

# 24TH INTERNATIONAL CONFERENCE ON MANAGEMENT, ENTERPRISE AND BENCHMARKING

„ Mindset Shift: Turning Problems into Opportunities “

## Program - Friday, 24 April 2026

Address: Obuda University — Keleti Károly Faculty of Business and Management, 1084 Budapest, Tavaszmező Street 17

08:30-09:00	REGISTRATION	Hallway
09:00-09:15	WELCOME SPEECH <i>Chairs: András Keszthelyi — Péter Szikora</i>	TA.122
	ANDRÁS KESZTHELYI ( <i>Obuda University</i> ) — MÓNICA GARAI-FODOR ( <i>Obuda University</i> ) — Welcome Speech	
09:15-11:15	PLENARY <i>Chairs: András Keszthelyi — Mirvari Gazanfarli</i>	TA.122
	SAROLTA LAURA BARITZ ( <i>OP</i> ) — Human Centered Economy A new/traditional paradigm in economic ethics SEVAR MAMMADOVA ( <i>Azerbaijan State University of Economics (UNEC)</i> ) — Evaluating the Effectiveness of State Support Mechanisms on MSMEs and Family Businesses in Azerbaijan MIRVARI GAZANFARLI ( <i>Azerbaijan State University of Economics</i> ) — Measuring Digital Sustainability: The SADI+ Index and Multi-Task Forecasting Framework	
11:00-11:15	COFFEE BREAK	Hallway
11:15-13:00	FRIDAY MORNING I <i>Chairs: Fruzsina Nagy — Jamila Hasanova</i>	TA.122
	JAMILA HASANOVA ( <i>Azerbaijan State University of Economics</i> ) — KAMALA NAJAFOVA ( <i>Azerbaijan State University of Economics</i> ) — APPLICATION OF INNOVATIVE METHODS IN THE EDUCATION SYSTEM - ON THE EXAMPLE OF AZERBAIJAN NARGIZ HAJIYEVA ( <i>Ph.D., Assist prof, Chair Women Researchers Council (WRC), Head, Organization of Scientific Activities Office, Azerbaijan State University of Economics (UNEC)</i> ) — MAHMUD NURIYEV ( <i>Ph.D. research fellow Military Scientific Research Institute Azerbaijan National Defense University, Baku, Azerbaijan</i> ) — Rebuilding Security after War: Economic Reconstruction and Structural Transformation in the Karabakh Region GYÖRGY MUDRI ( <i>METU</i> ) — ARANKA BARANYI ( <i>SOE</i> ) — Comparative analysis of the financial performance and profitability of Hungarian and Polish agricultural enterprises GUNAY VALIYEVA ( <i>Azerbaijan State University of Economics</i> ) — Dynamic Strategic Asset Allocation for Sovereign Wealth Funds: A Bayesian EVT and Copula-Based Framework for Long-Term Growth Sustainability GUNAY VALIYEVA ( <i>Azerbaijan State University of Economics</i> ) — Policy-Oriented Cyclicalities and State Interventionism: A Systematic Review of Institutional Transformation in Transition Economies	
11:15-13:00	FRIDAY MORNING II <i>Chairs: Laszlo LING — Humbat Humbatov</i>	TA.321
	KHAYYAM CAVADZADE ( <i>Zagatala Branch of Azerbaijan State University of Economics</i> ) — NAZLI HACIZADE ( <i>Zagatala Branch of Azerbaijan State University of Economics</i> ) — Information Asymmetry in the Agri-Food Market and Its Impact on Price Formation LASZLO LING ( <i>LingTraining®, Switzerland</i> ) — From Equilibrium to Phase: The Five Phase Framework as a Practical Tool for the Contemporary Global Economy ÁGNES CSENGE FEHÉR ( <i>Corvinus University of Budapest</i> ) — ÁGNES WIMMER ( <i>Corvinus University of Budapest</i> ) — ZOLTÁN BUZÁDY ( <i>Corvinus University of Budapest</i> ) — Learning Attitudes and Voluntary Engagement among Mothers Recently Returning to the Labour Market ANA PAP VORKAPIĆ ( <i>Faculty of Economics and Business in Osijek</i> ) — Religiosity and Political Participation: Differences in Political Involvement and Participatory Intentions SUGRA HUMBATOVA ( <i>Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan</i> ) — VILDAN RIZAYEVA ( <i>Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan</i> ) — GUNAY PANAHOVA ( <i>Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan</i> ) — FUAD PANAHLI ( <i>WSB University, Cracow Campus Branch, Krakow, Poland</i> ) — HUMBAT HUMBATOV ( <i>Eberhard Karls University of Tübingen, Tübingen, Germany</i> ) — THE INVESTIGATION OF THE INTERRELATIONSHIP BETWEEN DIGITALIZATION AND GROSS DOMESTIC PRODUCT IN AZERBAIJAN ELISABETA MIHAELA CIORTEA ( <i>University "1 Decembrie 1918" of Alba Iulia, Romania</i> ) — Empirical aspects of predictive maintenance applied to complex manufacturing systems	

11:15-13:00	<p style="text-align: center;"><b>FRIDAY MORNING III</b> Chairs: Gábor Gyarmati — Andrew Szőnyi</p>	TA.124
	<p>LEA-KATHRIN KAESE (Westphalian University, Department of Business and Information Technology, Campus Bocholt, Germany) — DANIELA BECKS (Westphalian University, Department of Business and Information Technology, Campus Bocholt, Germany) — CHRISTIAN KRUSE (Westphalian University, Department of Business and Information Technology, Campus Bocholt, Germany) — URS PIETSCHMANN (Westphalian University, Department of Business and Information Technology, Campus Bocholt, Germany) — AI-supported double materiality assessment for voluntary sustainability reporting in SMEs: Enabling social and economic sustainability</p> <p>LANA JANMERE (Latvia University of Life Sciences and Technologies) — IRINA PILVERE (Latvia University of Life Sciences and Technologies) — Policy instruments for promoting sustainable food consumption: results of a literature review</p> <p>ALEKSANDRA RADIĆ (University of Belgrade, Technical Faculty in Bor) — SANELA ARSIĆ (University of Belgrade, Technical Faculty in Bor) — ĐORĐE NIKOLIĆ (University of Belgrade, Technical Faculty in Bor) — LIDIJA KRSTIĆ (University of Belgrade, Technical Faculty in Bor) — Has COVID-19 Transformed Crisis into Digital Acceleration? A Decade-Long Analysis of ERP Adoption across Countries</p> <p>WEI-CHENG WANG (College of Management, National Formosa University, Yunlin, Taiwan) — TSENG-CHUNG TANG (College of Management, National Formosa University, Yunlin, Taiwan) — Digital Skills and Sustainable Consumption: The Roles of CSR Perception and Perceived Greenwashing</p> <p>GÁBOR GYARMATI (Obuda University) — The Role of Trust Among University Students</p> <p>RASUL YUSIBOV (Azerbaijan State University of Economics (UNEC)) — Green Growth Transformation and Entrepreneurial Ecosystem Development in Post-Conflict Karabakh: Drivers, Mechanisms, and Policy Implications</p>	
11:00-13:00	<p style="text-align: center;"><b>ONLINE I</b> Chairs: Ádám Béla Horváth — Edona Haxhija</p>	TEAMS
	<p>ALEXANDER BÖNNER (Hochschule Ruhr West (University of Applied Sciences)) — ISABEL LAUSBERG (Hochschule Ruhr West (University of Applied Sciences)) — TIMUR GÜMÜS (Hochschule Ruhr West (University of Applied Sciences)) — Generative AI in Higher Education: Adoption and Impact of Custom GPT Chatbots for Learning Support in Management Accounting and Finance</p> <p>SOKOL NDOKA (European University of Tirana) — MARTINA PRIFTI (European University of Tirana) — The Role of Green Finance in Albania's Sustainable Transition</p> <p>MANJOLA ISLAMAJ (Attorney at Law, Tirana, Albania) — MATILDA ÇELA (Magistrate) — LORENC DANAJ (Lawyer) — The Interaction of Ethics and Law in Business: Challenges and Benefits of Corporate Social Responsibility</p> <p>EDONA HAXHIJA (European University of Tirana, Tirana, Albania) — From Burnout to Better Outcomes: A Systematic Review of Work Environment Factors and Nurse Well-Being Across Health Systems</p> <p>BABIR GULIYEV (Ph.D. Student) — Governing the Digital Monetary Frontier: Legal and Regulatory Foundations of Stablecoins</p> <p>MAMIYEV AZAR (Obuda University) — From Operational Efficiency to Financial Vulnerability: A Theoretical Framework for Mitigating Economic Denial of Sustainability</p> <p>OLTA LLAHA (LOGOS University College) — ESMERALDA KADENA (LOGOS University College) — ELENI PAPANANO (LOGOS University College) — Design and Implementation of a Personalized Data Visualization System for Higher Education</p>	
13:00-13:30	<b>LUNCH BREAK</b>	Hallway
13:30-15:00	<p style="text-align: center;"><b>FRIDAY AFTERNOON I</b> Chairs: Zsuzsanna Deák — Anđelka Stojanović</p>	TA.122
	<p>DIANA WATAKA (Obuda University) — ERNEST MODIBE MODIBA (Obuda University) — ZSUZSANNA DEÁK (Obuda University) — The Role of the African Continental Free Trade Area (AfCFTA) in Driving Effective Trade Policy Title Harmonization in South Africa.</p> <p>ZSUZSANNA DEÁK (Obuda University) — ÁRPÁD FERENCZ ( University of Szeged Faculty of Agriculture, Institute of Economics and Rural Development) — ATTILA GÁBOR FERENCZ (John von Neumann University, Faculty of Engineering and Computer Science, Department of Informatics) — Integrating artificial intelligence into agriculture in the EU</p> <p>SAFAROVA FIDAN (UNEC-teacher) — Gender Equality and the Knowledge Economy:A Structural Framework for Sustainable Social Futures</p> <p>BRANISLAVA DANKOVIĆ (University of Belgrade, Technical faculty in Bor, Serbia) — ISIDORA MILOŠEVIĆ (University of Belgrade, Technical faculty in Bor, Serbia) — ANĐELKA STOJANOVIĆ (University of Belgrade, Technical faculty in Bor, Serbia) — DANIJELA PANTOVIĆ (University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia) — Digitalization and the Transformation of Industrial Work Systems in the Era of Industry 5.0</p> <p>SHREYA ANCHLIA (Obuda University) — From Sustainability Metrics to Decision Intelligence: A Framework to Integrate Green IT into Enterprise Infrastructure Planning</p>	
13:30-15:00	<p style="text-align: center;"><b>FRIDAY AFTERNOON II</b> Chairs: Yue Wu — Mirjam Dibra</p>	TA.124
	<p>BOJKEN SHEHU (Polytechnic University of Tirana) — A Comparative Performance Analysis of User-Defined Function Categories in C Programming</p> <p>FANGYI LIN (Department of Finance,National Formosa University,Taiwan) — RUOYU WANG (Department of Finance,National Formosa University,Taiwan) — Intraday Value-at-Risk Estimation Using High-Frequency Realized Volatility and the HAR-RV Model: Evidence from Taiwan Index and Futures Markets</p> <p>ARTUR LAKATOS (Partium Christian University ) — Prospect Theory in Practice. Results of a Survey</p> <p>MIRJAM DIBRA ("Luigj Gurakuqi" University, Faculty of Economics, Shkodër/Albania) — MAJLINDA LAÇAJ (Director of the Historical Museum of Shkodra/ Albania, ) — Albanian Musical Folklore Heritage and Sustainable Cultural Tourism: Opportunities, Challenges and Strategic Approaches</p> <p>AKELLO WINNIEFRED (Obuda University) — YUE WU (Obuda University) — Life-Cycle Cost Analysis and Health Technology Management of Diagnostic Medical Equipment in Ugandan Public Hospitals: Financial Sustainability Challenges and Strategic Opportunities for Improvement.</p>	

13:30-15:00	<p style="text-align: center;"><b>FRIDAY AFTERNOON III</b> Chairs: Csilla Mile — Samuel Body</p>	TA.321
	<p>NICOLETA DORINA RACOLȚA-PAINA (<i>Babeş-Bolyai University</i>) — Social Enterprises in Romania: Opportunities and Challenges  GYÖRGY EIGNER (<i>Obuda University</i>) — MAGNUS KLOFSTEN (<i>Linköping University (Sweden)</i>) — Entrepreneurial Leadership and Innovation in Hungary: A Scoping Review  VARGA LEVENTE (<i>BME-GTK, Department of Finance</i>) — Typological analysis of definitions of creditless recovery  CSILLA MILE (<i>Obuda University</i>) — ZOLTÁN BODROG (<i>Obuda University</i>) — Competitive sustainability or sustainable competitiveness: the nontrivial trivality we are all searching for  ZOLTA CSÁK (<i>ELTE, Faculty of Economics</i>) — RÉKA SAÁRY (<i>Obuda University, Keleti Károly Faculty of Business and Management</i>) — Consumer Perceptions of AI Influencers</p>	
13:00-15:00	<p style="text-align: center;"><b>ONLINE II</b> Chairs: Zsolt Mihály Szabó — Suvi Sivén</p>	TEAMS
	<p>KINGA SANDÓ (<i>Elte</i>) — DÁVID ZOLTÁN TÓTH (<i>Elte</i>) — Conscious brand building in Hungarian basketball? Case study The brand identity of Falco-Vulcano Energia KC Szombathely  SUVI SIVÉN (<i>Laurea University of Applied Sciences</i>) — JUKKA SIRKIÄ (<i>LAB University of Applied Sciences</i>) — Megatrends, circular-economy business models, and sustainability regulation in business  NARGIZ ALIYEVA (<i>Azerbaijan State University of Economics (UNEC)</i>) — Assessing Green Mindset Institutionalization in Azerbaijan's Higher Education: Evidence from UI GreenMetric and THE Impact Rankings  AYTAKIN GASIMZADA (<i>Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan</i>) — Evaluation of AI-Based Digital Business Continuity Strategies in the Post-Pandemic Era: A Benchmarking Study of SMEs  IRINA-MARIA COSMA (<i>Babeş-Bolyai University, Cluj-Napoca, Romania</i>) — Turning Crisis into Opportunity: Tourism-Led Nation Branding in Türkiye  ROMINA DHORA (<i>University of Shkoder</i>) — THEMATIC ROUTES AND GASTRONOMIC ITINERARIES A DESCRIPTIVE EXPLORATION OF A DEVELOPING GASTRONOMIC HOTSPOT NAMED "MRIZI I ZANAVE, FISHTË".  ZSOLT MIHÁLY SZABÓ (<i>Obuda University</i>) — The Possibilities of Artificial Intelligence in Pension Security  IVANA BOŽIĆ MILJKOVIĆ (<i>University of Belgrade, Technical faculty Bor</i>) — ALEKSANDRA FEDAJEV (<i>University of Belgrade, Technical faculty Bor</i>) — SANELA ARSIĆ (<i>University of Belgrade, Technical faculty Bor</i>) — DANIJELA VOZA (<i>University of Belgrade, Technical faculty Bor</i>) — Assessment of the Impact of Digital Transformation on the Business Performance of Companies in Serbia</p>	
15:00-15:15	<b>COFFEE BREAK</b>	Hallway
15:15-17:00	<p style="text-align: center;"><b>FRIDAY AFTERNOON IV</b> Chairs: István Szabó — Isidora Milošević</p>	TA.122
	<p>LIDIJA KRSTIĆ (<i>University of Belgrade, Technical Faculty in Bor</i>) — SANELA ARSIĆ (<i>University of Belgrade, Technical Faculty in Bor</i>) — ALEKSANDRA RADIĆ (<i>University of Belgrade, Technical Faculty in Bor</i>) — Factors influencing behavioral intention to use mobile banking: a PLS-SEM approach  HARRISON MANGA (<i>Obuda University</i>) — ZSUZSANNA DEÁK (<i>Obuda University</i>) — The impact of corporate Social Responsibility on Consumers trust,loyalty and brand image:Implication for Social and Economic Sustainability  ANNA MÁRIA UGRON (<i>Obuda University</i>) — The Power of Color: Psychological and Marketing Effects of Color in Consumer Decision-Making  YUE WU (<i>Bánki Donát Faculty of Mechanical and Safety Engineering, Obuda University</i>) — KATALIN TAKÁCS-GYÖRGY (<i>Kodolányi János University</i>) — What Do We Know about Geopolitical Conflicts and Food Security: From Ukraine to Middle East</p>	
15:15-17:00	<p style="text-align: center;"><b>FRIDAY AFTERNOON V</b> Chairs: Ádám Béla Horváth — Lukrécia Hunková</p>	TA.124
	<p>FRIEDRICH HENNIG (<i>Technische Hochschule Wildau</i>) — HAO CHENG (<i>Technische Hochschule Wildau</i>) — Automatic Damage Detection of Glass Fiber Reinforced Plastic (GFRP) Panels Using Classical Machine Learning Methods  ABDALLAH BAZARK (<i>Bánki Donát Faculty of Mechanical and Safety Engineering, Obuda University.</i>) — YUE WU (<i>Bánki Donát Faculty of Mechanical and Safety Engineering, Obuda University.</i>) — "THE ROLE OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN THE MANUFACTURING SECTOR, THEIR COMPETITIVENESS AND CHALLENGES IN GHANA"  SAMUEL BODY (<i>Faculty of Social and Economic Relations, Alexander Dubček University of Trenčín, Slovakia</i>) — LUKRÉCIA HUNKOVÁ (<i>Faculty of Social and Economic Relations, Alexander Dubček University of Trenčín, Slovakia</i>) — From Fragmentation to Systems: A Configurational Perspective on HRM and Organizational Performance  ÁDÁM BÉLA HORVÁTH (<i>Obuda University</i>) — Quantum Computing as an Emerging Business Capability: Strategic Applications, Operational Constraints, and Competitive Implications  BOJKEN SHEHU (<i>Polytechnic University of Tirana</i>) — Teaching Functions in C Programming Using a Single Example: An Educational Survey of Introductory Computer Science Students.</p>	
15:15-17:00	<p style="text-align: center;"><b>FRIDAY AFTERNOON VI</b> Chairs: Kornélia Lazányi — Péter Szikora</p>	TA.321
	<p>OMAR GARCIA (<i>IBS International Business School Budapest</i>) — KORNÉLIA LAZÁNYI (<i>Wekerle International University</i>) — Business Theories Dedicated to SMEs in the EU  KORNÉLIA SÁRA SZATMÁRY (<i>Obuda University</i>) — PÉTER SZIKORA (<i>Obuda University</i>) — Why Do Students Choose Certain Mobility Destinations? An Exploratory Study of Decision Factors and Post-Mobility Satisfaction  ROZÁLIA SZATMÁRY (<i>Obuda University</i>) — Development of a Self-Assessment-Based Fertility Estimation System  CLAUDIA CSERCSA (<i>OE BDI</i>) — ZOLTÁN RAJNAI (<i>OE BDI</i>) — Cybersecurity education in public education in Hungary in 2026</p>	

15:00-17:00	<p style="text-align: center;"><b>ONLINE III</b> Chairs: Dávid János Fehér</p>	TEAMS
	<p>PRISHILA HYSA (Phd candidate, Law Department, Faculty of Law, Political Science and International Relations, European University of Tirana) — ADERALDO MEMA (Phd candidate, Law Department, Faculty of Law, Political Science and International Relations, European University of Tirana) — Ethics as a Management Tool: Why Institutional Integrity Matters for Organizational Performance</p> <p>MUSHFIG GULIYEV (Azerbaijan State University of Economics (UNEC)) — Regional Cooperation in Central Asia: systematization approaches to strategies EU, US, Russia, Turkiye and China</p> <p>ANA KEKEZI (Tirana Business University College, Albania) — Green but trusted? Perceptions of Generation Z and Millennials toward sustainability claims in an emerging market: Evidence from Albania</p> <p>FUAD GASIMOV (Azerbaijan State Economic University (UNEC)) — Economic Sanctions and Their Impact on Global Economic Stability and Trade Dynamics</p> <p>DÁVID JÁNOS FEHÉR (Óbuda University) — KORNÉLIA LAZÁNYI (Wekerle International University) — Documentation-oriented security compliance assessment in enterprise cloud environments</p> <p>DÁVID JÁNOS FEHÉR (Óbuda University) — ANNA VÖRÖSNÉ BÁNÁTI-BAUMANN (Óbuda University) — Human-in-the-loop and machine-in-the-loop decision oversight in LLM-supported security compliance analysis</p> <p>AYNUR GARAYEVA (UNEC) — ELVIN GARAYEV (UNEC) — Digital Transformation Strategies for Azerbaijani SMEs to Strengthen Integration into Global Value Chains</p>	
15:00-17:00	<p style="text-align: center;"><b>ONLINE IV</b> Chairs: Almaz Erbay — Erjola Barbullushi</p>	TEAMS
	<p>ERJOLA BARBULLUSHI (University of Shkodra) — The Role and Relevance of Forensic Accounting in Detecting and Preventing Financial Fraud: A Theoretical Perspective</p> <p>ALMAZ ERBAY (UNEC) — HUMAN CAPITAL RESILIENCE IN THE AGE OF GLOBAL TRANSFORMATIONS: THE ROLE OF SUSTAINABLE AND DIGITAL HUMAN RESOURCE MANAGEMENT IN STRENGTHENING ORGANIZATIONAL COMPETITIVENESS</p> <p>NURANA SADIGOVA (Azerbaijan State University of Economics (UNEC)) — Predicting Customer Satisfaction Using Machine Learning: Evidence from a Synthetic Customer Feedback Dataset</p> <p>SEAD BARAKU (Faculty of Economy, University of Shkodra "Luigj Gurakuqi") — ALKIDA HASA (Faculty of Economy, University of Shkodra "Luigj Gurakuqi") — Revalorizing Transhumance as a Mediating Mechanism in Experiential and Sustainable Tourism Systems: Evidence from Northern Albania and the Western Balkans</p> <p>ALKIDA HASA (Faculty of Economy, "Luigj Gurakuqi" University, Shkodër, Albania, 4001) — SEAD BARAKU (Faculty of Economy, "Luigj Gurakuqi" University, Shkodër, Albania, 4001) — Addressing the Skills Gap in Tourism: A Comparative Analysis of Vocational Education in Albania</p> <p>ELIDIANA BASHI (Faculty of Economy, University of SHKODRA "Luigj Gurakuqi") — SEAD BARAKU (Faculty of Economy, University of SHKODRA "Luigj Gurakuqi") — Artificial Intelligence and the Reconfiguration of the Accounting Profession in the Western Balkans: An Extended Model of Task Automation, Decision Augmentation, Skill Renewal and Employment Resilience</p> <p>SIDITA ZAGANJORI (University of Shkodra " Luigj Gurakuqi ", ALBANIA) — ARIANA STRINIQI (University of Shkodra " Luigj Gurakuqi ", ALBANIA) — SOCIOECONOMIC PROFILE AND DEVELOPMENT DYNAMICS OF BEEKEEPING FAMILIES IN NORTHERN ALBANIA</p>	
16:15-18:15	<p style="text-align: center;"><b>E-POSTER</b> Chairs: Krisztián Bálint — Szilárd Horváth</p>	Hallway
	<p>SZILÁRD HORVÁTH (Obuda University Keleti Károly Faculty of Business and Management) — Investigating Factors Influencing the Intention to Use of Artificial Intelligence Among University Students</p> <p>DORINA OLLDASHI (European University of Tirana Faculty of Legal, Political and International Relations Sciences - PhD) — HYSEN MUCEKU (European University of Tirana Faculty of Legal, Political and International Relations Sciences - PhD) — Distance Learning and Financial Inclusion</p> <p>KRISZTIÁN BÁLINT (Obuda University, Keleti Károly Institute of Business Sciences and Digital Knowledge) — Comparative Analysis of Public and Encrypted Genesis Blocks in Blockchain Systems</p> <p>DEHUA XIA (Institute of Finance, Corvinus University of Budapest) — JIAWEN CUI (Budapest Metropolitan University) — THANH THUY TRANG NGUYEN (Doctoral School of Entrepreneurship and Business, Budapest University of Economics and Business) — Monitoring Sustainability: Can Social Security Fund Ownership Curb ESG Greenwashing?</p> <p>NICOLETA CHICINAŞ (Babeş-Bolyai University, Romania) — From War to Cooperation: Crisis-Driven Innovation and the Romania Modernization Model</p> <p>SOLYMÁR-MÜLLER LÁSZLÓ (Obuda University) — The Economic Case for Housing First: International Research and its Implications for Hungary</p> <p>CSABA HAMZA (MATE Gazdaság- és Regionális Tudományi Doktori Iskola) — AN EMPIRICAL ANALYSIS OF CONSUMER PREFERENCES FOR SALTY SNACKS</p> <p>ÁGNES BOGÁTH (Obuda University) — The Role of Emotional Safety in Students' Workplace Expectations and Needs</p> <p>FATJONA KRONI (University of Shkodra, Faculty of Natural Sciences) — ERMIRA KALAJ (University of Shkodra, Faculty of Economics) — ERJOLA BARBULLUSHI (University of Shkodra, Faculty of Economics) — Online Platform Data for Tourism Research in Northern Albania: A Comparative Analysis of Booking.com and TripAdvisor</p> <p>RICHÁRD VERES (Obuda University) — JÁNOS VARGA (Obuda University) — GYÖRGY GYÖRÖK (Obuda University) — An Overview of the Third Mission Activities of Higher Education Institutions in Szekesfehervar</p> <p>ZOLTA CSÁK (ELTE, Faculty of Economics) — RÉKA SAÁRY (Obuda University, Keleti Károly Faculty of Business and Management) — General Attitudes Toward Artificial Intelligence</p> <p>PÁL FEHÉR-POLGÁR (Obuda University) — Paradigm Shifts and Innovation Trajectories in E-Commerce: Technological and Consumer Transformations in the 2025-2026 Period</p>	
18:00-20:00	GALA BANQUET	OE Kantin