

23ND INTERNATIONAL CONFERENCE ON MANAGEMENT, ENTERPRISE AND BENCHMARKING

„Paradigm Shift, Rift or Drift?“

Program - Friday, 4 April 2025

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

08:00-09:00	Registration	
09:00-09:30	Opening Ceremony: András Keszthelyi (Óbuda University) Conference Chair	TA.122
	Welcome speech: László Gulácsi, vice-rector (Obuda University); Mónika Garai-Fodor, dean (KGGK, Obuda University)	
	Student Excellence Award Ceremony: László Gulácsi, vice-rector (Obuda University)	
09:30-11:30	Plenary Session chair: András Keszthelyi Co-chair: Antal Szabó	TA.122
	RICHÁRD BODROGI (Tempus) — TBA ANTAL SZABÓ (ERENET) — The impact of the Russian-Ukrainian war on SMEs ÁDÁM CSAPÓ (Corvinus University of Budapest) — Redefining ‘Virtual’: How Physical and Digital Augmentations Are Transforming Human Capabilities ANDELKA STOJANOVIĆ (University of Belgrade) — The position of European countries regarding opportunities for Industrial Symbiosis: A comparative analysis employing multi-criteria decision-making tools	
11:30-11:45	Coffee Break	TA.124
11:45-13:30	Friday morning I Session chair: Laszlo Ling Co-chair: Zsuzsanna Deák	TA.122
	LASZLO LING (LingTraining® Switzerland) — Stress Relief Exercises ZOLTÁN BODROG (Obuda University) - CSILLA MILE (Obuda University) — “Vanishing” pax Americana as the current rational choice for the United States MATILDA KAPAJ (University of New York Tirana) — Readiness Factors for Lean Implementation - A Systematic Literature Review NEVILA ÇINAJ (University Of Aleksander Moisiu) - ERMIRA QOSJA (University Of Aleksander Moisiu) — Developing a Model for an Integrated Tourism Product: A Critical Analysis of Approaches and Territorial Perspectives ZSUZSANNA DEÁK (Obuda University) — The effect of inflation on sustainable spending patterns LÁSZLÓ BORBÁS (Óbuda University) — The future of the European competitiveness in the light of the Hungarian interests	
11:45-13:30	Friday morning II Session chair: József Fogarasi Co-chair: Mirjam Dibra	TA.321
	ZHENYU JIANG (Eotvos Lorand University) - YUE WU (Obuda University) — Adaption to Sanctions: How Private Corporations Adapt to Economic Restrictions through Innovation and Strategy TAMÁS ZOLTÁN ZAKOTA (Obuda University) - JÓZSEF FOGARASI (Obuda University) — Valuation Methodologies of Ecosystem Services in Urban Areas with special focus on urban trees - a Review of Scientific Literature ALBERT MOLNÁR (Obuda University) — Long-term deviations from output trends: a VAR approach YIRAN LI (Obuda University) - YUE WU (Obuda University) — The Impact of AI-Driven Demand Forecasting Technologies on Enterprises MIRJAM DIBRA (Shkodra University) - ERMIRA QOSJA (University Of Aleksander Moisiu) — Tourism actors' perceptions of responsible tourism practices: Analysis based on a literature review	
11:45-13:30	Online I Session chair: Krisztián Bálint Co-chair: Iwona Pawlas	TEAMS
	CHAO WANG (University of Pisa) - YUE WU (Obuda University) — AI vs. Human Hosts: A Comparative Study on Fatigue Resistance and Audience Retention in Live-streaming E-commerce YI LIU (Pécs University) - YUE WU (Obuda University) — The Role of Corporate Social Responsibility in Achieving Economic and Social Sustainability IWONA PAWLAS (University of Economics in Katowice) — Globalization of European Union countries in the context of global turbulence and geopolitical shift in the 2020s FATOS TURKAJ & ERMIRA QOSJA (“Aleksander Mosiu” University of Durrës) — Literature Review on Access to Finance and Support Networks in the Development of Women’s Entrepreneurship in Kosovo KRISZTIÁN BÁLINT (Obuda University) — Blockchain-Based Transportation IT Solutions in Supply Management KRISZTIÁN BÁLINT (Obuda University) — Increasing Financial Literacy Among University Students in Terms of Teaching Bitcoin and Cryptocurrencies BABIR GULIYEV (Budapest University of Technology and Economics) — Blockchain vs. Centralized Ledgers in CBDCs: A comparative analysis of efficiency, scalability, and security. ANILA BOSHJAKU (Agricultural University of Tirana) — Strengthening the Position of Albanian Farmers in the Dairy Value Chain in Light of the EU Common Agricultural Policy (CAP)	
13:30-14:00	Lunch	TA.122
14:00-15:45	Friday afternoon I Session chair: Lourdes Ruiz Salvador Co-chair: Maria Lourdes Ordonez Olivo	TA.122
	LOURDES RUIZ SALVADOR (Obuda University) - MARIA LOURDES ORDONEZ OLIVO (Hungarian university of agriculture and life science) — Cybersecurity policy for a sustainable circular bioeconomy: An overview ERICK ALEXANDER NOBOA CASTRO (Obuda University) — Harvesting Intelligence: A Conceptual AI Framework for Precision Irrigation FERNANDA PANTOJA (University of Szeged) - SÁNDOR BESZÉDES (University of Szeged) - ZSUZSANNA LÁSZLÓ (University of Szeged) - ESMERALDA KADENA (Obuda University) — Application of the circular economy with agricultural waste. Case study: banana leaves and poplar chop RICHÁRD VERES (Obuda University) — The third missions of higher education institutes and their possible impacts RICHARD SZABÓ (Obuda University) — Asian Economy Development in 3th Yearhouseand	
14:00-15:45	Friday afternoon II Session chair: Gábor Gyarmati Co-chair: Anđelka Stojanović	TA.321
	DU YUWEI (Obuda University) — Unlocking Food Security: The Power of Labeling in Consumer Trust and Safety NIKOLETT HUSZAK (Obuda University) — Coaching Generation Z in higher education for enhanced self-awareness and conscious choices GÁBOR GYARMATI (Obuda University) — The problems of health care financing and the financing of family medicine GÁBOR GYARMATI (Obuda University) — The evolution of Hungarian exports and imports in the 21st century SANELA ARSIĆ (University of Belgrade) - ANDELKA STOJANOVIĆ (University of Belgrade) - ISIDORA MILOŠEVIĆ (University of Belgrade) — Tracing the development of platform economy research: key trends and insights	

14:00-15:45	<p align="center">Online II</p> <p align="center">Session chair: Grisilda Miftari Co-chair: Erjola Barbullushi</p> <p>GRISILDA MIFTARI (University of Seville) - LUIS MIGUES LÓPEZ-BONILLA (University of Seville) - JESÚS MANUEL LÓPEZ-BONILLA (University fo Seville) — Resilience through Business Model Innovation: Navigating uncertainty in E-Commerce. ZSÓFIA LANGERNÉ VARGA (University of Sopron) — From Desire to Loyalty: Building Destination Loyalty through the Example of Sárvár ERJOLA BARBULLUSHI (University of Shkodra) - ALBANA KASTRATI (University of Shkodra) — Exploring the Influence of ESG Factors on Fixed Gross Capital Formation in the Western Balkans LULEJETE PREKAZI (Heimerer College) - FLORIM GALLOPENI (International Business College Mitrovica) - SHEGË BAHTIRI (Heimerer College) - BLERTA KRYEZIU (Heimerer College) - BLERTË HYSENI (Heimerer College) - BESARTA TAGANOVIQ (Heimerer College) - VJOSA HAJRULLAHU (Heimerer College) — The impact of coping skills in post-traumatic growth of healthcare providers: When mental health is deteriorating due to Covid-19 pandemic MARIA VASILSKA (University of National and World Economy, Sofia, Bulgaria) — Social Initiatives in Support of the State: A Mechanism for Enhancing Societal Resilience and Development IRSIDA KOPLIKU (University of Shkodra) - ERMIRA KALEJ (University of Shkodra) - NEVILA KIRI (University of Shkodra) — Country Level Factors Influencing Environmental, Social, and Governance (ESG) Risk in the Energy Services Industry – An Empirical Study ADRIAN CORPADEAN (Babes-Bolyai University) - ANA PANTEA (Babes-Bolyai University) — The EU’s energy and cultural diplomacy towards Moldova: the main strategies SIVÉN SUVI (Laurea UAS) - JUKKA SIRKIÄ (LAB UAS) — From compliance to strategy: how companies turn sustainability into action</p>	TEAMS
15:45-16:00	Coffee Break	TA.124
16:00-17:45	<p align="center">Friday afternoon III</p> <p align="center">Session chair: Kornélia Lazányi Co-chair: Gerda Bak</p> <p>KORNÉLIA LAZÁNYI (Obuda University) — Enhancing Student Participation in International Mobility – Exploring Opportunities for Improved Engagement KORNÉLIA SÁRA SZATMÁRY (Obuda University) — Artificial intelligence-based dataset generation to support control theory modeling ROZALIA SZATMARY (Obuda Univerity) — Conceptual design of a web-based fertility probability evaluation system for female infertility DÁNIEL FRANKL (Obuda University) — Physiological and Neurological Factors in Virtual Reality: A Survey-Based Analysis AZAR MAMIYEV (Obuda University) — Rethinking Cybersecurity: How Serverless Architecture Redefines Risk Management GERDA BAK (Obuda University) - REGINA REICHER (Budapest University of Economics and Business) — The cloud as seen by SMEs</p>	TA.122
16:00-17:45	<p align="center">Online III</p> <p align="center">Session chair: Milena Gajić Co-chair: Ádám Béla Horváth</p> <p>KLAUDIA CSERCSA (Obuda University) — Generation Z security awareness among university students MILENA GAJIĆ (University of Belgrade) - SANELA ARSIĆ (University of Belgrade) — Applying the COPRAS method for metaheuristic algorithm selection: The case of the economic dispatch problem ANDREA TICK (Obuda University) - SHUYU ZHENG (Obuda University) — Case Studies of Cybersecurity Implementation in Leading Digital Payment Platforms ELEONÓRA BUDAI (University of Pécs) - ÁDÁM BÉLA HORVÁTH (Obuda University) — The Impact of ICT Infrastructure on Hungarian SMEs: A Financial Perspective ELEONÓRA BUDAI (University of Pécs) - ÁDÁM BÉLA HORVÁTH (Obuda University) — The Impact of ICT Infrastructure on Revenue Growth in Hungarian SMEs ERIC AGYARE (Obuda University) — The Reality of Art Misconceptions in Ghana. ERIC AGYARE (Obuda University) — Understanding the Second-hand Clothing Market and its impact on Ghana. TARU MAAMIES (Laurea University of Applied Sciences) - TERHI SAARIJÄRVI (LAB University of Applied Sciences) — Responsible recruitment practices enhancing social responsibility in SMEs</p>	TEAMS
16:00-17:45	<p align="center">Magyar nyelvű előadások</p> <p align="center">Session chair: Szilárd Horváth Co-chair: Richard Szabó</p> <p>ILDIKÓ PETŐNÉ CSUKA (Obuda University) - ZSUZSANNA KAPOSVÁRI (Obuda University) — Munkahelyi motivációs folyamatmodellek újragondolása a 21. században KRISZTIÁN BÁLINT (Obuda University) — Blokklánc-technológia alkalmazásának lehetősége az egyetemi oktatásban SZILÁRD HORVÁTH (Obuda University) — AI a hallgatói életben: Két szak hallgatóinak összehasonlító elemzése az Óbudai Egyetemen RICHARD SZABÓ (Obuda University) - KÖBÖL ZSOLT LÁSZLÓNÉ (ELTE University) — A művészet hatása a fogyatékkal élők biztonságára PÉTER SZIKORA (Obuda University) — Önzetető autók támogatásának kérdései</p>	TA.321
16:00-17:45	<p align="center">E-Poster Session</p> <p align="center">Session chair: Pál Fehér-Polgár Co-chair: Péter Szikora</p> <p>DORINA OLLDASHI (European University of Tirana) — Informatics and Its Impact on Financial Inclusion PÁL FEHÉR-POLGÁR (Obuda University) — Recent incidents in Smart Phone security and concerns for BYOD WENLONG LIANG (Budapest University of Technology and Economics) - YUE WU (Obuda University) — Speech Identification for Remote Assessments: Age and Gender Recognition in Distance Learning FERENC KATONA (Obuda University) — Trends in the use of marketing controlling among small and medium-sized enterprises ANDREA TICK (Obuda University) - WANG LIN (Obuda University) — Transforming Learning: Digital Platforms and Their Effect on Student Engagement and Learning Outcomes CSILLA ILONA MIZSER (Obuda University) — The role of security - effects of cognitive-based and emotional trust ÁGNES BOGÁTH (Obuda University) — Leading with mindfulness: how practice shapes values and decision-making ZOLTÁN NYIKES (Obuda University) — IT Vulnerabilities and Cyber Security Strategies in Industrial Networking and Robotics Systems TÍMEA LÁZÁR-FÜLEP (Obuda University) — Soft Skill Management in Academic Environment in the Service of Enhancing Well-being PÉTER SZIKORA (Obuda University) — Questions regarding the support of autonomous vehicles DEHUA XIA (Corvinus University of Budapest) - YIKE WANG (Corvinus University of Budapest) - XIAORU LIN (Corvinus university of Budapest) - XU CAO (Hungarian University of Agriculture and Life Sciences) - YUE WU (Obuda University) — Board Gender Diversity and ESG disclosure in V4 countries DONG THI THANH NHAN (Corvinus University of Budapest) - DEHUA XIA (Corvinus University of Budapest) - YUE WU (Obuda University) — Exploring the relationship between fintech by Google search and bank stability: Evidence from Vietnam</p>	TEAMS
18:00-	Banquet	Stex