👤 Chair: Dr. Szeréna Nagy

| Time          | Presenter(s)                       | Institution                                           | Title                                                                                                                                               |
|---------------|------------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| 16:20 –16:40  | Klára Bak                          | Szövetkezetkutató Nonprofit Kft.                      | The Cooperative as a Modern Business Model in the Service Sector                                                                                    |
| 16:40 –17:00  | Mária Réti                         | Szövetkezetkutató Nonprofit Kft.                      | Innovative Cooperative Solutions, Sustainable Models – Responses and Good Practices of Hungarian Cooperative Law to Current Challenges              |
| 17:00 –17:20  | Erika Nagy                         | Szövetkezetkutató Nonprofit Kft.                      | Cooperatives in the Finnish Service Sector                                                                                                          |
| 17:20 –17:40  | Anett Parádi-Dolgos                | Hungarian University of Agriculture and Life Sciences | The role of cooperatives in the service sector                                                                                                      |
| 17:40 –18:00  | Emőke-Katalin Péter & Szeréna Nagy | Sapientia Hungarian University of Transylvania        | Romanian cooperatives and their opportunities                                                                                                       |
| 18:00 – 18:15 | Anett Parádi-Dolgos - MATE         | Hungarian University of Agriculture and Life Sciences | Cooperating for excellence and impact in research and innovation EUDRES Entrenovators by the European Commission under the Horizon Europe programme |



## Session 10: Advancing Business Informatics and Operational Research

📍 Room: 22

🕒 Time: 14:00–18:10, May 22, 2025

👤 Chairs: Dr. László Pál (Part I), Dr. László Illyés (Part II)

| Time        | Presenter(s)                    | Institution                                    | Title                                                                                                                             |
|-------------|---------------------------------|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 14:00–14:20 | Anita Kiss & Orsolya Nagy Tünde | University of Debrecen                         | Analyzing the performance of Hungarian food companies using the Data Envelopment Analysis method                                  |
| 14:20–14:40 | Gergő Tömöri                    | University of Debrecen                         | Examining factors enhancing crisis resilience                                                                                     |
| 14:40–15:00 | László Pál & Csongor Kristó     | Sapientia Hungarian University of Transylvania | Application of Constrained Optimization in Index Tracking Portfolio Construction                                                  |
| 15:00–15:20 | Júlia Salamon                   | Sapientia Hungarian University of Transylvania | Searching for correlated equilibriums in interval valued games                                                                    |
| 15:20–15:40 | Zoltán Makó                     | Sapientia Hungarian University of Transylvania | Intuitive fuzzy preference-homogeneous value functions in prospect theory                                                         |
| 15:40–16:00 | Edit Garda-Mátyás               | Sapientia Hungarian University of Transylvania | The solution of quadratic and cubic functions with additional conditions                                                          |
| 16:00–16:20 | János Pancsira & Péter Lengyel  | University of Debrecen                         | A nyers kávé globális kereskedelmi hálózatának szerkezete és dinamikája (2001–2023)                                               |
| 16:20–16:30 | ☕ Coffee Break                  |                                                |                                                                                                                                   |
| 16:30–16:50 | László Illyés                   | Sapientia Hungarian University of Transylvania | The relational model of the library database. Tree structure existential and normal redundancy and their solutions are discussed. |

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|-------------|---------------------------------------------|--------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| 16:50–17:10 | Péter Lengyel, Emese Felvégi, István Füzési | University of Debrecen,<br>University of Houston | MI-használati indikátorok fejlesztése a hallgatói digitális felkészültség és alkalmazási szokások mérésére |
| 17:10–17:30 | Piroska Bíró                                | Sapientia Hungarian University of Transylvania   | Assessment of Prior Knowledge and Algorithmic Skills Among First-Year Computer Science Students            |
| 17:30–17:50 | Tamás Kovács & Ádám Péntek                  | University of Debrecen                           | Enhancing SME Productivity Through Gamified Mobile Applications                                            |
| 17:50–18:10 | Ádám Péntek & Tamás Kovács                  | University of Debrecen                           | ICT supported Predictive maintenance for SMEs: A case study in a joinery                                   |
| 18:10–18:30 | István Füzési & János Pancsira              | University of Debrecen,                          | A láthatatlan szerző nyomában -- MI-generált szövegek és a humanizált tartalmak felismerésének kihívásai   |

## Session 11: Innovation, Agility, Leading Change in the Turbulent 21st Century — Poster Section

 Room: 23

 Time: 14:00–17:30, May 22, 2025

 Chair: Dr. Ágnes Csiszárík-Kocsir and Dr. János Varga

| Time        | Presenter(s)                                                                                     | Institution                                                                | Title                                                                                                          |
|-------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| 14:00–14:30 | János Varga                                                                                      | Óbuda University<br>Keleti Károly Faculty<br>of Business and<br>Management | Food industry as an<br>important part of<br>critical infrastructure                                            |
| 14:30–15:00 | Ágnes Csiszárík-<br>Kocsir                                                                       | Óbuda University                                                           | The soft skills needed<br>and sought by agile<br>organisations – based<br>on practical opinions                |
| 15:00–15:30 | István Márk Tóth                                                                                 | Óbuda University                                                           | Examining the<br>conscious and<br>unconscious presence<br>of agility among<br>Hungarian university<br>students |
| 15:30–16:00 |  Coffee Break |                                                                            |                                                                                                                |
| 16:00–16:30 | János Varga                                                                                      | Óbuda University<br>Keleti Károly Faculty<br>of Business and<br>Management | Innovation strategies of<br>the domestic SME<br>sector: experiences of<br>active and adaptive<br>innovators    |
| 16:30–17:00 | Ágnes Csiszárík-<br>Kocsir                                                                       | Óbuda University                                                           | Teachers' digital<br>competence in online<br>education from a<br>student perspective                           |
| 17:00–17:30 | Oszkár Dobos                                                                                     | Óbuda University                                                           | Linking critical<br>infrastructure<br>industries to RDI<br>activity                                            |

## Session 12: Student Special Section

📍 Room: 16

🕒 Time: 14:00–18:00, May 22, 2025

🎤 Chair: Dr. Attila Szőcs

| Time        | Presenter(s)         | Institution                                    | Title                                                                                                  |
|-------------|----------------------|------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| 14:00–14:15 | Csongor Kristó       | Sapientia Hungarian University of Transylvania | A Comparative Analysis of Collaborative Filtering and Content-Based Approaches Toward Hybrid Solutions |
| 14:15–14:30 | Silvia Gábor         | Sapientia Hungarian University of Transylvania | The economic impacts of artificial intelligence                                                        |
| 14:30–14:45 | Dalma Katalin Csúcs  | Sapientia Hungarian University of Transylvania | Development of the MyWellnessDiary Application for the Digitalization of the Healthcare System         |
| 14:45–15:00 | Szilárd Kovács       | Sapientia Hungarian University of Transylvania | The Role of Web Applications in Service Provision                                                      |
| 15:00–15:15 | Beatrix-Erika Becsek | Sapientia Hungarian University of Transylvania | The Impact of Green Marketing on Consumer Behaviour in the Cosmetics Industry                          |
| 15:15–15:30 | Timea Bencze         | Sapientia Hungarian University of Transylvania | A magatartás elmélet üzleti alkalmazásainak lehetőségei                                                |
| 15:30–15:45 | ☕ Coffee Break       |                                                |                                                                                                        |
| 15:45–16:00 | Zsófia Boda          | Sapientia Hungarian University of Transylvania | The financial impact of ESG on large enterprises                                                       |
| 16:00–16:15 | Attila Boldizsár     | Sapientia Hungarian University of Transylvania | Comparative Financial Analysis of Domestic, Foreign, and International Oil Companies                   |
| 16:15–16:30 | Ágota Bálint         | Sapientia Hungarian University of Transylvania | Analysis of Hungary's and Romania's external trade                                                     |
| 16:30–16:45 | Kinga Olti           | Sapientia Hungarian University of Transylvania | Examination of corporate income tax burdens based on the accounting reports of                         |

|             |                  |                                                      |                                                                                        |
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|             |                  |                                                      | multinational companies<br>operating in Hungary                                        |
| 16:45–17:00 | ☕ Coffee Break   |                                                      |                                                                                        |
| 17:00–17:15 | Kinga Molnos     | Sapientia Hungarian<br>University of<br>Transylvania | Fenntartható<br>befektetések /<br>Sustainable investments                              |
| 17:15–17:30 | Jolán Fazakas    | Sapientia Hungarian<br>University of<br>Transylvania | Comparing EU Countries'<br>Economic Performance<br>in Light of Sustainability<br>Goals |
| 17:30–17:45 | Barbara Porczel  | Sapientia Hungarian<br>University of<br>Transylvania | Development of family<br>farms – in and around<br>Târgu Secuiesc                       |
| 17:45–18:00 | Alexandra Balázs | Sapientia Hungarian<br>University of<br>Transylvania | Családi Gazdaságok<br>helyzete Székelyföldön                                           |