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KELETI KÁROLY FACULTY OF
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FIKUSZ

Symposium for Young Researchers

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ÓBUDAI EGYETEM
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CELEBRATION OF HUNGARIAN SCIENCE

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Abstract Book

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**Keleti Faculty of Business and Management
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Development and Migration of University Spin-offs in Semi-peripheral Regions

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Abstract: Higher Education Institutions (HEIs) have increasingly focused on entrepreneurship as one of their policy spearheads during the last decades, not in the last place (at least for most of them) to contribute to regional economic development in the region where they are located. This study looks at the numbers of spin-offs from two HEIs in the eastern Netherlands, as well as the employment in these spin-offs to see if spin-offs are indeed on average located close to the parent university, to profit from knowledge spillovers. It is clear from the data that – when looking at the number of companies – indeed most spin-offs are located relatively close to the parent university. When looking at the number of employees, the situation is different: most of the larger spin-off companies are not located in the geographical proximity of the parent university.

Keywords: spin-off, migration, knowledge spillover, regional innovation system, entrepreneurial ecosystem

Polish Agriculture in View of the National Agricultural Census 2020

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Abstract: The last National Agricultural Census was in 2020. The first results were published about six months ago. Compared to the previous census in 2010, it was found that the number of farms decreased by approximately 13% to 1.317 million. The average area of farms increased by 1 ha and amounts to 11.1 ha. Small farms dominate - half of them have an area of less than 5 ha. Only about one third of farms produce for the market. Many smaller agricultural holdings cannot survive on farming alone, without alternative sources of income. The equipment with agricultural machinery is satisfactory, but the quality is low. The average age of the tractors is 25 years. Modern tractors and machinery are used on farms over 30 ha. Model of social agriculture, which is still dominate in Poland, coexist with more large-scale market oriented part of farming.

Is the eudaimonic or hedonic approach contribute to psychological well-being? An empirical study

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Abstract: Nowadays, both businesses and researchers are overwhelmed with workers' ideal health and safety to psychological well-being. The current study examines the roles of eudaimonic and hedonic motivation in the conceptualization of psychological well-being. Both psychological aspects in one's life significantly play in achieving personal growth, reaching full potential, and realizing self-actualization. Accordingly, the study was conducted in the education sector in the UAE randomly. The samples were selected by stratified proportional sampling for diverse demographic responses. A descriptive analysis using SPSS 24.0 maintained the significance level of the latent variables such as eudaimonic motivation and hedonic motivation to the independent variable, psychological well-being. The findings confirmed the alignment of models extracted from the theories to the variables discussed in the questionnaire. Consequently, the study proved that both hedonic and eudaimonic factors in an individual's life influence psychological well-being at work. Hence, individuals must ensure the significance of job characteristics at their workplace to psychological well-being. Furthermore, it clarifies that the HR systems with an effective resource-based paradigm can contribute to a sustained competitive advantage. Finally, it proposes directions for future research in addressing issues in employee turnover in a resource-based approach.

Keywords: eudaimonic motivation, hedonic motivation, psychological well-being, resource-based paradigm.

Macroeconomic Policy Stimuli in Germany During Covid19 Times and Their Impacts

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Abstract: The aim of the paper is to discuss the main 5 pillars of the COVID19 stimulus package introduced by the German government in early summer 2020 and the potentially focused NA final demand components and their respective determinants (Keynesian Macro Model). Then the expected outcomes based on the Keynesian multiplier/accelerator theory, combined with empirical findings of average multiplier figures connected with different policy objectives and monetary framework regimes are presented. Finally the development of final demand components after the implementation of policy actions until now and the related forecasts of the research institutes are shown and evaluated on a brief cost-benefit analysis

Keywords: business cycles; governmental stimuli, Keynesian model, multiplier analysis

Family Firms: Theoretical approaches and growth methods

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Abstract: Family Firms are an important source of revenue and job creation worldwide. Though initially deemed to be merely a form of control through ownership structure, in the last decades this thought has been proven to be a limited understanding of reach of this businesses. Now as an established research line, Family Firms are still struggling with some issues that hamper the ability to generalize results. There is proof that signals to a consensus in the heterogeneity of this group of firms that might help explain contradicting results. A particularly important area of research has been the growth methods family firms follow, justifying with different theoretical approaches the preference towards one or another method while establishing a pecking order in the method selection. This presentation presents an up-to-date report on the advances and futures steps to be expected in this field.

Keywords: Family Firms, growth

Bioeconomy Nexus as a Transition Path Towards Sustainability

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Abstract: The bioeconomy represents a techno-economic imaginary of the future that is co-produced with certain policies, institutions, and infrastructures. Different framings, visions or expectations coming from stakeholders, interest groups or industry sectors influence the processes and outcomes regarding the orientation of innovation policies. The complex adaptive systems that enable bioeconomy transition is expressed in concentration of stakeholders input generated beyond traditional governmental interventions goals as well as for good governance to address sustainability concerns. The concept of bioeconomy from political, business, institutional but also social and cultural perspectives is moving from the definition and strategy planning phase to the phase of implementation of appropriate measures and market design for innovative solutions. The maturing process of the bioeconomy concept forms a nexus in a transition pathway towards sustainability.

Analysis of the Evolution and Perspectives of the Pension Systems in The Netherland and Romania

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Abstract: Pensions are a very sensitive topic all around the world, and especially, in Europe because of multiple factors like: demography (fertility rate, birth rate, ageing population, death rate etc.), migration or/and immigration, obsolete pension systems, intergenerational solidarity and so on. We aim to analyze the trends and the perspectives of the pension systems in two countries with very different experiences and backgrounds related to pension systems, namely The Netherland and Romania, and to see what lessons can be learned from their experiences.

The Impact of Origin in the Selection of Children's Food the Case of Albania and Kosovo

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Abstract: What we eat influences our development, so nutrition outcomes are closely linked with health and education, starting in the preconception period through pregnancy, lactation, and childhood. This issue becomes even more critical during pandemic times when focusing on health increases even in developing countries such as Albania and Kosovo. Parents often lack information and insecurity in choosing food for their children's because most of the food they choose is produced away from their community. Studies in Albania show that consumers show high preferences for the origin food product and perceive Albanian products as safer and high nutritional values. In this context, it is important to understand the parent's perceptions and the impact of origin in choosing the food for their toddlers. An online questionnaire was developed with parents in Albania and Kosovo. The questionnaire is composed of three sections. In the first section are collected socio-demographic characteristics such as age, education, incomes, etcetera. The second section focuses on the information required to improve nutrition in the early stages of childhood. While the third section encompasses the parent's behaviour toward the child products attribute selection and the role of origin in this process. The analysis of the results shows that only 20% of the respondents perceive that children food products produced in Albania comply with the required standards. Also, about 50% would prefer to buy food products imported from European Union countries. 42% prefer Albanian origin when choosing food for their children. Parents living in rural areas are more likely to buy Albanian food for their children. These findings suggest that more information is needed regarding the quality of the food product produced in Albania and Kosovo. Food producing companies should focus their marketing strategies on trust issues and better communication strategies to ensure sustainability.

Keywords: child nutrition, parents behaviour, origin, communication strategy, sustainability

The Influence of Colors on Consumer Behavior: Neuromarketing, the Impact of Colors on Consumer Choices

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Abstract: Colors affect many aspects of our life. An area of particular interest in recent years has been the role of colors in the perception of food and drink. Color is an important marketing tool that can help attract customers to target markets. The relationship between color psychology and consumer behavior is at the heart of most marketing activities in the corporate environment. The empirical and theoretical literature states that color psychology is essential in determining the effectiveness of marketing activities, especially when they are properly integrated into the organization's production and distribution strategies. There are different interpretations of color defined by the beliefs, culture and attitudes of consumers. The aim of this study is to investigate the relationship between the psychology of color and consumer buying as behavior within the market. The article presents how color in psychology is one of the key characteristics that determine consumer behavior.

Keywords: Color, Consumer Choice, Perception of Color, Perceived Product

Will Nutritionists Reduce Uncertainty in Parents Food Choices? The Case of Baby Food in Albania and Kosovo

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Abstract: Uncertainty when considering food for babies is often alleged with the high content of heavy metal, additives, colourants and conservants that negatively affect health in the short and long term. The

lack of information and trust in institutions in developing countries negatively impacts the economic activities of food companies because of the high perceived risks. In this framework, the strong collaboration with nutritionists will help the baby food industry in Albania and Kosovo in their communication strategies. This study aims to analyse the importance of nutritionists in reducing parents perceived risk regarding their food choices in Albania and Kosovo. This analysis is quite interesting when the market of baby and children food products is rapidly evolving. About 200 questionnaires have been completed with parents having children from one to five years old. The questionnaire collects information on children healthy eating patterns in both countries and the role of the nutritional information in parents choices. Also, the questions focused on child nutrition, parents knowledge on this issue, and their choices for a safe and healthy lifestyle. The results show that about 50% of parents were willing to have constant concertation with nutritionists to get the correct information about the food they should provide to their children, and 83% of them had contacted the nutritionist. About 57% of the respondents perceive not having appropriate information regarding the domestic food industry. This result is linked with the lack of trust in food safety institutions in the case of Albania. However, the information given by the nutritionists can reduce the risks perceived by the parents in the food industry. The food industry and other stakeholders involved can collaborate with a nutritionist to reduce the lack of trust of the parents and consumers in general. Additional studies are needed in order to understand the role of social capital and trust in institutions in nutrition issues in developing countries.

Keywords: Nutritionist, trust, baby food, food industry

Investigation of the Hungarian Market Trends Related to Electric Cars: In Focus the Consumer Behavior

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Abstract: Our planet tries to implement alternative possibilities into the transportation nowadays. Regards to this topic we can also say our society think differently when they intend to buy a new car in the current market of cars.

In my presentation I attend to demonstrate the new market trends, the crucial advantages and disadvantages related to electric cars and some countries' „green” policy. In my research, I used primer and secunder tools which included an interview with a sales manager who gave me data about electric cars purchases in Hungary and also about what are the main reasons which can lead the consumers to buy an electric vehicle.

Christopher Buchal says in one of his publications that electric cars affect the environment with a 11-28% more than vehicles with internal combustion engine. For this result we have to seperate the indirect and direct emissions because latter is obviously zero, but the indirect value can be outstandingly high in some cases. This topic will be also investigated in my presentation.

So my primal objective is giving a real picture about how advanced the electric automotive industry is and my recommendations related to the future.

Keywords: electromobility, electric cars, market trends, consumer behavior, emission, sustainability

Organic Food and Instant Food Consuming Behaviors – is it the Same? Hungary versus China

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Abstract: Organic food and instant food market are well developed in Europe, Hungary and the market is starting to be popular in China. Especially the effect of COVID-19 pandemic, the demand of healthy food is increasing around the world. As the rapid life speed is spreading throughout, instant food consuming is also taking important place in people's daily life. What facts can affect consumers to buy organic food and instant food in Hungary and China? The results of the statistical analysis of the survey concludes that the personal characteristics, such as elder, higher education, higher occupation, bigger living places, higher income consumers show the highest willingness to buy and recommend organic food and instant food in both Hungary and China. Gender has significant variance on the above aspects. And the correlation between marketing tools and buying and recommending organic food is significant in Hungary and China. The correlation between marketing tools and buying and recommending instant food is few in Hungary. The correlation is significant between marketing tools and buying instant food in China, but no significant variance between marketing tools and recommending instant food. Different marketing tools have different impacts on consumers' buying and recommending behavior on organic food and instant food in Hungary and China.

Keywords: organic food; instant food; consuming behavior; Hungary; China; marketing tools; correlation analysis

Consumers' Purchasing Decisions as a Resultant of the Perception of Selected Elements of the Packaging's Visual Layer

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Abstract: This article focuses on the marketing function of packaging which plays an important role in packaging science. The visual layer of the packaging, including all information placed on it, determines the choice of a specific product by the consumer. Due to the growing number of products, and thus - packaging, the marketing function of packaging is gradually changing. Nowadays, the basic features of the packaging, such as shape, form, colors or graphic design, cannot be enough to gain a competitive advantage. The packaging of the product enables to create a unique brand image in the eyes of consumers and to present the features and values with which a given brand wants to be identified. It is an increasingly common practice to try to evoke a feeling of individuality in the customer, which is achieved by personalizing the packaging. Among the huge number of products, consumers' purchasing decisions are therefore largely dependent on the visual layer of the packaging, which is the main means of communication between the producer and the consumer. The aim of the article is to emphasize the importance of the marketing function of the packaging in terms of its impact on consumers' purchasing decisions. The presented considerations can be a source of information for both producers and consumers.

Keywords: packaging; marketing; consumers' purchasing decisions; visual layer of packaging; functions of packaging

Cybersecurity Issues in Power Systems

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Abstract: As a result of technological advances, humanity has become increasingly vulnerable to the operation of information systems. We have built ourselves an infrastructure system that supports our daily lives and makes them more comfortable, but these systems rely almost entirely on IT systems. However, with the development of information technology in the early 2000s, the level and number of remote management and convenience services provided by infocommunications has risen to such a level that there is almost no organization or company operating a critical infrastructure that is not connected to the World Wide Web. However, everything requires electricity. The electricity system has undergone significant change since the last decade: the path from electricity generation to the consumer is more complex and unpredictable with the spread of green energy. All of this absolutely highlights the key role of security of supply. The lecture and the related publication deal with the structure and basic technical knowledge of the electricity sector as a critical infrastructure area. The basics and infrastructure of electricity supply and the operation of the Hungarian electricity system are described. It deals with the control, protection, automation and communication systems of the electricity system. It introduces the concepts of IoT and IIoT and describes Smart Energy and household electricity systems and related IT solutions. In the field of cyber defense, it also discusses the known challenges in the field of electricity, as well as the security options in the field of OT / IT and the compliance requirements that apply to the sector.

Keywords: power systems, critical infrastructure, electronic information systems, cybersecurity risks

Why the Data is the New Gold for Companies?

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Abstract: „Without data you are just another person with an opinion" - said by W. Edwards Deming in 19th century where the companies didn't recognize the power of their Data. Nowadays the Data is the new gold for companies. The aim of the paper is to understand why and how the companies can utilize these opportunities. As far as my professional carrier is concerned, I met with lot of Business Intelligence projects, where the main scope was to find the right way of decision making. My method is to find the seconder information about decision making, Data strategy and the relations between decision by sense and decision by data. After the paper the outcome will be a right and clear overview about my thesis and the reader will understand why the Data is the most important fortune of the companies. Finally, I will implement a short discussion about the future of Data usage and how will the Artificial Intelligence influence the Data market.

Keywords: Data, Innovation, Strategy, Business Intelligence, Artificial Intelligence

Measuring Safety Consciousness

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Abstract: In the last three decades the penetration, possibilities and importance of ICT technologies have spread with a rapid growth. ICT have claimed a major part of our private and professional lives. With the growth of possibilities and the dependence on the ICT technologies the problem of information security and the security of information technology have also risen. Security consciousness of the user plays a major role in the security of systems.

In a previous research I have modified the widely used DOSPERT questionnaire for a comparable measurement of the IT security risk awareness with other risk types. In present article, information security-related questions from the modified DOSPERT questionnaire, along with other questions designed to measure security awareness, to compare the results have been used.

Keywords: BYOD, Safety Consciousness, DOSPERT

Why should Chatbots be like Humans? Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) and Belief Desire Intentions (BDI) Model-based investigation

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Abstract: AI-powered chatbots are earning significance across various industries, notably among the financial sectors. In spite of these accomplishments, chatbot adoption and buying among users are still low. Grounding on the “unified theory of acceptance and use of technology 2 (UTAUT2) model” and the Belief Desire Intentions (BDI) model, this study explores factors influencing the adoption of chatbots for financial sectors by emphasizing the role of user desires in addition to human beliefs. In short, it is the investigation of the study that how does the humanness factor affect chatbots adoption by consumers in the financial sector. The sample size for the study is 385 possible adopters from Hungary from August 2021 to September 2021. Results highlight the significant role of consumer desires to make artificial machines indistinguishable from human beings. Implications for research and practice are also presented.

Keywords: chatbots, technology adoption, customer service, humanness, BDI model, UTAUT2, financial services

Adaptation of Executive Compensation in COVID-19 Crisis Conditions

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Abstract: Executive compensations are one of the most important mechanisms of corporate governance. Adapting executive compensation enables better global competitiveness of business organization. In order to achieve and maintain a competitive advantage, each business organization develops an executive compensation model that supports organizational strategy. After the outbreak of COVID-19 pandemic, there were a large number of job losses, and many employees in different industries had to face with reduced salaries or lost income. COVID-19 pandemic also affected the earnings at the highest, managerial level. This paper deals with the analysis of the impact of COVID-19 pandemic on executive compensations, and their adjustment to difficult business conditions and reduced profitability.

Keywords: Executive compensation; COVID-19; crisis management; risk management

Driving Forces of Change Management Processes

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Abstract: Since 2020, the pandemic has been a major force shaping the social, economic and technological environment. Market, competition and customer needs are rapidly changing variables, forcing companies to adapt and speed up decision-making when it comes to change. In an environment of continuous digital transformation, companies can leverage new opportunities that are driving forces. However, there is little research into the opportunities and challenges associated with the drivers of change management for companies. In response to this gap in the literature, the aim of this research study is to provide a deeper analysis of the drivers of process change management and to explore views on the most important drivers. The ability to recognize the need for change in an organization should be one of the most important skills, and it requires a very good knowledge of all the internal and external forces that cause change.

This article aims to identify the main drivers of change using recent research. The article examines human resources, resistance to change, efficiency factors that represent the main driving force, while the lack of competencies and financial resources are major obstacles.

Keywords: change management; driving forces; external forces, internal forces, strategic management

Bullwhip Effect for All? Non Sensitive Supply Chains

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Abstract: Bullwhip effect (BWE) is a phenomenon that is highly in focus due to the impact on supply chain performance and financial results. It is necessary to keep focus on the phenomenon but the cases need to be determined when investigation is relevant. The aim of this paper is the determination of the operational supply chain characteristics that makes the occurrence of the BWE less likely. This shows what are the attributes need to be checked to define if the examined chain or echelon is immune or not for the bullwhip effect. In this article the investigation is based on the triggering factors of the phenomenon. These causes are paired with the operational supply chain characteristics. Based on that we can define the key factors that are showing if the examined chain's operation is relevant or not for the occurrence of bullwhip effect. Beside the importance of tracking and elimination of the bullwhip effect we also need to consider that the phenomenon is not relevant for all product and supply chain type.

Keywords: bullwhip effect; supply chain performance; operational supply chain characteristics; bullwhip effect causes

Impact of Manager Personal Characteristics on Decision-making

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Abstract: The decision maker, whether individual or group, constitutes one of the foremost components of the decision-making process. Their individual characteristics orient the decision to a considerable extent. Additionally, the decision maker individuality must be viewed within the organization context. The manager's impact on the quality of decision can be determined by the terms of distinct directions during the decision-making process. Referring to this fact, de Bono (1985) underlines some salient features under the label "six thinking hats". As on the paper, it is clearly emphasized the fact that the decision maker is one of most central influential persons in the quality of the decision. Affinity is observed among the hierarchical position of decision makers, his/her personality characteristics and the way he/she acts during the decision-making process.

Decision-making based on de Bono' theory serves to counter the information-processing errors and improve decision-making processes. Also, in this paper will be addressed the problems of decision-making referring to the use of voting in decision-making.

Keywords: Decision-making, "six thinking hats", personality characteristics, voting

Communication Role of Eco-labels: The Example of Cosmetic Webshops in Hungary

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Abstract: Consumer trends show that environmentally friendly features of the products are more important nowadays – especially at those product groups that could directly harm the health of the consumers. Consumption of cosmetics has continuously been increasing – not only because the personal usage grows, but also, because men shows higher attention to these products now than before. Therefore, it would be important to turn this higher demand toward those cosmetic products, which has lower or no negative effect on the environment. Eco-friendly labels could help customers to find the right solution to their problems.

The aim of this study is to examine how much Hungarian cosmetic webshops help their potential customers to choose among natural or environmentally friendly alternatives by giving information on the eco-labels featured by the products/brands. The analysis of the offerings and communication of 23 environmentally-friendly/natural/organic cosmetic webshops shows a fragmented picture. Only a few of these webshops emphasise the eco-labels and their meanings to the visitors, but some common features can be detected by creating subgroups among the examined webshops.

Keywords: eco-labels; cosmetic webshops; online communication

Impact of the Coronavirus Pandemic on the Marketing Approach of Hungarian Entrepreneurs in Slovakia

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Abstract: In our research, we sought to find out how Hungarian-speaking owners of businesses in Slovakia approach marketing and answer the question of the impact and consequences of the coronavirus pandemic on self-employed individuals and micro-enterprises in Slovakia. We also look at the changing marketing approach of businesses, highlighting the increasing importance of online marketing. Our primary questionnaire research was based on an online, anonymous questionnaire with a sample of 122 items. For responding entrepreneurs, the COVID-19 has clearly brought economic difficulties. Half of the businesses surveyed expect their profits to fall in 2021 compared to 2020, and their situation is worse compared to 2019. A quarter of respondents do not carry out any marketing activities. Typically, they do market research, price research, product research, usually the whole marketing activity, individually. For 29.5% of respondents, marketing expenditure is a revenue generator and an investment in the future of the company with a gradual return. 62.3% are taking advantage of new opportunities by using the online space for marketing and sales. Because of the economic impact of COVID-19, 52.5% would make changes to the marketing of their own business: by strengthening online marketing.

Keywords: small business; marketing; online marketing; coronavirus; Slovakia

Tourist Behavior During the Pandemic Covid-19 Case of Domestic Tourism in Albania

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Abstract: Worldwide, tourism has experienced continued decline since the spread of Covid-19, including Albania. A high decrease in tourist arrivals out from the country was registered because of travel restrictions, fear to travel due to health risk.

As a result, a chance for tourist businesses to withstand the impacts of COVID-19, it was to focus mostly on domestic tourism and look for new possibilities of marketing, product planning and development, by considering tourists' interest and behavior and by adapting and stimulating then tourist demand.

Such measures brought the expected effect on tourist behavior which is also the object of this study research. The focus of the analysis were domestic tourists who visited Albania during the summer season June-August 2021. The data was collected through a questionnaire-based survey which was distributed to tourist business representatives mainly to resort ones which hosted a huge number of tourists. The data were analyzed by statistic and content. The key results indicated that the Covid-19 pandemic impacted tourist behavior regarding their reasons and ways to travel, places to choose, length of stay, level of expenditures etc.

The findings also served to look for potential measures and adaptations that could be considered for the future.

Keywords: tourist behavior, domestic tourism, Covid-19, places, resorts.

Digitalization in the Field of Tourism Marketing

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Abstract: Digitalization is not a new buzzword in the case of tourism, but its significance has grown during the last few years as not just the COVID-19 pandemic changed the way how people like to travel, but also the experience creation at the destinations changed, had been digitalized with the appearance of new (mobile) technologies.

The aim of the conference paper is to show a literature review including practical solutions too about the recent digitalization trends in tourism. These trend are mainly based on smartphone technologies, and the appearance of newly developed mobile apps. These applications can provide location-sensitive and time-sensitive experience to the users, which both are important in the case of tourism.

Digitalization can enhance the offline experience as an additional feature of the sightseeing, but also can mean an alternative touristic experience without even travelling to the destination. So digitalizing the experiences can have dual purpose at the same time. Also it is important to notice that in the case of tourism experience the visitors are looking for escapism from their average life which can be reached by digitalized and unique content, but also to reach this several guests would like to be more offline than online during their trip.

Keywords: digitalization, experience, marketing, mobile technologies, tourism

Individual Reputation, Organizational Values and the Right to be Forgotten

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Abstract: The digitization of society, both in corporate and personal aspects, increases the traffic of information and data. This trend means that information we consider personal and do not wish be disclosed is easily accessible to any third party. On some occasions, the personal information that can be found online may imply violations of rights such as privacy and personal intimacy, the right to honor or even personal image rights. Companies should balance between monitoring and obtaining relevant information for the firm and the right to personal privacy. This collection of information is not only limited to personal information, but it may also include the collection of information by related people (with whom there are connected or kinship ties). This also focuses with human resources procedures, frequent in the business world, where companies conduct research for information of their candidates. These situations can be solved by exercising the Right to be Forgotten.

Keywords: Information, personal data, rights, companies, Human Resources, Right to be forgotten.

On Consumer Habits Using Autonomous Vehicles

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Abstract: Eco-friendly technologies are everywhere in the world, including in transport. The future belongs to the electric car. Nothing proves this better than the change that has taken place in Hungary since the introduction of the green license plate. Anyone with open eyes and watching the cars standing on the street may have noticed that green license plates have started to appear scattered since 2010. Not much time passed and the rarely seen green license plate became a mass article. Car splitters appeared who, taking advantage of free parking, scattered the city full of electric car fleets. Environmentally conscious transport has become a trend. The aim of our dissertation is to examine these consumer preferences in Hungary. We would like to get a unified picture of the opinions of Hungarian electric and hybrid car users, their user experience and their satisfaction with the extent to which this technology can be used in Hungary today, as opposed to internal combustion motor cars.

Keywords: consumer habits, hybrid technology, electric car, Internal combustion engine car

Creative as a Sustainable Career in Africa

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Abstract: The creative arts industry is seen as a low hanging fruit of the economy, especially in Africa. Very little attention is given to the creative arts industry, while it is multi-billion industries in other parts of the world. Many people in Africa have a warped perception of people pursuing art programmes, especially students in high schools and tertiary. Although there are some obvious successful stories, many still do not see art as a sustainable career. Parents and Guardians are still indifferent and sceptical about their children pursuing courses in the arts but would hail courses like science and business. How do we correct the way society looks down on the arts? How do we measure the impact of the current remedy? How do we reach a desired outcome? This research collects key insight from various stakeholders (students, parents, institutions, artists(es), Agencies, and the general public) in Ghana, and also defines the social and cultural indicators connected to the misconceptions. The document would further highlight the execution of an initiative with the sole objective of demystifying this misconception amongst all stakeholders. It highlights the model and findings of the effectiveness of the employed strategy. We set the strategy into four core areas: Workshop, Expose, Mentorship and Internship. That gave young creatives a platform to interact with practising creatives in commercial and non-commercial art spaces. Parents and institutions also took time to engage in practising creatives, to understand their ways and the importance of art in society. The model also employed collaboration with commercial brands like Samsung Ghana, Diageo (Ghana) and others that are curious to understand the role art can play in forming the desired perception in the minds of consumers/customers, connecting to their business goals. The document would further examine innovative ways to ensure a wider impact - West Africa. But how to sustain this model is still at the experimental phase. I strongly believe in the potentials in the creative abilities of the African continent, and if the findings and commendations highlighted in this document are implemented, countries will have quicker progress in achieving the United Nation's sustainable development goal.

Keywords: Creativity, sustenance, economy, society, africa, young, arts, career

Analysis of the Reason for Postponement of the Departure of the Hungarian Young Generation from Home

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Abstract: Based on the data shared by KSH, in Hungary, young people leave their parental home at an average age of 27, and 62% of the young generation between the ages of 18 and 34 still live at home. The aim of the research is to reveal the facts and reasons that lead young people to stay at home, within the framework of a literature review. In the course of qualitative semi-structured, in-depth interview research, students currently studying in Hungarian higher education are asked about the benefits of staying at home and the factors hindering moving out. The research concludes with an analysis of the results based on the in-depth interviews and a systematic summary of the factors that help and hinder the decision to move.

Keywords: moving out; living at home; young generation; studying

Assessment of a Gamified University Course

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Abstract: The aim of the research paper is to summarize the experiences derived from the assessment of a gamified university course. Gamification is a cohesive term including game-like teaching interventions with the clear goal of increasing student motivation. However, neither the meaning behind the term "gamification", nor the assessment methodology is agreed upon in the literature. The author therefore would like to share a researcher reflection in this piece.

The method includes literature review, description and explanation of research design for a specific university course, quantitative and qualitative analysis of results and finally, a proposal for a better research design.

The outcome of the paper clearly shows the importance of context and the complexity of the researched constructs. The takeaway also sheds light on specific measurement aspects of knowledge transfer (mainly relating to motivation).

Keywords: gamification, university, assessment

Level of Cultural Intelligence in Context of International Communicational Processes of University Students

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Abstract: Often, students with a high level of intelligence, who have good social skills, maturity of thinking and emotional stability, may not adapt well to the new cultural context. The concept of cultural intelligence sheds light on the fundamental question of the ability to adequately interact with people from different cultures. Originally, the term "cultural intelligence" and the abbreviation "CQ" – "cultural quotient", (c English – cultural intelligence) were developed by the research of Christopher Early and Sun Ang in 2003 in their work "Cultural Intelligence: Individual interactions between cultures". During the same period, researchers David Thomas and Kerr Inkson also investigated the components of cultural intelligence. A few years later, Ang Sun and Lynn Van Dyne worked on a large-scale development of the cultural intelligence construct as a research-based way to measure and predict the effectiveness of intercultural communication.

The aim of research is to analyze a relationship between the development of the level of cultural intelligence in context of international communicational processes of university students. To prove the result Timothy Liri "Interpersonal Relationship Test" was provided in connection with "CQ Test" of Ang & Van Dyne (2008).

Keywords: university; students; cultural intelligence; international communication; intelligence; leadership

Rural Tourism Effects on Youth Employment

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Abstract: In the phase of transitioning from a centralized economy to a market economy system, Albania has been facing a great number of social and economic problems including high rates of external and internal migration; massive emigration of the skilled workforce; a decline in population average age; huge movement of the population from rural towards urban areas. Such movement was geared mainly from the willingness to search for better education, jobs, and betterment of living conditions. The phenomenon of emigration is still present nowadays, especially among young generation who often seek opportunities to study, work and live in another developed country.

This article aims to make an analysis of the labour market perspective for youth in Albania, and explore tourism and especially rural tourism development as a potential for employment. Tourism is one of the fastest growing sectors in the Albanian economy and the number of foreign tourists has been steadily growing in the past years, not considering the Covid-19 pandemics period. Rural tourism is a sector which has started to receive attention in the last years, and research shows that it can play an important role regarding youth employment.

Keywords: youth employment; labour market; tourism; rural tourism

The Value of Employee Health Benefits During the Coronavirus Pandemic in Hungary

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Abstract: The coronavirus pandemic has affected the lives of employers and employees worldwide. This is why it is important for HRM to look at employee health from a new perspective. In our research, we investigated whether health has been valorised in employees' minds as a result of the coronavirus pandemic and, if they could choose health benefits as fringe benefits, to what extent they would prefer health-related benefits. Our primary questionnaire survey used a non-representative sample (N=250). The main objective of our research was to understand the importance of health and the opinions of individuals aged 18 and over with an active working life in Hungary on health-related fringe benefits during the pandemic. The data was collected through an online, anonymous questionnaire. Their health status at the time of completing the questionnaire was more important than before the COVID-19. 85.6% of respondents have not introduced any new health-related benefits at work in 2020 and 41.2% do not have any, even though 81.2% of respondents would like to have some kind of health-related benefits that they consider useful and important. 70.4% of respondents would opt for dental check-ups and treatment. More than 50% would also use some kind of general or complex managerial screenings.

Keywords: employee; health; benefits; Hungary; COVID-19

Trends in the Disappearance of Hungarian SMEs

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Abstract: This article is part of a broader study of the causes of business closures. The primary aim of this paper was to explore the tendencies prevalent among Hungarian SMEs in recent years. Based on secondary research, we analysed differences based on size, regional location and scope of activity. The number of registered companies have been increasing in recent years, however the ratio of actually working companies have dropped significantly. Out of the working companies the number of existing firms has not changed significantly.

Keywords: SMEs, Hungary, disappearance, trends

The Impact of AI-based CRM on Performance of Organization: Analysis in B2B

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Abstract: Employees are influenced by cultural-cognitive, regulative, and normative components of organizations. By definition, organizations cannot achieve a pure, stable state and must constantly undergo multiple change processes, both incremental and drastic. The transition from historical business-to-business (B2B) relationship management to AI-based customer relationship management (AI-CRM) is a slow but significant shift. AI-CRM uses intelligent technology to automate B2B relationship operations, allowing decisions to be made without the need for human participation. Relationship management is considered a strategic activity of a firm in the B2B market. Moving from legacy to AI-CRM to facilitate B2B relationship management operations is a big decision, and AI-CRM deployment is a key success factor for every company. This research integrates institutional theory and the literature review in B2B relationship management to see how AI-CRM can affect company performance with different firm sizes, ages, and industries, and propose model that will help organizations to sustain competitive advantage.

Keywords: CRM, B2B, AI, business performance.

CRM Program and Technology Implemented By Coca Cola in B2B partnership

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Abstract: With an exponentially growing amount of data, the need for a Customer Relationship Management program solution has become more crucial. It also plays a vital role in Giant companies' business performance and partnership. This research is aimed to deeply analyse the CRM programs and technology implemented in business to business partnerships on the example of Coca-Cola Company. The Coca-Cola Company is an American multinational beverage corporation, a manufacturer, retailer and marketer of non-alcoholic beverage concentrates and syrups. In addition, the research also emphasizes the importance of improving customer relationship management to enhance order accuracy, responsiveness and efficiency enabling service excellence at client level.

Keywords: CRM, Coca-Cola, Management, client, b2b, customer, business partnership

Business contributions to Sustainable Development Goals 3

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Abstract: The implementation of the SDGs is a complicated task and involves a shared responsibility between public organizations and private business firms. Companies frequently used the Sustainable Development Goals (SDGs) as a compass with which to align their corporate goals. Since their appearance in 2015, the corporate social responsibility (CSR) agenda has been strongly influenced by the 17 SDGs. The breadth of the areas included in the SDGs reflected in the 169 subgoals and the interrelationships between the 232 indicators makes it difficult to perform a comprehensive analysis of the 17 SDGs and also contributes to inaccuracies in the study of each SDG. This work evaluates the influence of private businesses on the SDG 3. To do so it evaluates the statements and activities documented in the CSR report of a group of companies in the Spanish context. This study highlights the importance of health, particularly the well-being of workers, for the business world.

Keywords: Well-being, company, sustainable development goal (SDG), corporate social responsibility (CSR), health.

CRM Adoption Model in the Context of B2B Sector

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Abstract: Customer relationship management (CRM) practices have been extensively researched in the business-to-consumer (B2C) framework. The primary association of the term CRM is the interaction between customers and business entities. Consequently, the usage of CRM in business-to-business (B2B) has not been given significant consideration, despite its vast importance in the economy. This research aims firstly to bridge the gap by formulating reasons why companies implement CRM systems within the B2B business structure. Secondly, to determine the common characteristics of the B2B companies that adopt CRM based on prior research and case studies. Finally, develop a basic CRM adoption model for B2B to aid businesses' judgement of whether the application of CRM system is necessary or not. An interpretive analysis of the existing literature and a synthesis of the current CRM case studies would give the possibility to extract a basic understanding of the current CRM adoption process. The contribution of this paper is the proposition of a basic CRM adoption model, specifically for the B2B framework.

Keywords: CRM, business-to-business, adoption model, information system, decision-making

Investigating CRM System from Psychological Perspective

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Abstract: Relationships between company and consumer has been always a key success factor for any business, therefore majority of the companies nowadays strongly rely on CRM. CRM stands for “Customer Relationship Management” and refers to all strategies, techniques, tools, and technologies used by enterprises for developing, retaining and acquiring customers. In order to build constantly growing and competitive company, it is crucial to enhance this system by analyzing customer’s behavior and their interests. However, it is important to not only understand your customer well, but also come up with a strong customized system according to their needs and also the company’s goals too. There are several aspects for consideration to build a good CRM system which include: technology (applications and infrastructure), strategy (business goals and objectives), process (procedures and business rules) and people (organizational structure, skills, and incentives). In addition to these aspects, consideration of consumer psychology is crucial for developing CRM systems. COVID-19 situation just proved us that today’s consumers are very sensitive to external conditions. Because of this, in this paper we would like to investigate the psychological aspect of CRM and show why companies should pay more attention to consumer psychology in building CRM system.

Keywords: CRM; customer behavior; psychology; customer consideration; integration

The Role of HR in the Expatriation Process

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Abstract: Abstract: In today's world globalization is the word that describes most human interactions. In the business environment, there was always the need to move and migrate to find a better livelihood. The increasingly globalized and interdependent world has driven the growth of people mobility through exchanges between countries. Therefore, the Global mobility area has become important for companies that intend to have employees working abroad. Expatriate care goes far beyond bureaucratic factors. It is necessary to think about the new culture, new customs, knowledge, and skills that these professionals will be in contact with. The other employees of the company also need to be prepared to receive a foreign colleague. More questions can still be raised, especially if the expatriate is married and has children. For these and other issues, the Global Mobility area is an interdisciplinary area that needs to rely on several specialized professionals to support not only the company but also the expatriate and their dependents. The intercultural adjustment of the expatriate in the host country is an important challenge for contemporary companies. In this scenario, the policies of expatriation and, most importantly, the role of the international human resources area are vital to achieving the goal of the expatriation process. To better understand the role of managing the intercultural adjustment of expatriates in the host country, this article uses the model of Black, Mendenhall, and Oddou (1991) as a reference for intercultural adjustment. Qualitative and interpretative research was carried out with people directly involved in the expatriation process of multinational companies located in Hungary. The results will help to identify how the human resources area can help make this a better experience and the best practices of expatriation policies concerning the intercultural adjustment of the expatriate and the dependents in the host country.

Keywords: global mobility, international relations, labor, human resources, intercultural adjustment.

Employee - Supervisor Conflict Management in Organization

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Abstract: Globalisation has caused more diversity in the workplace and in addition to the benefits it has led to increased conflicts. The perception of conflict is not the same between individuals because they bring different cultures and mentalities. As a result, its management is demanding and requires a detailed analysis of the situation to determine the most effective method to use.

The study aims to analyse the styles employees use in handling conflicts with their supervisor. The study has been carried out by using a questionnaire created for the collection of the interested data. The questionnaire was conducted in Albanian language and all respondents are Albanian citizens living in Albania.

The study found out that Albanian employees use the collaborating style in handling conflict, and also compromising style which favours both parties and finding a common solution.

Keywords: conflict management styles, handling conflict, collaborating style, compromising style

How to Build a Future-proof Organization in the Post-Covid Era?

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Abstract: Companies struggle dealing with the effects of the rapidly changing world around us. Covid-19 changed the expectations of the future from both the employer and the employee side. On one hand employees need clear vision for the future in order to work effectively and to engage, on the other hand managers have to handle the difficulties of the unforeseen events that shape their everyday operation. Change management became an everyday task for leaders.

This paper aims to look into the challenges of doing business in the post-Covid era in Hungary and also around the world. Primary data have been collected from two companies from two different industries and have been compared. The outcome of the paper is a list of issues companies have to take into consideration when they want to build a future-proof organization. Building resilience on both an organisational and both individual level is crucial for a long lasting and successful future.

Keywords: change management; employer engagement; corporate resilience; post-Covid

Psychological Contract in Public Sector - Systematic Literature Review

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Abstract: Over the past six decades in the organisation and management literature, the concept of psychological contract has become a rapidly growing field of research. Psychological contract in organisations refers to the employment relationship. The mutual obligations and expectations of employer and employee are the components of this phenomenon. It is indicated that psychological contract as individual employee beliefs about the terms of the exchange contract between individuals and their organization - is relevant to the public sector and the implementation of organizational change, organizational performance, organizational identification, citizenship behavior, organizational support, job satisfaction, employee relations, employee motivation, organizational commitment, organizational justice, and employability. Faced with a high level of volatility in the environment of public organisations, democratisation of public life, pressure from multiple stakeholders, the need to operate effectively, transparency, openness and professionalisation of management - these organisations are forced to change the way and logic of operation. In this view, the fulfilment of the psychological contract becomes important, as its violation leads to negative employee attitudes towards work, poor self-esteem and other issues related to a decrease in productivity. The application of a systematic literature review of 35 publications from 1989 to 2021 made it possible to demonstrate the relevance of the psychological contract for public organisations and to identify further research directions in this topic.

Keywords: psychological contract, public sector, systematic literature review, public organisation, relations

Mediation in Education-Challenges in 2021

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Abstract: One type of alternative dispute resolution is mediation, which is based on the voluntary participation of the parties. Persons have the opportunity to choose a conflict solving procedure instead of trial in court, where communication can be systematically facilitated with the aim of enabling the parties themselves to take responsibility for resolving their dispute. In this paper I would like to examine the relevant and global forms of helpful communication leading to a connection between conflicted parties in education. What kind of activity conflict management can be useful in education, what kind of procedure is helpful in this special field? The paper introduces the connection of conflict with the powers of alternative dispute resolution. The question is, has mediation a role in education, is alternative dispute resolution -as one kind of the procedures enables us to solve a conflict-relevant in education in 2021?

Keywords: alternative dispute resolution, conflict management, contract, mediation

Human and Contact Networks Based on Digital and Personal Contact in the Spread of Knowledge in Technical Higher Education

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Abstract: The focus of the study is on the importance of human social networks. We narrowed the topic to technical higher education and comparing the effectiveness of social and personal contact networks based on digital contact. We present the network of relationships between people with the help of graph theory through the illumination of the concept called „six degrees of separation”. We resolve that the work of university faculty was studied or the immediate spread of digital education that followed the outbreak of the coronavirus epidemic was left behind. For the study, we used an exploratory inductive procedure, which allowed for a deeper understanding and emotional exploratory inductive procedure, which allowed for a deeper understanding and emotional exploration of the opinions of experts in technical education in relation to the research topic.

Keywords: Keywords: online education, technical higher education, human relationship, networks, graph theory, six degrees of separation.

The Impact of COVID-19 on Airline Industry in Europe

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Abstract: The novel coronavirus (COVID-19) is threatening the globe. Businesses are facing an uncertain future and one of the most risk is the Airlines. This paper aims to help to understand the effects of COVID-19 in the European Airline Industry and offer valuable information to all related parties, such as airline companies, airport services providers, and governments by using PEST Analysis as a useful tool. The further aim of the research described herein was to analyze the reasons of record amounts debt by Airline companies. Another purpose of the study is to examine the role of governments in terms of recovery and handling the crises during pandemic. Quantitative research was performed, and government policy analysis was used in the paper. During my research I use the most recent data available and focus on well-known companies in order to correctly interpret statistical data and the measures that are taken from the official government sources and EASA (European Union Aviation Safety Agency). The finding of the research suggest direct financial government aid is crucial for the airline industry.

Keywords: COVID-19, Airlines, government support

Tranternational Companies and the Nation State: A Research on the Power Shift

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Abstract: Transnational corporations (TNCs), which are historically very old and have an important place in the world economy, have become an important research area for both political scientists and economists. In recent years, TNCs have become comparable to nation states in terms of their power. As a result of the literature review on the power of transnational companies and nation states, it was seen that the authors gathered around two different views. The first is the view that TNCs reduce the power of nation states, and the other is the view that TNCs do not reduce the power of nation states. In my research, it will be given importance to review the literature examining TNCs and nation states in the context of the concept of power and to reveal the literature on the impact of TNCs on the power of nation states. The main purpose of this study is to reveal the increase in the economic power of TNCs even over nation states. For this purpose, the shift of power will be tested by comparing TNCs and nation states in terms of their economic power.

Keywords: TNC; National State; Power; Economic Power

Characteristics of the Wine Industry in Poland and in the World - Analysis Based on a Selected Entity in the Supply Chain

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Abstract: In this paper the wine industry in Poland and in the world from the perspective of a selected entity in the wine supply chain is described. The wine producers are the chosen entity in the wine supply chain. The aim of the article is to characterize the wine industry in Poland and in the world and to present possible development directions for a selected entity in the supply chain. The method used in this papers is the analysis of the production trends in the wine industry, including additional non-numerical factors affecting the existing figures. The main outcome from the analyzed data is the fact that there is a downward trend in world wine production, which means a decreasing wine production. In the Polish wine industry, a reverse trend can be observed - wine production is constantly increasing at a rapid pace, because in Poland climatic conditions are becoming more and more favorable to the cultivation of grapes, and wine is gaining popularity among Polish consumers.

Keywords: wine market; wine supply chain; trends in wine industry; trend analysis

The Influence of Exports and Imports on Economic Growth in Palestine

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Abstract: A country's trade balance is heavily influenced by its exports and imports. Exports are often regarded as a catalyst for economic development and social progress because of their ability to reduce poverty. This paper aims to check whether the GDP (dependent variable) has a relationship with exports of goods and services and imports of goods and services (independent variables) in Palestine. An econometric model is built to examine the direct relations between the three variables exports, imports, and economic growth of Palestine. To achieve this purpose, yearly data for the period (2007-2020) were tested using Gretl. OLS, Engle-Granger Cointegration, and Causality tests are utilized. The data has been collected from the Palestinian Central Bureau of Statistics (PCBS). The results show that there is no relationship between the three variables in Palestine. However, there is strong evidence of the relationship between exports and economic growth in Palestine.

Keywords: economic growth; export; import; economic development; Palestine; cointegration; OLS.

The Effectivity of Tools and Tactics of NATO and EU to Counter Hybrid Warfare

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Abstract: Hybrid warfare is a frequently used term in today's discussion related to national and international security.

This type of warfare aims to weaken and destabilise the opponent, mostly without engaging in open hostilities and by keeping the level of conflict under the threshold of war, usually using unconventional methods.

The aim of this paper is to discuss the efficiency of the available tools and tactics of NATO and EU that are designed to counter the damaging effects of this recently elaborated way of warfare - how they work, their level of sufficiency and the possible ways of future development.

Keywords: hybrid warfare; non-conventional warfare; NATO; EU; resiliency

Taxivity for the Future or the Past

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Abstract: What do citizens, in different cultures, how do they think about paying taxes? How does it matter? The goal was to analyze tax decisions in different tax and income environments. Between December 3, 2018, and October 16, 2019, we conducted 60 attempts, i.e., played 60 Taxivity games, each with five players who could choose through 10 game rounds whether to choose taxation or, if controlled, the penalty.

Of the original experiments at the Lub3-CIRANO Laboratory in Montreal focused on how changing tax rates change the willingness to pay taxes, and thus the effect of aggregate tax revenue, i.e., the so-called Laffer, was tested from a behavioral economics perspective. Furthermore, James Andreoni's 1988 experiments investigating the tramp phenomenon provided the basis for our study method to investigate the drivers and relationship between groups and contributions to public goods.

Based on the description of the two experiments, the rules and foundations of the research methodology of the Taxivity playful experiment were born.

On the experience of the pilot games, the decision to pay the tax was influenced not only by the tax rate and the income of the players, but also by the risk-taking attitude, the education, gender and age of the players. The effect of each factor on tax payment shows a low level of significance.

In the results of the research, we sought the answer to the fact that in a given tax environment, a reduction in the tax rate, tax control, related punishment, or other psychological factors motivate taxpayers' willingness to pay taxes.

Based on the results of our research, the main motivation of taxpayers is to avoid losses. Behavioral data analysis from an economics perspective points to the effects of cognitive dissonance on perceptions of the tax environment. The subjects' decisions to avoid losses were influenced by the individual's moral attitudes, various distortive effects of perception such as percentage calculation problems, ignoring, or misinterpreting risk factors from tax audits.

Tax fraud is a morally bad thing, the failure to publicize the fact of tax evasion is morally destructive - and to dampen this negative, dissonant feeling ("I'm just barely guilty") a significant portion of the subjects cheated only a small portion of the tax. Tax evasion, i.e., the tramp phenomenon, was a morally accepted method to reduce their losses for most subjects based on the data from the experiment.

Keywords: behavioural economy, tax evasion, economical model, tax moral, public games

Examination of Financial Investment Opportunities Based on the Investment and Risk Tolerance of Hungarian University Students

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Abstract: With the broad availability of the internet and today's technology, people have the opportunity to invest their savings in endless types of ways. However, the eternal recurring question is what to invest in? How risky is the investment, how much return can we expect? Are young people aware of the wealth of opportunities available to them at all? The aim of the research is to reveal the financial awareness, risk tolerance and investment willingness of young people studying in the Hungarian higher education within the framework of a quantitative questionnaire research. Describe patterns of behavior, emotionally influencing factors that can influence even the best investors on making successful decisions. Describe and analyze the investment opportunities in correlation to the results of the primary research, which are easily available to students in Hungary. The aim of the research is to provide a starting guideline for young investors on investment opportunities, and the basic mindset behind controlling emotions, analyzing large firms and making successful long term decisions.

Keywords: Investing; Savings; Shares; Risk; Return

Credit Risk Management and Agency Cost in Albanian Banking System

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Abstract: This study analyses credit risk management and agency costs of commercial banks in Albania during last decade. Although Albania inherited a lack of experience in bank credit, starting from the early 1990s, the banking sector marked a large growth, during 1998-2008, positively influencing financial situation in this country. The relationship between these variables will be analyzed in the optic of the pandemic situation as well, considering last two years of the analysis as a post pandemic effect. Other variables used to explain the credit risk management indicator, are agency costs, profitability, firm leverage. Hypothesis are tested through an empirical regression analysis. Results indicate that agency cost and pandemic situation has a considerable impact on credit risk management. Nevertheless, credit risk management remains a toxic issue that needs the attention of banks top management and decision makers.

Keywords: Monetary Policy, Central Banking, and the Supply of Money and Credit, General Economics, Employment, Unemployment, Wages, Intergenerational Income Distribution, Aggregate Human Capital, Aggregate Labor Productivity

Classic and ReffT Sectoral efficiency of the World top 500 Companies

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Abstract: This paper analyze the World greatest – Top500 – Companies sectoral efficiency by ration. The classic rations are ROE and ROA, and the ReffT ration was developed like simplified DEA method with one input and one output. data sources was public, from the Internet. The top 500 companies should be classified by 23 Sectors following the main standards. In all sector was been calculated the members selected ration, and would be displayed the maximum, minimum and average value of them.

Keywords: efficiency, rating, DEA, Sector

Factors Affecting the Banks Profitability in Jordan Between (2015 – 2020)

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Abstract: This study aimed to examine the internal and external factors affecting the commercial banks' profitability. Independent variables included internal factors: asset quality, capital adequacy, management efficiency, and bank size. While the external factors consist of GDP growth and Inflation, and the dependent variable is the commercial banks' profitability measured by return on assets (ROA). The researcher used the descriptive-analytical approach. The study population consisted of all the commercial banks listed on the Amman Stock Exchange (13 banks), and the sample included all the population's elements. Financial data was collected from the financial statements of commercial banks listed on the Amman Stock Exchange for the period between (2015 -2020) to measure several internal and external factors affecting profitability. The data were processed using the Statistical Package for Social Sciences (SPSS) version 22. This study concluded that the internal factors have a clear impact on the profitability of commercial banks and that GDP growth is one of the external factors that affect profitability. The remaining variables that have been studied (the bank age, liquidity, bank size, inflation, and the interest rate) do not affect the profitability of commercial banks measured by the rate of return on assets.

Keywords: Profitability, ROA, Asset Quality, GDP, inflation, interest rate, Jordan, Commercial Banks.

Transaction Costs in the Bioeconomy

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Abstract: The ongoing changes in the natural environment caused by human activity have required the societies of the 21st century to focus more on ways of protecting nature, as well as on the efficient use of available resources. One of the systemic solutions is the implementation of the bioeconomy concept. In the bioeconomy area, the entrepreneurial perspective plays a key role in ensuring that social and economic expectations are met. According to the new institutional economics, it is institutions that create the essential framework for the activities of economic actors, especially in terms of transaction costs. The main objective of this paper is to identify transaction costs in the bioeconomy. Tools for analysing transaction costs in bioeconomy enterprises will be presented. A literature review will be conducted, both in relation to transaction cost theory and empirical studies dedicated to the broader bioeconomy sector. On this basis, the impact of transaction costs on the functioning of bioeconomy businesses will be illustrated. Thus, the author will attempt to identify the research gap in the field of transaction cost analysis in the bioeconomy.

Keywords: new institutional economics; transaction costs; bioeconomy; sustainability

Alternative to Flare or Vent the Harmful Gases

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Abstract: Venting of these gases (CH₄, CO, H₂) is a source of harmful air pollution, whereas CH₄ is a powerful greenhouse gas with a global warming potential 28-34 times that of CO₂. Moreover, The European Union considers ending routinely flaring in 2030. They want to do this because methane is a powerful greenhouse gas and might be released as a result of incomplete combustion. Another reason for this, is that flaring causes air pollution. Especially when the system is very close to the public road and this causes possible health risks. People walking by will be exposed to higher levels of CH₄ and CO. Higher levels of CH₄ in the air increase possible, memory loss and vomiting. Higher levels of CO increase possible risks of nausea, confusion with longer exposure or high levels even loss of consciousness, brain damage and even death.

Furthermore, Flaring and venting are a waste of money, since the gas streams (CH₄, CO, H₂) contain a lot of energy. this energy is lost when it is flared or vented.

From an economic perspective, flaring gas is a colossal waste. It is more favorable to conserve the gas and recycle the gas.

To develop a highly efficient, low cost and stable (CH₄, CO, H₂) reforming process, the research efforts focus on different solutions on converting the output streams into a fuel and electricity.

Keywords: Flare, vent, CH₄, CO, CO₂

Singapore Unlimited: A Global Benchmark for Strategic Innovation, Resilience, and Overall Sustainability

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Abstract: Both current and future global challenges, such as growing economic instability, widening social inequality, access to food and potable water, proper education and healthcare, are provoked by climate change, environmental degradation, overpopulation, as well as irresponsible private greed and public impotence. This paper aims to display how the combination of a clear strategic vision, diplomatic excellence, environmental awareness, and resilience allows a small city-state, scarce in land and natural resources, to continue its sustainable success story, serving as not only a regional but also a global benchmark. The intentional and systematic building of a welfare state in the midst of a region characterized by historic conflicts and colonial exploitation is based on the unique synthesis model of Singapore, allowing long-lasting stability and prosperity. Strategic government planning, cooperation in various areas (digitalization, education, environmental protection, FinTech, research and development, smart cities) in the form of highly goal-oriented public-private partnerships or mission-based ecosystems serve as an ideal breeding ground for creating shared value, including sustainable economic development, social responsibility, and overall security. The applied innovation-driven approach renders possible the continuity of Singapore's exceptional advantage as a regional hub and benchmark.

Keywords: effective diplomacy; global benchmark; holistic education; overall sustainability; resilience; Singapore; strategic innovation

Identifying the Critical Control Points in Beer Production

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Abstract: The aim of the research is to reveal the critical points from the point of view of food safety during the classical brewing technology process. In order to explore these critical points, it is important to know what technological steps we are going through in the brewing process. By examining each technological step, the points of infection can be explored, which I make suggestions for prevention. Even before starting the brewing technology process, the suitability of the ingredients should be checked and it is worth paying attention to the source of supply. Replacing the now obsolete technological solutions used in each technology step can greatly increase the level of food safety, ie reduce or even eliminate the possibility of infection. From a food safety point of view, packaging is also a critical point after the product has been made, which carries a high risk. Environmental and sustainability considerations must not be overlooked when choosing packaging. If we pay close attention to the small details, we can be sure that our brewed beer will be flawless from a food safety point of view, and we can enjoy the liquid gold under the foam without danger.

Keywords: beer production, food safety, beer technology, sustainability, brewery

Tech Mining Analysis: Renewable Energy Forecasting Using Artificial Intelligence Technologies

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Abstract: Extracting useable information from large and complex data is one of the challenges that can be solved by data mining. The use of data mining to understand the state of research fields and the underlying technologies which are related in intricate ways is known as bibliometric analysis or “tech mining”. Tech mining can help in summarizing the important research results that are valuable to researchers, industry, and decision-making. Further, tech mining can be useful in showing the trends and relations of the analyzed topic. Hence, the purpose of this research is to investigate the status and the evolution of scientific studies in the field of renewable energy forecasting using Artificial Intelligence (AI) technologies. The study seeks to address the status of the scientific production indexed in Scopus based on scientometrics indicators. In total, over 25000 articles were extracted. The collected data were analyzed using R software packages. The findings show the exponential growth of this topic in the past 10 years. The most relevant sources, authors, affiliations, and countries were found. Moreover, the most recent trends and technologies were stated. It was also found that the interest in this research topic is prevalent in developed countries.

Keywords: Artificial Intelligence forecasting models, Renewable energy forecasting, Tech mining, Bibliometric analysis

Methodological Analysis of the Relationship Between Key Corporate Financial Indicators and Stock Returns

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Abstract: The developed capital market is of particular importance in market economies. The efficient functioning of a stock exchange is a prerequisite for a well-functioning economy, as it provides a trading venue for transactions between market participants and thereby realises a large volume of safe capital flows between economic agents. As a secondary market, the stock exchange is an excellent venue for ensuring the liquidity of securities. There are a number of analytical methods available, whether fundamental or technical, to forecast the future changes in returns. In the current research, we use statistical methods to investigate the relationship between the financial performance of firms in the S&P 500 Index and stock returns. The objective of our study is to identify corporate financial indicators that may have a statistically significant impact on the average corporate stock returns achieved. The central database of the study is the 505-component dataset of the S&P 500 Index, from which we aim to identify homogeneous groups whose financial performance can be related to stock performance through cluster analysis. The relationships between financial ratios and stock returns were examined using bivariate and multivariate statistical methods on the basis of 28 financial ratios of the 505 firms included in the analysis. The period evaluated in the analysis covers the period between 2015 and 2019. Factor analysis was used as a basis for cluster analysis to aggregate financial indicators that are more highly correlated. It was hypothesized that stocks of firms with strong return on equity and EPS growth rate would generate above average returns, and stocks of firms with stronger operating and free cash flow would generate above average returns.

Keywords: capital market, stock exchange, S&P 500 Index, financial performance

Effect of two Different Colour Temperature LEDs on Egg Production in Hens

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Abstract: The length, the intensity and the wavelength of lighting can all affect the egg production. In many cases, farmers use modern LED technology for economic reasons, but little is known how can the LED technology affects the production of poultry. In addition to the length of illumination and the intensity of the light, the wavelength distribution of the light can also play a major role. In our study, two different wavelengths of LED was yoused (LED1: UV supplementation, 500-650 nm intensity 50% compared to LED2) with the same light intensity and light programme in a broiler breeding pairs, with the same housing and feeding technology, intensive, deep litter (6000 birds/house - 6 birds/m² - 9:1 sex ratio) conditions. Egg production intensity was examined during the egg production period (23-46 weeks of age). There was no significant difference in egg production intensity, but during the egg production period the LED1 group performed better, the egg production intensity was 0.6% higher than the LED2 group. The weekly egg production intensity, of LED1 group was significantly increase on week 29, 43 (p<0.001), 39, 40 (p<0.005), 30, 38 and 45 (p<0.05). After the peak production, the LED1 group showed a more moderate and permanent decrease in production, while the LED2 group had showed a strong fluctuation in egg production intensity. During the egg production period, the production of the LED1 group was 565 eggs per 1000 hens higher, which represents a significant surplus for the producer. The light spectrum of LED1 bulbs is more similar to the spectrum of natural light, it could be a reason while the performance of LED1 group was more balance.

Keywords: LED; lighting; egg production

The Impact of AI-based CRM on Performance of Organization: Analysis in B2B

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Abstract: Employees are influenced by cultural-cognitive, regulative, and normative components of organizations. By definition, organizations cannot achieve a pure, stable state and must constantly undergo multiple change processes, both incremental and drastic. The transition from historical business-to-business (B2B) relationship management to AI-based customer relationship management (AI-CRM) is a slow but significant shift. AI-CRM uses intelligent technology to automate B2B relationship operations, allowing decisions to be made without the need for human participation. Relationship management is considered a strategic activity of a firm in the B2B market. Moving from legacy to AI-CRM to facilitate B2B relationship management operations is a big decision, and AI-CRM deployment is a key success factor for every company. This research integrates institutional theory and the literature review in B2B relationship management to see how AI-CRM can affect company performance with different firm sizes, ages, and industries, and propose a model that will help organizations to sustain competitive advantage.

Keywords: AI;CRM;B2B;Relationship Management

Pro Bono Activity in Higher Education with a Project-oriented Approach

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Abstract: Volunteering and mutual assistance are becoming increasingly important in today's fast-changing world. The growing social, income and knowledge gaps between different social classes are creating huge gaps. This is true at the social level, but also at the organisational level. Recognising problems and wanting to help are powerful values and skills that need to be recognised. In this paper we would like to present the main steps and stages of a pilot programme implemented at the Keleti Károly Faculty of Business and Management of Óbuda University, with a project-oriented approach, pointing out the constraints and the potential opportunities of the programme. This paper presents the partial results of a six-country (Spain, Portugal, Bulgaria, France, Hungary) Erasmus+ project named "Boosting Employability and Empowering Social Engagement in High Education through Pro Bono". Building on the experience of the programme, we would also like to present the future of the programme as a subject in higher education curricula. In this paper, we will present the results of the three pilot projects carried out over three years, along the lines described above, and highlight the importance of volunteering.

Keywords: volunteering, pro bono, CSR, project approach

Agility in the Online Space - Agile Project Management and the Home Office

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Abstract: In the last almost two years, our lives have changed significantly as a result of the pandemic of the coronavirus and the efforts to reduce the spread of the pandemic. We shop online more, we have learned about the pros and cons of digital education, and where it was possible and provided or could be provided, some or all of the workplaces and jobs have introduced, enabled or extended the possibility of teleworking. Our study set out to examine the impact of home office or hybrid working, which has proliferated in the last two years as a result of the coronavirus pandemic, on the increasingly widespread use of agile project management, including continuous contact and face-to-face communication, which has emerged from the world of software development and promises flexibility, responsiveness and effective change management. In order to understand the relationship and the impact of agile and the home office on each other, we conducted primary research through in-depth interviews with managers and experts involved in the field, to learn about their experiences, opinions and insights. In addition to presenting the principles and values of the agile approach and summarising its essence, we would like to present the results of this research.

Keywords: agility, project management, online space, home office

Project Finance Panorama all over the World and in Europe During the Pandemic

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Abstract: Project finance as a special structured finance product is a product of modern banking finance. Covering a great area since the 2000s, it is a risky but high-yielding form of credit, and a key instrument for financing large projects. In recent decades, this form of financing, which was brought to life by the abundance of liquidity before the 2008 crisis, has given rise to a number of projects of major importance worldwide, not only in economic fields but also in social fields as well. It is a popular form of financing for energy projects, telecommunications, transport infrastructure and even social facilities. However, its high risk and high amounts make it very sensitive to any economic changes. If we look at the crisis of 2008 and the periods that followed, this kind of sensitivity is very evident when we look at the data. With the secondary research presented in our paper, we want to investigate to what extent the crown crisis, which escalated in 2020, affected this type of banking products, what changes the crisis caused in project finance, inferring the extent and impact of the crown crisis.

Keywords: structured finance, project finance, pandemic, global trends

Early Warning Systems and their Application in Crisis Forecasting: The MIP

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Abstract: As a response to the economic and financial crisis that followed the Great Recession, global monetary organizations have taken a broad set of measures to ensure that such events won't happen again. By tightening banks' liquidity coverage ratios and capital requirements the Basel III accords obliged internationally active banks to follow the regulations and adhere to the requirements. The enacted measures are revised every year and evaluated for efficiency. However, in light of the global effects of the crisis, policymakers broadened their reach on the regulation of financial institutions to also include macroeconomic surveillance.

Introduced in 2011 by the European Union, the Macroeconomic Imbalance Procedure (MIP) is an early warning system designed to prevent adversely affecting macroeconomic developments from piling up and thereby posing a threat to the financial well-being of the member state. Macroeconomic imbalances also distort economic indicators, for instance, current account balances, private indebtedness, and market dynamics can be inflated and incorrectly reflect the current state of the economy. MIPs are conducted regularly and quantitatively determine the instance of the emergence of a macroeconomic imbalance through an Alert Mechanism Report (AMR).

Notwithstanding the successful implementation of international policy measures aimed at preventing economic and financial crises, few pieces of research have dealt with the international experience of MIP and AMRs, specifically, whether they are successful in (i) the identification of macroeconomic imbalances, and in (ii) proposing arrangements. Provided that the scoreboard thresholds are correct and further policy measures are based on the framework of the AMRs, do member states have a chance of preventing an economic or financial crisis from happening given that one is practically inevitable and is reflected in the business cycle? Is it possible to define a unified policy enactment strategy for member states of the European Union (EU)? Finally, can the disadvantages of a mechanistic approach towards the estimation of indicator thresholds be considered statistically significant to the point of the approach being deemed incorrect? These are the questions this research will provide an answer to through (i) a literature analysis of macroeconomic imbalance surveillance mechanisms created by the EU and the IMF, (ii) a qualitative analysis of the efficiency of MIPs and AMRs, (iii) and a statistical analysis of whether the changes advised by the AMRs and implemented by member states were useful in preventing macroeconomic imbalances.

Keywords: crisis, forecasting systems, MIP

Pollutions in the Oceans

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Abstract: More than 70% of the earth's surface is covered by water, out of which 96% is water from the oceans. The oceans are habitats for many living organisms such as fishes, marine mammals, algae, plants, and so forth. They also provide numerous benefits to human beings. However, this ecosystem is in grave danger now. The rapidly increasing human population over the decades has led to an increase in human needs and wants, which resulted in more production and more waste - more pollutions that are released into the environment, including the oceans. This study is focusing on the forms and sources of the pollution and pollutants in the marine ecosystem and the effects and impacts that the pollution could cause to the water quality and living organisms, especially pollution from wastes and its effect that have an impact on oxygen production.

The awareness and understanding of people are explored with the help of an online survey, targeting people from different age groups, locations, and occupations. The quantitative responses are then compiled and analyzed to form a basis for a deeper understanding of how the danger can be mitigated. While the purpose of the study is to increase people's awareness and understandings of the pollution in the oceans and the marine ecosystems and seek measures to decrease the pollution released recommendations will be formulated on the basis of the international literature and the quantitative research's results.

Keywords: pollution, ocean, human, awareness, understandings

