



FIKUSZ 2022
XVII. Symposium for Young Researchers
24-26. November 2022. Óbuda University, Budapest, Hungary

2022.11.24. (Thursday)

16:00 Registration, Caterland restaurant, 1084 Budapest, Tavaszmező u. 7-13.

17:00 Welcome dinner, Caterland restaurant, 1084 Budapest, Tavaszmező u. 7-13.

2022.11.25. (Friday)

9:00-10:30	Plenary Session Chairs: Mónika Garai-Fodor; Agnes Csiszárík-Kocsir	Room TG F.18
	Vojko Potocan: Social and environmental responsibility of organizations in crises environment	
	Andrej Ilievski: Are we prepared for the innovative financial technologies (the case of North Macedonia)	
	Dina Mehmedbegovic-Smith: Linguistic diversity in global cities: Insights from London and Dubai	
	Drita Kruja: The relationship between students' expectation (importance) and satisfaction (performance) of the public and the private HEIs?"	
	Mónika Garai-Fodor: Pro bono volunteering opportunities in higher education based on the views and values of Generation Z	
10:30-11:00	Coffee break	
11:00-13:00	Session 1.: ON-SITE Finance and Macroeconomic affairs	Room TG 2.03
	Session chairs: Florin Duma, Gábor Gyarmati	
	Bence Csinger: The most significant corporate challenges in the life of the SME sector in the 21st century - Theoretical overview	
	Mehreen Aneel; Gábor Gyarmati: Competitive analysis of textile industry in Pakistan	
	Kornélia Sára Szatmáry; Valéria Szekeres: Young people's perception of inflation	
	Florin Duma: Assessment of the financial performance of the companies listed on the Romanian stock market	
	Peter Bago: The digital financial solutions pathway for generations	
11:00-13:00	Session 2.: ON-SITE Information Technology	Room TG 2.04
	Session chairs: Trung Hung Vu, András Keszthelyi	
	Khanh Chi Ninh: Fake News Detection by Using Recurrent Neural Network	
	András Keszthelyi: NULL mark problems in relational databases	
	Trung Hung Vu; Khanh Chi Ninh; Khanh Duy Ninh: Fake News Detection by Using Recurrent Neural Network	
	Kornélia Sára Szatmáry; Anna Gavrilova: Explorative study of the quantum research groups in Hungary	
	Rozália Szatmáry; Péter Szikora: Self-driving cars and their perceptions	
11:00-13:00	Session 3.: ON-SITE Special Session: Jánossy Ferenc College for Advanced Studies;	Room TG 2.05
	Session chair: Dina Mehmedbegovic-Smith, Mónika Garai-Fodor	
	David Kertesz: The spread of cycling in the capital and cycling safety through the eyes of the capital's residents	
	Eszter Molnar: Research on tattooing habits among university students	
	Zsófia Siska-Sponga: Women leaders and women in the labour market	
	Benedek Papp: Study of language learning in Hungary	
	Adrienn Varró: Stress in the restaurant business	
	Maria Szabó Damasdiné: Workforce insurance in higher education	
	Anikó Kissné König; Ágnes Szeghegyi: Internet usage patterns of seed industry workers	
11:00-13:00	Session 4.: ON-SITE E-poster Management Issues	Room TA 124
	Session chairs: Elizabeta Tomevska-Ilievska, Ágnes Csiszárík-Kocsir	
	Mizser Csilla; Molnár Balázs: Dispute resolution in numbers - focusing on courts and consumers	
	Ferenc Katona: Examination of innovation and effectiveness in the case of family businesses	
	István Márk Tóth; Ágnes Csiszárík-Kocsir: The rise of the agile approach in the light of the pandemic	
	Pál Fehér-Polgár: Results upon two samples of university students on safety consciousness in smartphone usage	
	Gyöngyi Szabó: Women in the labor market in the light of social gender and safety of social	
	Kinga Székely: Communication activities of tourism businesses in Szeklerland in a changing tourism environment	
	Ágnes Csiszárík-Kocsir: A project-based evaluation of cryptocurrencies using the example of the Sand Dollar project	
	János Varga: The Hungarian digital competitiveness nowadays	
	Nóra Mucs-Kónyi; Judit Kárpáti-Daróczy: Employer branding from the perspective of growing family business	
	Mónika Garai-Fodor: How can we promote volunteering based on knowledge sharing among the generation?	
11:00-13:00	Session 5.: ON-SITE and ONLINE Vezetéstudomány Special Session (Hungarian)	Room TA 136.
	Session chairs: Beáta Pató Gáborné Szűcs, Szilárd Berke	
	Bencsik Andrea: Fenntartható vezetés a fenntartható tudásért	
	Dajnoki Krisztina: Kreatív HR - Környezeti kihívások(k) és vezetői megoldások(?)	
	Szabó Katalin: A fenntarthatóság vállalati intézményesülésének sikertényezője: a felelős vezető	
	Pierog Anita: Vezetői kompetenciák helyett vezetői minőség- új irány lehetősége a vezetőfejlesztésben	
	Kurucz Attila: Az agilis vezetés, agilis szervezet - keretek, lehetőségek és hazai tapasztalatok	
	Berke Szilárd: Pilot kutatások a „kiváló vezető, kiváló szervezet” tématerületen	
11:00-13:00	Session 6.: ON-SITE A társadalom és a tudomány, valamint a technológia egymásra hatása a digitalizáció korában Special Session (Hungarian)	Room: TA.122 Tanácsterem
	Session chairs: Antal Janzsó, Andrea Tick	
	Kroó Norbert: Lézerek, nanotechnológia és energetika	
	Nyikes Zoltán: A digitális társadalom biztonsági kihívásai	
	Takács Tamás: Főbb kihívások a Magyar K+F+I rendszerben	
	Tick Andrea: A digitális társadalom jelenségei	

11:00-13:00	Session 7.: ONLINE Marketing and consumer affairs Session chairs: Hima Parameswaran, Anett Popovics	
	Yiyang Lu: Social Media Marketing: How Do Pet Influencers on Social Media Affect Consumers' Purchase Intention?	
	Peiqi Liu: The Impact of Social Media Influencers on Choosing Fast-Moving Consumer Goods Among Generation Z in China	
	Yuxuan Ding: Green Marketing: What Factors are Influencing Consumers' Green Purchasing Decisions in the Chinese Market	
	Yaqin Liu: Virtual Consumption Behavior of Users in the Metaverse Community	
	Yi Liu: The Impact of Using Social Media Marketing on Consumer-Brand Engagement Among Generation Z in China — An Empirical Study on Tikt	
	Hima Parameswaran: Go Green Best Practices: Demystifying sustainable Human Resource Development at the Civic Level.	
11:00-13:00	Session 8.: ONLINE Digitalization and Sustainability Session chairs: Elona Shehu, Krisztián Bálint	
	Buah Aku-Sika: Determinants of entrepreneurship across high and low income countries: A panel regression estimation approach.	
	Grisejda Myslimi; Dori Risilia; Kamela Hasko: The impact of natural disaster on agriculture. Case of Albania.	
	Zsolt Mihály Szabó: The challenges of the sustainability of state pension systems	
	Erjola Barbullushi: Digitalization Effect on Enterprise Internationalisation: a perspective on Western Balcan countries	
	Elona Shehu: Macropprudential Policies and its role in managing banking crisis in Balkan Region	
	Krisztián Bálint: Creating a private university blockchain for more secure data storage	
11:00-13:00	Session 9.: ONLINE Innovation and social sciences Session chairs: Hossein Motahari-Nezhad, Barbara Tóth	
	Meriem Fgaier; Zsombor Zrubka: Cost-effectiveness analysis and sustainable innovation in healthcare: A review of cost transferability from the MENA region	
	Hossein Motahari-Nezhad; Zsombor Zrubka: Quality of evidence assessment of direct and indirect digital biomarkers	
	Barbara Tóth; Dóra Szerencsés; Márta Péntek; László Gulácsi; Zsombor Zrubka: Examining factors influencing students' participation in research and development projects during obtaining their first university	
	Zhebin Zhang: How Does Cunbo Affect Consumer Purchase Intention? Analysis of Source Credibility and Parasocial Relationship	
	Ruobing Zhang: The Impact of Digital Supply Chain on the Pharmaceutical Industry Performance in the Post-Pandemic Era: A Case Study for JDL	
	Lili Farkas; Valéria Szekeres: Analysis of the financial attitudes of men and women	
11:00-13:00	Session 10.: ONLINE Enterprises in the XXI. century Session chairs: Elena Kokthi, Csilla Mizser	
	Krisdela Kaçani; Luis Miguel López Bonilla; Myriam González Limón; Elena Kokthi: Are developing countries willing to pay for environment? An empirical case of Albania.	
	Menglei Qian: Explore the Impact of Cold Chain Logistics Distribution Service Quality on Customer Satisfaction of Fresh Food E-commerce Platform	
	Ketrina Mijo Cabiri; Fatri Morina; Ermira Qosja: Connecting universities and enterprises toward innovation and entrepreneurship	
	Qing Zhang: The Influence of Consumer Preferences on FMCG Supply Chain Decision-making from an Omnichannel Perspective	
	Qondeni Brenda Nxumalo: The Effects of Dynamic Capabilities on the Competitiveness of firms in the Telecommunication Industry	
	Andrea Janičeková; Veronika Zábojníková: Identification, analyzing and solving of the nonconformities through selected quality management tools	
13:00-13:30	Sandwich Lunch	
13:30-15:30	Session 11.: ON-SITE Sustainability and innovation Session chairs: Vojko Potocan, József Fogarasi	Room TG 2.03
	Gábor Gyarmati: Organic farming and markets during COVID-19	
	Vojko Potocan; Marko Laitila; Mustafa Ghulam; Zlatko Nedelka: The role of technology in sustainable development of organizations	
	Tamás Zakota; József Fogarasi: Possible ecological services usage based on urban tree inventories	
	Agnieszka Marek; Natalia Mrowca: Human flourishing of social leaders in Poland and Zambia	
	Nikodem Anasiak: Professional sport as a path of career	
	József Fogarasi: Sustainable irrigation development in Hungary	
13:30-15:30	Session 12.: ON-SITE Business Management Session chairs: Andrej Ilievski, Noémi Piricz	Room TG 2.04
	Gavkhar Turaeva, Zoltan Buzady: The role of serious game in defining leadership skills and styles	
	Rana Alotaiby: Healthcare management in post-COVID-19 environments in terms of healthcare workers' wellbeing: A bibliometrics study	
	Lutock Liahuka; Noémi Piricz: A review on the impact of green supply chain management practices in Southern African organizations	
	Zoltán Váradi: Mapping work content allocation on an assembly cell	
	Ivan Aigner, Mónika Garai-Fodor, Tibor Pál Szemere: Singapore's Multifaceted Management Strategy of Sustainable Benchmarking	
	Armand Szilczner; Rudas Máté; Gergő Tóth; Rahul Yadav: A solution for an existing problem-websites for all	
13:30-15:30	Session 13.: ON-SITE Project management and Human Resource Development Session chairs: Esmeralda Kadena, Győző Szilágyi	Room TG 2.05
	Győző A. Szilágyi: Identification of chaotic patterns in work processes	
	Péter Leisztner: Occupational safety representatives and mediation	
	Gorjan Boshkovski; Snezana Hristova: Management and performance evaluation of the employees in the municipalities in North Macedonia	
	Laszlo Ling: Let's Stay Healthy ! - Fatigue management and tips for a healthy lifestyle based on the latest scientific evidence	
	Dániel Frankl; Théo Smadja: Assisting application for autistic people (BLUZEAD)	
	Kornélia Lazányi: Social embeddedness of international students at Óbuda University	
17:30	Gala dinner, Caterland restaurant, 1084 Budapest, Tavaszmező u. 7-13.	
	2022.11.26. (Saturday)	
10:00-11:30	Facultative programme (visit the House of Unicum (Budapest, Dandár u. 1, 1095), tasting) social networking	