

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 (KGK, 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 ERMIRA QOSJA (University Of Aleksander Moisiu) - MIRJAM DIBRA (Shkodra University) — 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 Pis) - 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 Durres) — 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 BOSHNJAKU (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	

Session chair: **Grisilda Miftari**Co-chair: **Erjola Barbullushi****GRISILDA MIFTARI** (University of Seville) - **LUIS MIGUES LÓPEZ-BONILLA** (University of Seville) - **JESÚS MANUEL LÓPEZ-BONILLA** (University of 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

Coffee Break

TA.124

Friday afternoon III

TA.122

Session chair: **Kornélia Lazányi**Co-chair: **Gerda Bak****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 SZATMÁRY** (Obuda University) — 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

Online III

TEAMS

Session chair: **Milena Gajić**Co-chair: **Ádám Béla Horváth****KLAUDIA CSERCSEA** (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

Magyar nyelvű előadások

TA.321

Session chair: **Szilárd Horváth**Co-chair: **Richard Szabó****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 fogyasztékkal élők biztonságára**PÉTER SZIKORA** (Obuda University) — Önzetű autók támogatásának kérdései

E-Poster Session

TEAMS

Session chair: **Pál Fehér-Polgár**Co-chair: **Péter Szikora****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