

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 RASUL YUSIBOV (<i>Azerbaijan State University of Economics (UNEC)</i>) — Green Growth Transformation and Entrepreneurial Ecosystem Development in Post-Conflict Karabakh: Drivers, Mechanisms, and Policy Implications WEI-CHENG WANG (<i>College of Management, National Formosa University, Yunlin, Taiwan</i>) — TSENG-CHUNG TANG (<i>College of Management, National Formosa University, Yunlin, Taiwan</i>) — LI-CHIU CHI (<i>College of Applied Arts and Sciences, National Formosa University, Yunlin, Taiwan</i>) — Digital Skills and Sustainable Consumption: The Roles of CSR Perception and Perceived Greenwashing	
11:15-13:00	FRIDAY MORNING II <i>Chairs: Laszlo LING</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 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	FRIDAY MORNING III <i>Chairs: Gábor Gyarmati — Andrew Szőnyi</i>	TA.124
	LEA-KATHRIN KAESE (<i>Westphalian University, Department of Business and Information Technology, Campus Bocholt, Germany</i>) — DANIELA BECKS (<i>Westphalian University, Department of Business and Information Technology, Campus Bocholt, Germany</i>) — CHRISTIAN KRUSE (<i>Westphalian University, Department of Business and Information Technology, Campus Bocholt, Germany</i>) — URS PIETSCHMANN (<i>Westphalian University, Department of Business and Information Technology, Campus Bocholt, Germany</i>) — AI-supported double materiality assessment for voluntary sustainability reporting in SMEs: Enabling social and economic sustainability ANDREW SZŐNYI (<i>University of Toronto</i>) — The Role and Functions of the Engineer Manager LANA JANMERE (<i>Latvia University of Life Sciences and Technologies</i>) — IRINA PILVERE (<i>Latvia University of Life Sciences and Technologies</i>) — Policy instruments for promoting sustainable food consumption: results of a literature review ALEKSANDRA RADIĆ (<i>University of Belgrade, Technical Faculty in Bor</i>) — SANELA ARSIĆ (<i>University of Belgrade, Technical Faculty in Bor</i>) — ĐORĐE NIKOLIĆ (<i>University of Belgrade, Technical Faculty in Bor</i>) — LIDIJA KRSTIĆ (<i>University of Belgrade, Technical Faculty in Bor</i>) — Has COVID-19 Transformed Crisis into Digital Acceleration? A Decade-Long Analysis of ERP Adoption across Countries GÁBOR GYARMATI (<i>Obuda University</i>) — The Role of Trust Among University Students	

11:00-13:00	<p style="text-align: center;">ONLINE I Chairs: <i>Ádám Béla Horváth — Edona Haxhija</i></p>	TEAMS
<p>ALEXANDER BÖNNER (<i>Hochschule Ruhr West (University of Applied Sciences)</i>) — ISABEL LAUSBERG (<i>Hochschule Ruhr West (University of Applied Sciences)</i>) — TIMUR GÜMÜS (<i>Hochschule Ruhr West (University of Applied Sciences)</i>) — Generative AI in Higher Education: Adoption and Impact of Custom GPT Chatbots for Learning Support in Management Accounting and Finance</p> <p>SOKOL NDOKA (<i>European University of Tirana</i>) — MARTINA PRIFTI (<i>European University of Tirana</i>) — The Role of Green Finance in Albania's Sustainable Transition</p> <p>MANJOLA ISLAMAJ (<i>Attorney at Law, Tirana, Albania</i>) — MATILDA ÇELA (<i>Magistrate</i>) — LORENC DANAJ (<i>Lawyer</i>) — The Interaction of Ethics and Law in Business: Challenges and Benefits of Corporate Social Responsibility</p> <p>IBRAHIM NIFTIYEV (<i>Azerbaijan State University of Economics (UNEC)</i>) — PARI NUDIRALIYEVA (<i>ADA University</i>) — How to Grow During a Recession: A Multi-Sector Qualitative Analysis of the Selected Global Brands</p> <p>EDONA HAXHIJA (<i>European University of Tirana, Tirana, Albania</i>) — From Burnout to Better Outcomes: A Systematic Review of Work Environment Factors and Nurse Well-Being Across Health Systems</p> <p>BABIR GULIYEV (<i>Ph.D. Student</i>) — Governing the Digital Monetary Frontier: Legal and Regulatory Foundations of Stablecoins</p> <p>MAMIYEV AZAR (<i>Obuda University</i>) — From Operational Efficiency to Financial Vulnerability: A Theoretical Framework for Mitigating Economic Denial of Sustainability</p> <p>OLTA LLAHA (<i>LOGOS University College</i>) — ESMERALDA KADENA (<i>LOGOS University College</i>) — ELENI PAPANANO (<i>LOGOS University College</i>) — Design and Implementation of a Personalized Data Visualization System for Higher Education</p> <p>GUNAY VALIYEVA (<i>Azerbaijan State University of Economics</i>) — VILDAN RIZAYEVA (<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</p> <p>GUNAY VALIYEVA (<i>Azerbaijan State University of Economics</i>) — VILDAN RIZAYEVA (<i>Azerbaijan State University of Economics</i>) — Policy-Oriented Cyclicity and State Interventionism: A Systematic Review of Institutional Transformation in Transition Economies</p>		
13:00-13:30	LUNCH BREAK	Hallway
13:30-15:00	<p style="text-align: center;">FRIDAY AFTERNOON I Chairs: <i>Zsuzsanna Deák</i></p>	TA.122
<p>DIANA WATAKA (<i>Obuda University</i>) — ERNEST MODIBE MODIBA (<i>Obuda University</i>) — ZSUZSANNA DEÁK (<i>Obuda University</i>) — The Role of the African Continental Free Trade Area (AfCFTA) in Driving Effective Trade Policy Title Harmonization in South Africa.</p> <p>ZSUZSANNA DEÁK (<i>Obuda University</i>) — ÁRPÁD FERENCZ (<i>University of Szeged Faculty of Agriculture, Institute of Economics and Rural Development</i>) — ATTILA GÁBOR FERENCZ (<i>John von Neumann University, Faculty of Engineering and Computer Science, Department of Informatics</i>) — Integrating artificial intelligence into agriculture in the EU</p> <p>SAFAROVA FIDAN (<i>UNEC-teacher</i>) — Gender Equality and the Knowledge Economy: A Structural Framework for Sustainable Social Futures</p> <p>BRANISLAVA DANKOVIĆ (<i>University of Belgrade, Technical faculty in Bor, Serbia</i>) — ISIDORA MILOŠEVIĆ (<i>University of Belgrade, Technical faculty in Bor, Serbia</i>) — ANĐELKA STOJANOVIĆ (<i>University of Belgrade, Technical faculty in Bor, Serbia</i>) — DANIJELA PANTOVIĆ (<i>University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia</i>) — TICK ANDREA (<i>ÓE KGK</i>) — KATONA FERENC (<i>ÓE KGK</i>) — SAÁRY RÉKA (<i>ÓE KGK</i>) — KESZTHELYI ANDRÁS (<i>ÓE KGK</i>) — Digitalization and the Transformation of Industrial Work Systems in the Era of Industry 5.0</p> <p>SHREYA ANCHLIA (<i>Obuda University</i>) — 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;">FRIDAY AFTERNOON II Chairs: <i>Yue Wu — Mirjam Dibra</i></p>	TA.124
<p>BOJKEN SHEHU (<i>Polytechnic University of Tirana</i>) — A Comparative Performance Analysis of User-Defined Function Categories in C Programming</p> <p>FANGYI LIN (<i>Department of Finance, National Formosa University, Taiwan</i>) — RUOYU WANG (<i>Department of Finance, National Formosa University, Taiwan</i>) — 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 (<i>Partium Christian University</i>) — Prospect Theory in Practice. Results of a Survey</p> <p>MIRJAM DIBRA (<i>"Luigj Gurakuqi" University, Faculty of Economics, Shkodër/Albania</i>) — MAJLINDA LAÇAJ (<i>Director of the Historical Museum of Shkodra/ Albania,)</i> — Albanian Musical Folklore Heritage and Sustainable Cultural Tourism: Opportunities, Challenges and Strategic Approaches</p> <p>AKELLO WINNIEFRED (<i>Obuda University</i>) — YUE WU (<i>Obuda University</i>) — 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;">FRIDAY AFTERNOON III Chairs: <i>Csilla Mile — Samuel Body</i></p>	TA.321
<p>NICOLETA DORINA RACOLȚA-PAINA (<i>Babeş-Bolyai University</i>) — Social Enterprises in Romania: Opportunities and Challenges</p> <p>VIKTÓRIA BUDAY (<i>Obuda University</i>) — GYÖRGY EIGNER (<i>Obuda University</i>) — MAGNUS KLOFSTEN (<i>Linköping University (Sweden)</i>) — Entrepreneurial Leadership and Innovation in Hungary: A Scoping Review</p> <p>VARGA LEVENTE (<i>BME-GTK Department of Finance</i>) — Typological analysis of definitions of creditless recovery</p> <p>CSILLA MILE (<i>Obuda University</i>) — ZOLTÁN BODROG (<i>Obuda University</i>) — Competitive sustainability or sustainable competitiveness: the nontrivial triviality we are all searching for</p> <p>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;">ONLINE II 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</p> <p>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</p> <p>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</p> <p>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</p> <p>IRINA-MARIA COSMA (<i>Babes-Bolyai University, Cluj-Napoca, Romania</i>) — Turning Crisis into Opportunity: Tourism-Led Nation Branding in Türkiye</p> <p>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".</p> <p>ZSOLT MIHÁLY SZABÓ (<i>Obuda University</i>) — The Possibilities of Artificial Intelligence in Pension Security</p> <p>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	COFFEE BREAK	Hallway
15:15-17:00	<p style="text-align: center;">FRIDAY AFTERNOON IV Chairs: István Szabó — Sanela Arsić</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</p> <p>HARRISON MANGA (<i>Obuda University</i>) — ZSUZSANNA DEÁK (<i>Obuda University</i>) — TO EXAMINE THE INFLUENCE OF CSR RESPONSIBILITY ON CONSUMER BEHAVIORAL INTENTION.</p> <p>ANNA MÁRIA UGRON (<i>Obuda University</i>) — The Power of Color: Psychological and Marketing Effects of Color in Consumer Decision-Making</p> <p>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;">FRIDAY AFTERNOON V 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</p> <p>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"</p> <p>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</p> <p>ÁDÁM BÉLA HORVÁTH (<i>Obuda University</i>) — Quantum Computing as an Emerging Business Capability: Strategic Applications, Operational Constraints, and Competitive Implications</p> <p>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;">FRIDAY AFTERNOON VI 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</p> <p>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</p> <p>ROZÁLIA SZATMÁRY (<i>Obuda University</i>) — Development of a Self-Assessment-Based Fertility Estimation System</p> <p>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;">ONLINE III Chairs: Dávid János Fehér — Fuad Gasimov</p>	TEAMS
<p>HIMA PARAMESWARAN (<i>City University Ajman</i>) — Beyond the Checkout: Driving Operational Excellence through Strategic HRM at Carrefour, United Arab Emirates</p> <p>PRISHILA HYSA (<i>Phd candidate, Law Department, Faculty of Law, Political Science and International Relations, European University of Tirana</i>) — ADERALDO MEMA (<i>Phd candidate, Law Department, Faculty of Law, Political Science and International Relations, European University of Tirana</i>) — Ethics as a Management Tool: Why Institutional Integrity Matters for Organizational Performance</p> <p>MUSHFIG GULIYEV (<i>Azerbaijan State University of Economics (UNEC)</i>) — Regional Cooperation in Central Asia: systematization approaches to strategies EU, US, Russia, Türkiye and China</p> <p>ANA KEKEZI (<i>Tirana Business University College, Albania</i>) — Green but trusted? Perceptions of Generation Z and Millennials toward sustainability claims in an emerging market: Evidence from Albania</p> <p>FUAD GASIMOV (<i>Azerbaijan State Economic University (UNEC)</i>) — Economic Sanctions and Their Impact on Global Economic Stability and Trade Dynamics</p> <p>DÁVID JÁNOS FEHÉR (<i>Obuda University</i>) — KORNÉLIA LAZÁNYI (<i>Wekerle International University</i>) — Documentation-oriented security compliance assessment in enterprise cloud environments</p> <p>DÁVID JÁNOS FEHÉR (<i>Obuda University</i>) — ANNA VÖRÖSNÉ BÁNÁTI-BAUMANN (<i>Obuda University</i>) — Human-in-the-loop and machine-in-the-loop decision oversight in LLM-supported security compliance analysis</p> <p>AYNUR GARAYEVA (<i>UNEC</i>) — ELVIN GARAYEV (<i>UNEC</i>) — Digital Transformation Strategies for Azerbaijani SMEs to Strengthen Integration into Global Value Chains</p> <p>ANDRÁS KESZTHELYI (<i>Obuda University</i>) — AIGANYM TEGISSOVA (<i>Obuda University</i>) — Cybercrime and Cyber Defence: Threats, Protection, and Public Preparedness</p>		

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

18:00-20:00

GALA BANQUET

OE Kantin