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 *Chairs: András Keszthelyi — Péter Szikora*	TA.122
	ANDRÁS KESZTHELYI *(Obuda University)* — MÓNIKA GARAI-FODOR *(Obuda University)* — Welcome Speech	
09:15-11:15	PLENARY *Chairs: András Keszthelyi — Mirvari Gazanfarli*	TA.122
	SAROLTA LAURA BARITZ *(OP)* — Human Centered Economy A new/traditional paradigm in economic ethics SEVAR MAMMADOVA *(Azerbaijan State University of Economics (UNEC))* — Evaluating the Effectiveness of State Support Mechanisms on MSMEs and Family Businesses in Azerbaijan MIRVARI GAZANFARLI *(Azerbaijan State University of Economics)* — 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 *Chairs: Fruzsina Nagy — Jamila Hasanova*	TA.122
	JAMILA HASANOVA *(Azerbaijan State University of Economics)* — KAMALA NAJAFOVA *(Azerbaijan State University of Economics)* — APPLICATION OF INNOVATIVE METHODS IN THE EDUCATION SYSTEM – ON THE EXAMPLE OF AZERBAIJAN NARGIZ HAJIYEVA *(Ph.D., Assist prof, Chair Women Researchers Council (WRC), Head, Organization of Scientific Activities Office, Azerbaijan State University of Economics (UNEC))* — MAHMUD NURIYEV *(Ph.D. research fellow Military Scientific Research Institute Azerbaijan National Defense University, Baku, Azerbaijan)* — Rebuilding Security after War: Economic Reconstruction and Structural Transformation in the Karabakh Region GYÖRGY MUDRI *(METU)* — ARANKA BARANYI *(SOE)* — Comparative analysis of the financial performance and profitability of Hungarian and Polish agricultural enterprises RASUL YUSIBOV *(Azerbaijan State University of Economics (UNEC))* — Green Growth Transformation and Entrepreneurial Ecosystem Development in Post-Conflict Karabakh: Drivers, Mechanisms, and Policy Implications WEI-CHENG WANG *(College of Management, National Formosa University, Yunlin, Taiwan)* — TSENG-CHUNG TANG *(College of Management, National Formosa University, Yunlin, Taiwan)* — LI-CHIU CHI *(College of Applied Arts and Sciences, National Formosa University, Yunlin, Taiwan)* — Digital Skills and Sustainable Consumption: The Roles of CSR Perception and Perceived Greenwashing	
11:15-13:00	FRIDAY MORNING II *Chairs: Laszlo LING*	TA.321
	KHAYYAM CAVADZADE *(Zagatala Branch of Azerbaijan State University of Economics)* — NAZLI HACIZADE *(Zagatala Branch of Azerbaijan State University of Economics)* — Information Asymmetry in the Agri-Food Market and Its Impact on Price Formation LASZLO LING *(LingTraining®, Switzerland)* — From Equilibrium to Phase:The Five Phase Framework as a Practical Tool for the Contemporary Global Economy ÁGNES CSENGE FEHÉR *(Corvinus University of Budapest)* — ÁGNES WIMMER *(Corvinus University of Budapest)* — ZOLTÁN BUZÁDY *(Corvinus University of Budapest)* — Learning Attitudes and Voluntary Engagement among Mothers Recently Returning to the Labour Market ANA PAP VORKAPIĆ *(Faculty of Economics and Business in Osijek)* — Religiosity and Political Participation: Differences in Political Involvement and Participatory Intentions ELISABETA MIHAELA CIORTEA *(University "1 Decembrie 1918" of Alba Iulia, Romania)* — Empirical aspects of predictive maintenance applied to complex manufacturing systems	
11:15-13:00	FRIDAY MORNING III *Chairs: Gábor Gyarmati — Andrew Szőnyi*	TA.124
	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 ANDREW SZŐNYI *(University of Toronto)* — The Role and Functions of the Engineer Manager 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 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 GÁBOR GYARMATI *(Obuda University)* — The Role of Trust Among University Students	

11:00-13:00	ONLINE I *Chairs: Ádám Béla Horváth — Edona Haxhija*	TEAMS

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

SOKOL NDOKA *(European University of Tirana)* — MARTINA PRIFTI *(European University of Tirana)* — The Role of Green Finance in Albania's Sustainable Transition

MANJOLA ISLAMAJ *(Attorney at Law, Tirana, Albania)* — MATILDA ÇELA *(Magistrate)* — LORENC DANAJ *(Lawzer)* — The Interaction of Ethics and Law in Business: Challenges and Benefits of Corporate Social Responsibility

IBRAHIM NIFTIYEV *(Azerbaijan State University of Economics (UNEC))* — PARI NUDIRALIYEVA *(ADA University)* — How to Grow During a Recession: A Multi-Sector Qualitative Analysis of the Selected Global Brands

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

BABIR GULIYEV *(Ph.D. Student)* — Governing the Digital Monetary Frontier: Legal and Regulatory Foundations of Stablecoins

MAMIYEV AZAR *(Obuda University)* — From Operational Efficiency to Financial Vulnerability: A Theoretical Framework for Mitigating Economic Denial of Sustainability

OLTA LLAHA *(LOGOS University College)* — ESMERALDA KADENA *(LOGOS University College)* — ELENI PAPAPANO *(LOGOS University College)* — Design and Implementation of a Personalized Data Visualization System for Higher Education

GUNAY VALIYEVA *(Azerbaijan State University of Economics)* — VILDAN RIZAYEVA *(Azerbaijan State University of Economics)* — Dynamic Strategic Asset Allocation for Sovereign Wealth Funds: A Bayesian EVT and Copula-Based Framework for Long-Term Growth Sustainability

GUNAY VALIYEVA *(Azerbaijan State University of Economics)* — VILDAN RIZAYEVA *(Azerbaijan State University of Economics)* — Policy-Oriented Cyclicality and State Interventionism: A Systematic Review of Institutional Transformation in Transition Economies

13:00-13:30	LUNCH BREAK	Hallway
13:30-15:00	FRIDAY AFTERNOON I *Chairs: Zsuzsanna Deák*	TA.122

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.

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

SAFAROVA FIDAN *(UNEC-teacher)* — Gender Equality and the Knowledge Economy:A Structural Framework for Sustainable Social Futures

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)* — TICK ANDREA *(ÓE KGK)* — KATONA FERENC *(ÓE KGK)* — SAÁRY RÉKA *(ÓE KGK)* — KESZTHELYI ANDRÁS *(ÓE KGK)* — Digitalization and the Transformation of Industrial Work Systems in the Era of Industry 5.0

SHREYA ANCHLIA *(Obuda University)* — From Sustainability Metrics to Decision Intelligence: A Framework to Integrate Green IT into Enterprise Infrastructure Planning

13:30-15:00	FRIDAY AFTERNOON II *Chairs: Yue Wu — Mirjam Dibra*	TA.124

BOJKEN SHEHU *(Polytechnic University of Tirana)* — A Comparative Performance Analysis of User-Defined Function Categories in C Programming

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

ARTUR LAKATOS *(Partium Christian University)* — Prospect Theory in Practice. Results of a Survey

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

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.

13:30-15:00	FRIDAY AFTERNOON III *Chairs: Csilla Mile — Samuel Body*	TA.321

NICOLETA DORINA RACOLȚA-PAINA *(Babeș-Bolyai University)* — Social Enterprises in Romania: Opportunities and Challenges

VIKTÓRIA BUDAY *(Obuda University)* — GYÖRGY EIGNER *(Obuda University)* — MAGNUS KLOFSTEN *(Linköping University (Sweden))* — Entrepreneurial Leadership and Innovation in Hungary: A Scoping Review

VARGA LEVENTE *(BME-GTK_Department of Finance)* — Typological analysis of definitions of creditless recovery

CSILLA MILE *(Óbuda University)* — ZOLTÁN BODROG *(Óbuda University)* — Competitive sustainability or sustainable competitiveness: the nontrivial triviality we are all searching for

ZOLTA CSÁK *(ELTE, Faculty of Economics)* — RÉKA SAÁRY *(Obuda University, Keleti Károly Faculty of Business and Management)* — Consumer Perceptions of AI Influencers

13:00-15:00	ONLINE II *Chairs: Zsolt Mihály Szabó — Suvi Sivén*	TEAMS

KINGA SANDÓ *(Elte)* — DÁVID ZOLTÁN TÓTH *(Elte)* — Conscious brand building in Hungarian basketball? Case study The brand identity of Falco-Vulcano Energia KC Szombathely
SUVI SIVÉN *(Laurea University of Applied Sciences)* — JUKKA SIRKIÄ *(LAB University of Applied Sciences)* — Megatrends, circular-economy business models, and sustainability regulation in business
NARGIZ ALIYEVA *(Azerbaijan State University of Economics (UNEC))* — Assessing Green Mindset Institutionalization in Azerbaijan's Higher Education: Evidence from UI GreenMetric and THE Impact Rankings
AYTAKIN GASIMZADA *(Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)* — Evaluation of AI-Based Digital Business Continuity Strategies in the Post-Pandemic Era: A Benchmarking Study of SMEs
IRINA-MARIA COSMA *(Babes-Bolyai University, Cluj-Napoca, Romania)* — Turning Crisis into Opportunity: Tourism-Led Nation Branding in Türkiye
ROMINA DHORA *(University of Shkoder)* — THEMATIC ROUTES AND GASTRONOMIC ITINERARIES A DESCRIPTIVE EXPLORATION OF A DEVELOPING GASTRONOMIC HOTSPOT NAMED "MRIZI I ZANAVE, FISHTË".
ZSOLT MIHÁLY SZABÓ *(Obuda University)* — The Possibilities of Artificial Intelligence in Pension Security
IVANA BOŽIĆ MILJKOVIĆ *(University of Belgrade, Technical faculty Bor)* — ALEKSANDRA FEDAJEV *(University of Belgrade, Technical faculty Bor)* — SANELA ARSIĆ *(University of Belgrade, Technical faculty Bor)* — DANIJELA VOZA *(University of Belgrade, Technical faculty Bor)* — Assessment of the Impact of Digital Transformation on the Business Performance of Companies in Serbia

15:00-15:15	COFFEE BREAK	Hallway
15:15-17:00	FRIDAY AFTERNOON IV *Chairs: István Szabó — Sanela Arsić*	TA.122

LIDIJA KRSTIĆ *(University of Belgrade, Technical Faculty in Bor)* — SANELA ARSIĆ *(University of Belgrade, Technical Faculty in Bor)* — ALEKSANDRA RADIĆ *(University of Belgrade, Technical Faculty in Bor)* — Factors influencing behavioral intention to use mobile banking: a PLS-SEM approach
HARRISON MANGA *(Obuda University)* — ZSUZSANNA DEÁK *(Obuda University)* — TO EXAMINE THE INFLUENCE OF CSR RESPONSIBILITY ON CONSUMER BEHAVIORAL INTENTION.
ANNA MÁRIA UGRON *(Óbuda University)* — The Power of Color: Psychological and Marketing Effects of Color in Consumer Decision-Making
YUE WU *(Bánki Donát Faculty of Mechanical and Safety Engineering, Obuda University)* — KATALIN TAKÁCS-GYÖRGY *(Kodolányi János University)* — What Do We Know about Geopolitical Conflicts and Food Security: From Ukraine to Middle East

15:15-17:00	FRIDAY AFTERNOON V *Chairs: Ádám Béla Horváth — Lukrécia Hunková*	TA.124

FRIEDRICH HENNIG *(Technische Hochschule Wildau)* — HAO CHENG *(Technische Hochschule Wildau)* — Automatic Damage Detection of Glass Fiber Reinforced Plastic (GFRP) Panels Using Classical Machine Learning Methods
ABDALLAH BAZARK *(Bánki Donát Faculty of Mechanical and Safety Engineering, Obuda University.)* — YUE WU *(Bánki Donát Faculty of Mechanical and Safety Engineering, Obuda University.)* — "THE ROLE OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN THE MANUFACTURING SECTOR, THEIR COMPETITIVENESS AND CHALLENGES IN GHANA"
SAMUEL BODY *(Faculty of Social and Economic Relations, Alexander Dubček University of Trenčín, Slovakia)* — LUKRÉCIA HUNKOVÁ *(Faculty of Social and Economic Relations, Alexander Dubček University of Trenčín, Slovakia)* — From Fragmentation to Systems: A Configurational Perspective on HRM and Organizational Performance
ÁDÁM BÉLA HORVÁTH *(Obuda University)* — Quantum Computing as an Emerging Business Capability: Strategic Applications, Operational Constraints, and Competitive Implications
BOJKEN SHEHU *(Polytechnic University of Tirana)* — Teaching Functions in C Programming Using a Single Example: An Educational Survey of Introductory Computer Science Students.

15:15-17:00	FRIDAY AFTERNOON VI *Chairs: Kornélia Lazányi — Péter Szikora*	TA.321

OMAR GARCIA *(IBS International Business School Budapest)* — KORNÉLIA LAZÁNYI *(Wekerle International University)* — Business Theories Dedicated to SMEs in the EU
KORNÉLIA SÁRA SZATMÁRY *(Óbuda University)* — PÉTER SZIKORA *(Obuda University)* — Why Do Students Choose Certain Mobility Destinations? An Exploratory Study of Decision Factors and Post-Mobility Satisfaction
ROZÁLIA SZATMÁRY *(Obuda University)* — Development of a Self-Assessment-Based Fertility Estimation System
CLAUDIA CSERCSA *(OE BDI)* — ZOLTÁN RAJNAI *(OE BDI)* — Cybersecurity education in public education in Hungary in 2026

15:00-17:00	ONLINE III *Chairs: Dávid János Fehér — Fuad Gasimov*	TEAMS

HIMA PARAMESWARAN *(City University Ajman)* — Beyond the Checkout: Driving Operational Excellence through Strategic HRM at Carrefour, United Arab Emirates
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
MUSHFIG GULIYEV *(Azerbaijan State University of Economics (UNEC))* — Regional Cooperation in Central Asia: systematization approaches to strategies EU, US, Russia, Turkiye and China
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
FUAD GASIMOV *(Azerbaijan State Economic University (UNEC))* — Economic Sanctions and Their Impact on Global Economic Stability and Trade Dynamics
DÁVID JÁNOS FEHÉR *(Óbuda University)* — KORNÉLIA LAZÁNYI *(Wekerle International University)* — Documentation-oriented security compliance assessment in enterprise cloud environments
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
AYNUR GARAYEVA *(UNEC)* — ELVIN GARAYEV *(UNEC)* — Digital Transformation Strategies for Azerbaijani SMEs to Strengthen Integration into Global Value Chains
ANDRÁS KESZTHELYI *(Obuda University)* — AIGANYM TEGISSOVA *(Obuda University)* — Cybercrime and Cyber Defence: Threats, Protection, and Public Preparedness

15:00-17:00	ONLINE IV *Chairs: Almaz Erbay — Erjola Barbullushi*	TEAMS

SUGRA HUMBATOVA *(Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)* — VILDAN RIZAYEVA *(Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)* — GUNAY PANAHOVA *(Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)* — FUAD PANAHLI *(WSB University, Cracow Campus Branch, Krakow, Poland)* — HUMBAT HUMBATOV *(Eberhard Karls University of Tübingen, Tübingen, Germany)* — THE INVESTIGATION OF THE INTERRELATIONSHIP BETWEEN DIGITALIZATION AND GROSS DOMESTIC PRODUCT IN AZERBAIJAN

VERONIKA GOLDMANOVÁ *(School of Business Administration in Karviná, Silesian University in Opava, Czech Republic)* — The impact of inconsistent communication on customer purchasing decisions in an omnichannel environment.

ERJOLA BARBULLUSHI *(University of Shkodra)* — The Role and Relevance of Forensic Accounting in Detecting and Preventing Financial Fraud: A Theoretical Perspective

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

NURANA SADIGOVA *(Azerbaijan State University of Economics (UNEC))* — Predicting Customer Satisfaction Using Machine Learning: Evidence from a Synthetic Customer Feedback Dataset

SEAD BARAKU *(Faculty of Economy, University of Shkodra ''Luigj Gurakuqi'')* — ALKIDA HASAJ *(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

ALKIDA HASAJ *(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

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

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

16:15-18:15	E-POSTER *Chairs: Krisztián Bálint — Szilárd Horváth*	Hallway

SZILÁRD HORVÁTH *(Obuda University Keleti Károly Faculty of Business and Management)* — Investigating Factors Influencing the Intention to Use of Artificial Intelligence Among University Students

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

KRISZTIÁN BÁLINT *(Obuda University, Keleti Károly Institute of Business Sciences and Digital Knowledge)* — Comparative Analysis of Public and Encrypted Genesis Blocks in Blockchain Systems

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?

NICOLETA CHICINAŞ *(Babeş-Bolyai University, Romania)* — From War to Cooperation: Crisis-Driven Innovation and the Romania Modernization Model

SOLYMÁR-MÜLLER LÁSZLÓ *(Obuda University)* — The Economic Case for Housing First: International Research and its Implications for Hungary

CSABA HAMZA *(MATE Gazdaság- és Regionális Tudományi Doktori Iskola)* — AN EMPIRICAL ANALYSIS OF CONSUMER PREFERENCES FOR SALTY SNACKS

ÁGNES BOGÁTH *(Obuda University)* — The Role of Emotional Safety in Students' Workplace Expectations and Needs

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

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

ZOLTA CSÁK *(ELTE, Faculty of Economics)* — RÉKA SAÁRY *(Obuda University, Keleti Károly Faculty of Business and Management)* — General Attitudes Toward Artificial Intelligence

PÁL FEHÉR-POLGÁR *(Obuda University)* — Paradigm Shifts and Innovation Trajectories in E-Commerce: Technological and Consumer Transformations in the 2025–2026 Period

ATTILA ISTVÁN PATAKI-JUHÁSZ *(Obuda University, Keleti Károly Faculty of Business and Management)* — Labor market competence expectations in the period between 2000 and 2025 -- an attempt to develop a measurement framework

TUNCAY YAKAR *(VOIS (Vodafone Intelligent Solutions), Budapest, Hungary)* — Generative AI as an Enabler of Sustainable Innovation in Hospitality Organizations: A Case Study of a Resort Hotel in Türkiye

FERENC KATONA *(Obuda University)* — Ethical Pricing from the Consumer Perspective: An Exploratory Study

18:00-20:00	GALA BANQUET	OE Kantin