



ÓBUDAI EGYETEM  
ÓBUDA UNIVERSITY

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# Abstract Book



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## **XVIII. FIKUSZ 2023 International Conference**

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**MMXXIII.**

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# Safeguarding Critical Infrastructure: An Examination of Security Challenges and the Role of Organizational Culture in Albania

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**Abstract:** The concept of critical infrastructure encompasses both physical and virtual systems and networks within a given state. This study draws on prior scholarly research and findings within the present inquiry to highlight the significant challenges posed by the efficient functioning of critical infrastructure to societal security. In today's world, technology plays a central role in societal advancement, leading to a widespread reliance on technological systems. Security becomes pivotal in ensuring the uninterrupted operation of critical infrastructure, which has also introduced potential hazards as technology advances and evolves.

This investigation centers on the analysis of factors that enhance the security of critical infrastructure. It also explores the crucial role played by strengthening the human element in responding effectively to cyber threats. This study is firmly rooted in established paradigms of security studies and organizational culture, emphasizing decision-making processes and internal structures within each unit of critical infrastructure.

Methodologically, a qualitative approach is employed, utilizing semi-structured interviews and rigorous document analysis to provide valuable insights, particularly in the context of Albania. Upon careful data scrutiny and processing, it is revealed that the internal structure of e-Albania's organizational framework lacks a foundation rooted in organizational culture. This leads to prolonged decision-making processes, a limited ability to mobilize the human element, and a noticeable absence of an environment conducive to building trust among personnel within the organization.

*Keywords: critical infrastructure, human factor; security, organizational challenges*



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## From Satisfaction to Commitment: Exploring the Pathways to Brand Loyalty

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**Abstract:** As the old saying goes ‘The customer is king’, which implies not only the importance of existing and would-be customers, but also the company’s commitment to providing good customer service, good quality products and good product brand policies. A well-positioned, high-quality brand not only increases customer loyalty, but also makes customers committed to the brand and potentially attracts new customers. Customer loyalty and brand loyalty are considered to be the bread and butter of business survival. The purpose of this study is to determine the impact of brand personality and brand satisfaction on customer relationship commitment to the brand and to increase customer loyalty. A quantitative primary research study was conducted to identify the relationship between brand satisfaction, brand personality, relationship commitment (mediator), and brand loyalty. The results confirmed a moderately strong relationship, except that brand personality was negatively and non-significantly related to brand satisfaction and brand relationship commitment. Brand satisfaction and brand relationship commitment have a positive and significant impact on brand loyalty, meaning that if a brand provides customers with products and services that are satisfying and trustworthy, it will definitely lead to brand loyalty.

*Keywords: Brand personality; Brand satisfaction; Brand relationship commitment; Brand loyalty*



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## Entrepreneurial skills as a development perspective in the tourism sector

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**Abstract:** In this paper, we seek answers to the question of what opportunities exist for start-up entrepreneurs and business start-ups in Romania. We chose this topic because we have always been interested in starting and running a business, as well as entrepreneurship opportunities and areas worth investing in. The most important objective of the research is to identify individual motivations and background personal characteristics that can significantly influence the process of becoming an entrepreneur. In the literature review we will examine what is meant by the concepts of entrepreneurship and enterprise and what types of entrepreneurship exist. We look at international experience in this field, as well as experience and innovation in the European Union, and then we look at entrepreneurship in Romania. The research is based on a personal questionnaire survey, which aims to assess young people's inclination towards entrepreneurship, including what are the motivational factors for starting their own business and what are the obstacles that prevent them from doing so. The research aims to investigate entrepreneurial attitudes in tourism, what factors influence them most in making this decision.

*Keywords: Tourism development, rural economy, management, sustainability*

# Unlocking Financial Literacy: A 2023 Perspective on Student Financial Awareness and Behavior

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**Abstract:** Financial literacy has inevitably become one of the most important aspects of modern students. The following study aims to analyze the level of financial literacy of students in different countries in 2023. The study examines students' financial behavior and their attitudes toward personal financial resources, regardless of how they were obtained. The quantitative analysis examines students' financial awareness, attitudes and knowledge of financial concepts in relation to demographic details such as social status and academic achievements. The results show that students with high financial literacy are more open-minded and willing to take active steps in financial behavior and decision-making. The study also showed that students who are aware of their lack of financial literacy (e.g. lack of confidence in managing their finances) can turn to a financial advisor or improve their financial literacy through education. Students who had financial help were more likely to have savings, emergency funds, and retirement plans indicating higher levels of financial literacy. The results inform the average student's weaknesses in the area of financial literacy and reinforce the importance of financial literacy in general and personal financial education in particular. They also demonstrate the need for efforts to improve financial literacy education in higher education.

*Keywords: Financial literacy, Finance, Financial Awareness, Financial education*



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## Strategic management approaches used in banking sector by adopting digital technologies

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**Abstract:** This paper presents a comprehensive examination of customer relationship management within the banking sector, with a focus on assessing the impact and advantages of this approach. Through a systematic review of literature, a clarification of key concepts, and empirical research, the findings suggest that this approach offers numerous benefits to banks. These advantages include heightened customer satisfaction and loyalty, enhanced financial performance and profitability, reduced costs associated with customer acquisition and retention, increased operational efficiency and productivity, the identification of revenue growth opportunities, and the ability to adapt swiftly to evolving market conditions. The outcomes and recommendations of this study provide valuable tools for banking institutions to enhance their customer relationship management practices and attain success within a dynamic and competitive business environment.

*Keywords: Management, banking industry sector, digital technologies, economic growth*



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## **Social Media's Impact: influencing consumer preferences and purchases, shaping choices**

**Moagi Tladinyane, Mais Zuhair Salim Al-Akhras, Lindokuhle Justice Khanyile, Luna Mohanad Al-Akhras, Andrea Tick**

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**Abstract:** Social media has revolutionized communication and interaction, leading to a growing interest in understanding its impact on consumer behavior and purchasing decisions. This research aims to explore the relationship between social media and both consumer and purchasing behavior using a mixed methods approach. Data analysis and trend identification will uncover consumer behavior patterns on social media platforms while existing research will be reviewed and some real-world examples of social media's influence on consumer behavior will be provided. Additionally, questionnaires will gather insights directly from consumers, deepening the understanding of social media's impact on sales, customer engagement, consumer behavior and overall business performance. The results show that despite influencers and celebrity recommendations on social media users prioritize price and quality during purchases, buyers buying goods and services based on social media content are more willing to switch brand and more time spent on social media results in increased spending. The study's findings will provide valuable insights to stakeholders, including social media platforms, organizations seeking to optimize their strategies, shareholders evaluating social media investments, and consumers influenced by social media content.

*Keywords: consumer behavior, consumer engagement, decision making behavior, purchasing behavior, social media shopping*



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# The Impact of Social Media on Corporate Social Responsibility (CSR) in Luxury Brand

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**Abstract:** The luxury sector is expanding and gaining market share, while the public is maturing and placing higher value on businesses that positively contribute to society. This study explores how social media affects the way luxury brands carry out their corporate social responsibility (CSR). The research methodology adopts multiple case studies, with Louis Vuitton (LV), Gucci, and Chanel as the primary cases. It compiles information from social media platforms like LinkedIn, Facebook, and Instagram. It examines CSR content techniques like openness, authenticity, and narrative to provide a picture of CSR communication norms. The research findings show the relevance of authenticity, transparency, and engaging storytelling in building effective CSR communication on social media platforms. This study highlights the distinctive CSR policies of luxury brands. This finding supports that effective communication hinges on coordinating CSR initiatives with a brand's established values and assets. Also, this study also proposes the impact of platforms and real-time interaction in CSR communication. This research adds to the literature by examining the evolving approaches taken by luxury brands in communication about CSR. It provides novel perspectives on this changing landscape by emphasizing the significance of openness and authenticity, particularly in the luxury sector.

*Keywords: Luxury brands, corporate social responsibility (CSR), social media, luxury fashion, communication strategies*







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## An overview into the literature on the concept of eco/green hotel

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**Abstract:** In contemporary discourse, sustainability has assumed paramount significance within global and local policy frameworks, constituting an integral facet of the UN Agenda 2030. Noteworthy is the tourism industry's substantial contribution to the world economy, representing 9% of global GDP and employing 8% of the global workforce. Concurrently, it stands as the fifth-largest contributor to worldwide pollution, responsible for approximately 5% of global greenhouse gas emissions. The hospitality sector, operating at an accelerated growth rate on both global and local fronts, is characterized by an expanding portfolio of properties and an ever-increasing influx of tourists. These trends, compounded by international climate agreements, underscore the pressing imperative for stakeholder groups within the sector to safeguard natural resources and promote the sustainable utilization of the environment. Of particular significance is the recognition that eco/green practices have emerged as pivotal determinants shaping the consumer choices of the millennial demographic, who constitute the largest cohort of tourism consumers. This paper centers its focus on a comprehensive review of the literature surrounding the concepts of sustainability, eco-friendliness, and green initiatives within the realms of both the economy and tourism. Furthermore, it places a particular emphasis on eco/green hotels and their distinctive attributes. The methodology employed herein is predominantly descriptive in nature, aiming to provide a nuanced understanding of these concepts. Additionally, this paper underscores the tangible advantages associated with the adoption of eco-friendly labels within the accommodation sector.

*Keywords: sustainable development, tourism industry, environmental responsibility, eco/green hotel*



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## Practical aspects of influencer marketing

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**Abstract:** Influencer marketing is a popular and effective strategy for promoting products or services by leveraging the reach and influence of people who have a significant following on social media or other online platforms. Influencer marketing can be used in different situations and to achieve different objectives. However, it is important to note that influencer marketing does not make sense for every company or product. The target group and the nature of the product are key factors in the effectiveness of influencer marketing. Choosing the right influencers and designing campaigns are key to using this strategy successfully. Influencer marketing can be a powerful tool when executed effectively. The key is to select the right influencers, create authentic and engaging content, and measure the impact of campaigns to continually improve the strategy. Influencer marketing is effective across a wide range of industries and sectors, and can help brands increase and grow their online presence.

*Keywords: influencer, consumer behaviour, increase visitor numbers, opinion leader*



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## Recycling as a Profitable Business in Developing Countries

**Svetlana Kungurtseva, Yasmineen Abunemeh, Samer Bitar, Aiperi Kenzhebekova, Andrea Tick**

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**Abstract:** This research paper examines the potential of recycling to become a profitable business in developing countries. By utilizing the literature review approach, we will analyze the circular economy framework, recycling sectors, and waste management strategies in developing countries. Though developing recycling industries in these areas comes with challenges, our analysis indicates that there are still chances for success. Our examination will include an evaluation of recycling market growth in the United States and the Circular Economy in Africa, in order to find effective strategies and feasible solutions for developing countries. We believe that recycling has the potential to be profitable in developing countries, but only if specific circumstances are available.

*Keywords: Circular Economy; Recycling; Developing Countries; Profitability; Waste Management*



## Preparation and characterization of Nano-complexation between curcumin and Cationic $\beta$ -lactoglobulin

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**Abstract:** The low water solubility and low stability of curcumin limit its application in the food field. In this paper, cationic  $\beta$ -lactoglobulin (CBLG) was firstly constructed using branched polyimide (PEI), and its properties and structure were characterized. The structural characteristics of the modified composites and the stability and bioavailability of curcumin in the composites were further analyzed. BLG-Curcumin (B-C) complexes and CBLG-Curcumin (C-C) complexes showed high encapsulation efficiency of about 98%. Stability experiments showed that the retention of curcumin in aqueous solutions of B-C and C-C complexes after 4 h storage at 25°C was more than 85%; the retention of free curcumin in aqueous solution, curcumin in B-C complex and curcumin in C-C complex after 4 h storage at 80°C was about 15%, 27.5% and 50%, respectively, indicating that the complexes significantly improved the stability of curcumin. In vitro simulated digestion experiments demonstrated that the encapsulated BLG-curcumin nanocomplexes had good bioavailability. The successful preparation of the nanocomplexes provided a good carrier for the encapsulation of curcumin and further expanded the application of hydrophobic bioactive substances in the food field.

*Keywords: cationic  $\beta$ -lactoglobulin; curcumin; nanocomplexes; encapsulation*



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## The Impact of ChatGPT on Learning in Higher Education – Results of a Pilot Study

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**Abstract:** The use of ChatGPT in academic studies burst into the public consciousness during the last year. However, as being a disruptive technology in education it must be assessed and examined. The learning experiences of students in higher education can be improved by using such language models, which present new and exciting prospects. These approaches enable students to take a more active role in their learning processes by providing learning resources that are personalised to their learning objectives. Models like ChatGPT can be utilised to help students understand their learning strengths and weaknesses as well as to respond to issues they may have during the course of their studies. The usage of inventions like ChatGPT, however, raises several ethical, legal and security issues such as it is essential to protect student privacy and avoid inappropriate use of these tools. The present research explores the use of ChatGPT among university students in Hungary. The quantitative study reflects on the when, why and how to use ChatGPT in the learning process and how these students evaluate its role in higher education and in their studies. Furthermore, a theoretical research model is built to be used in future research. As a result, ChatGPT and comparable major language models can be a useful tool for improving learning opportunities in higher education. However, these technologies need to be used cautiously and issues about cyber safety and security as well as ethical issues need to be taken into consideration.

*Keywords: Active Learning, Generative Artificial Intelligence, ChatGPT, Higher Education*



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## **The Utilization of Instagram as a Marketing Strategy for SME in Indonesia (A Case Study on @khimar.yumnaa)**

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**Abstract:** Small and medium enterprises (SMEs) are becoming more popular in Indonesia, especially after the pandemic. The government also encourages people to establish their own businesses as it has a good impact on the nation's economy. @khimar.yumnaa, is one of the Indonesian SMEs established in 2017. Unlike other SMEs which usually failed 1-2 years after it was first established, @khimar.yumnaa is able to sustain their business for more than 5 years. Instagram is now becoming one of the most popular tools for SME marketing, and @khimar.yumnaa is also utilizing Instagram as its main marketing platform. Therefore, this research aims to describe the marketing strategy of @khimar.yumnaa and its effectiveness towards their business by doing an analysis on the Instagram features by @khimar.yumnaa. This research is implementing a qualitative study by doing four semi-structured interviews that were conducted with the owner and also 3 customers of @khimar.yumnaa. The outcomes show that optimally using the Instagram features, building interaction with customers, and having good content planning are the main drivers for the success of @khimar.yumnaa Instagram marketing strategy.

*Keywords: SME, Instagram, Marketing Strategy, Social Media Marketing*

## Rural Tourism in China in the Post-COVID-19 Era: Recovery and Development

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**Abstract:** Rural tourism is a critical component of China's rural development. From 2020 to 2022, rural tourism experienced rapid growth during the pandemic, followed by a gradual decline. In 2023, as the impact of COVID-19 on China's tourism industry lessened, rural tourism started to face new opportunities and challenges. This article examines the development models and specific strategies for rural tourism in the post-COVID-19 era, taking into account changes in consumer psychology and purchasing power, government policies, and the overall economic conditions in China. Based on the tourism destination competitiveness and according to the Institutional Analysis and Development (IAD) framework, the article provides practical and feasible action recommendations for local governments, scenic spots, and tourism operators among tourism participants from the perspectives of operational and collective choices. This article concludes that the local government still needs to continuously strengthen financial investment to construct infrastructure and improve environmental governance. Scenic spots must pay more attention to localized development and create diverse cultural and creative products. Tourism operators must set industry service standards and strengthen internet-based marketing and management. This article indicates that protection and innovation are the direction of future rural tourism development and the foundation of sustainable development.

*Keywords: Rural tourism; rural development; Institutional Analysis and Development framework; tourism destination competitiveness; sustainable development.*



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# The Barriers to China Green Supply Chain Managements' Development

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**Abstract:** Green Supply Chain Management (GSCM) has become crucial for businesses to enhance both financial profitability and environmental responsibility, offering a competitive edge in the market. Despite this, China's response to environmental protection has been relatively delayed compared to other economically advanced nations. This research meticulously examines the specific barriers and challenges obstructing the development of GSCM practices within China. It also offers invaluable insights and recommendations to surmount these hurdles, contributing to environmental preservation and sustainable development. Employing a multifaceted approach, the study scrutinizes various industry cases, including automobile manufacturing, retail, real estate, and clothing sectors, to extract data and insights to identify barriers hindering GSCM in China. Through a robust theoretical framework derived from these cases, the study highlights significant barriers such as financial constraints, technological limitations, and non-uniform environmental regulatory oversight—that impede GSCM development in the country. The findings provide practical strategies to overcome these barriers, lay a foundation for future research in this domain, and offer guidance for organizations endeavoring to implement GSCM in China. This study's comprehensive examination across five dimensions: procurement, manufacturing, material management, distribution, and reverse logistics, adding a distinctive and holistic perspective compared to prior research efforts.

*Keywords: China, environment protection, green supply chain management, industry study, supply chain*





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## Under the "Dual Circulation" Strategy: China's Foreign Trade Makes Some Improvements

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**Abstract:** China's foreign trade has always made corresponding adjustments to rapidly adapt to economic environment changes. The “dual circulation” strategy (DCS) is one of the many products of China's economic transformation and development. So, this study explores the requirements of China's foreign trade under the performance of the DCS and finds out what innovations China's foreign trade made to adapt to the new Chinese economic model. Studying a specific case of the development of China's digital economy and e-commerce provides an in-depth understanding of China's foreign trade improvement according to the direction of the DCS. This paper shows the problems related to China's economic transformation and progress. It puts forward three suggestions on how to accelerate China's foreign trade to adapt to the new economic development pattern: (1) continuous development of domestic demand to promote domestic circulation; (2) structural adjustment to promote economic transformation; and (3) constant innovation and development to improve competitiveness. Future researchers can make correct policy decisions based on this development trend and provide specific decision support for enterprises to make decisions.

*Keywords: “Dual circulation” strategy; foreign trade; E-commerce; digital economy; China*

## Self-service: A New Operating Model for Convenience Stores in China

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**Abstract:** With the COVID-19 outbreak in China, self-service cash registers, which were in their infancy, quickly appeared in convenience stores on the streets within three years with their contactless checkout services. China's self-service checkout service started later than Western countries. However, the self-checkout scale is rapidly expanding, with broad market prospects. However, many convenience store managers only use their self-service checkout function, and it does not play its management role and additional commercial value well. So, this paper explores the functions of self-service cash registers, the role of convenience store management, and its additional business value that previous research has not analyzed. Therefore. This article draws the following findings: First, after placing self-service cash registers, managers can reduce the number of cashiers according to the situation to reduce labor costs. Second, managers can analyze the checkout data of self-service cash registers to understand product sales and customer consumption habits and make corresponding adjustments. Lastly, managers can use self-service cash registers to promote the membership system and enhance brand promotion and customer stickiness. Therefore, this article helps managers understand the role of self-service cash registers in business management and its additional economic benefits, which can make self-service cash registers play more excellent value.

*Keywords: Self-service cash registers, Chinese convenience stores, self-checkout, store management, membership, additional economic benefits*

# Innovative Business Strategies of Meituan in the Online Food Delivery Services Industry

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**Abstract:** The rise of the online-to-offline (O2O) business model and the pandemic have brought substantial development opportunities to the online food delivery service (OFDS) industry. The service not only revolutionized the catering industry but also changed the way people consume. Although OFDS provides dual convenience to consumers and merchants, stakeholders are paying attention to issues like food safety, takeout packaging contamination, and delivery staff welfare. So, this study examines the OFDS operations and strategies to measure its sustainability and identify the factors that maintain the sustainable development of OFDS enterprises. The Triple-Bottom-Line framework is adopted in this study to evaluate sustainability from economic, environmental, and social perspectives. This study uses a case study as the research method, taking Meituan, the leading company in the Chinese OFDS industry, as the case. The study's findings demonstrate that Meituan has utilized digital innovation to achieve sustainable development based on "retail + technology." Meituan boosts the revival of the catering industry and the economic vitality of small and medium-sized merchants; it promotes the green development of the OFDS industry from the upstream and downstream of the circular economy; and it contributes to the social well-being by supporting agriculture with technology, and providing new employment opportunities.

*Keywords: Online food delivery services (OFDS), triple-bottom-line (TBL), Meituan, sustainability, China*



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# Supply Chain Challenges and Opportunities in Social Commerce Platform in China: A Case Study of Pinduoduo

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**Abstract:** In China, the social commerce platform is a brand new marketing model that can fully enhance the overall added value of the agricultural industry. It leverages the application advantages of Internet technology and online media to achieve precise connections between agricultural products and the consumer market. So, this paper explores the challenges and opportunities encountered by Chinese social commerce platforms of agriculture products in the field of supply chain using Pinduoduo as a case study. This study adopts a qualitative research design to gain an in-depth understanding of Pinduoduo's challenges and analyze the aspects of origin, supply chain, and quality supervision in detail. The findings show that social commerce platform like Pinduoduo currently has challenges that need to be addressed, such as a slow supply chain system leading to poor traceability, low inventory management efficiency leading to spoiled agricultural products, order delivery challenges, and lack of optimization of cold chain logistics. Finally, this paper puts forward some suggestions for optimizing the supply chain, building intelligent logistics systems, and strengthening cold chain logistics. The study provides insights into various parts of the supply chain for agricultural products.

*Keywords: Supply chain, social commerce platform, Agriculture e-commerce, Pinduoduo, China*



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## Utilizing Film Tourism Strategy: How the Film Industry Drives Destination Branding after the Pandemic?

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**Abstract:** The distinct ability of the film industry to emotionally and visually engage audiences has long influenced destination branding. However, the pandemic dealt a catastrophic setback to the cooperation between the film and tourism industries. This study investigates how film tourism strategies can revitalize destination branding in a post-pandemic environment. By drawing on abundant official sources and empirical data, we construct a solid foundation for our analysis. The pandemic resulted in a significant decline in film production activities and a decrease in tourist arrivals, which posed a substantial challenge to destination branding. This finding underscores the vulnerability of destination branding in the face of unexpected global events and the urgent need for strategies to revive the film tourism industry and destination image post-pandemic. Our findings also illuminate the dynamic shifts in film tourism strategies that the pandemic has prompted, highlighting the need for destinations to adapt their approaches to leverage the influence of film-induced tourism. Film tourism can significantly revitalize destinations and drive branding in the post-pandemic era through its ability to shape traveler perceptions and choices. We highlight the significance of film-induced tourism and its capacity to revitalize destinations in an era where traditional marketing techniques have lost their effectiveness.

*Keywords: Film industry, film tourism, destination branding, COVID-19 pandemic, tourism strategy, China*





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## Analysis of Reverse Supply Chain in Online Retailing: A Case Study of Taobao

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**Abstract:** The emergence of B2C and C2C platforms has revolutionized the shopping experience, simplifying it for convenience but introducing uncertainty in the process. As the proportion of online shopping in total retail sales continues to increase, so does the proportion of returned goods in total sales. This trend highlights the indispensable role of a robust returns logistics system for e-commerce platforms in improving consumer satisfaction and competitiveness. The evaluation of returns policy and logistics management is guided by several key elements that measure the effectiveness of returns policy and the overall returns logistics system. The purpose of this article is to evaluate Taobao, China's larger e-commerce platform, return logistics management. The findings shows that Taobao has built a robust return logistics management system by implementing comprehensive and clear rules and a well-organized return logistics process that revealed areas for improvement in the process. In response, we propose optimization strategies and specific measures for returns logistics management. The findings of this provides the basis for other platforms to establish effective and localized return service in China, to promote the rapid and sustainable development of e-commerce industry.

*Keywords: Return logistics, return service, online retailing, e-commerce, China*



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# The Impact of Big Data on China's Express Delivery Supply Chain: A Case Study of Cainiao

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**Abstract:** The rapid development and application of "Internet +" big data technology has positively impacted the logistics and express delivery industries in China. It uses the Internet of Things (IoT) technology to convert goods into codes and then uses cloud computing to store, organize, and analyze them. Cainiao, one of the biggest express businesses in the country, has made many innovative changes to China's express delivery industry, which is brought by big data. Therefore, this article explores how big data affects the express delivery industry by analyzing changes in Cainiao after taking advantage of big data. To achieve this purpose, this paper uses the Supply Chain Operations Reference model and the Balanced Scorecard to analyze the performance of Cainiao and express delivery industrial change. After an in-depth case study, the study found that Cainiao has realized the intelligent supply chain and warehousing and introduced a real-time logistics tracking system after utilizing big data, which helps to improve the efficiency, sustainability, customer experience, and competitiveness of China's express delivery industry while reducing costs. The findings of this study could provide a reference for transformation for some lagging companies in the express delivery industry and other industries that have not yet successfully utilized big data.

*Keywords: Big data; smart logistics; express delivery; Cainiao; China*



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# Exploring the Impact of Content Marketing Strategies for a Global Brand: Storytelling

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**Abstract:** In today's digital age, the challenge of establishing a distinct brand identity and cultivating enduring customer relationships through content marketing stands as a critical concern for contemporary businesses. Storytelling has emerged as a potent marketing strategy, capable of capturing and retaining consumer attention while fostering brand loyalty. This study investigates the impact of content marketing strategies, with a specific emphasis on the potential of storytelling as a tool available to marketers for capturing the attention of potential customers and nurturing enduring relationships. For this purpose, we have chosen the Walt Disney Company as a case study, given its substantial customer brand loyalty and its reputation as a 'storytelling company.' This recognition underscores the pivotal role of storytelling in the Walt Disney Company's achievements. Findings indicate that Walt Disney's storytelling approach, characterized by a multi-faceted and immersive implementation, permeating every aspect of the guest experience at the Walt Disney World Theme Parks, has played a pivotal role in elevating the Walt Disney Company's brand identity and customer loyalty. It has enabled Walt Disney to foster deep emotional connections with its audience and significantly impacting its bottom line.

*Keywords: Storytelling; Walt Disney Company; content marketing strategy; brand identity; customer relationship*





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## Analysis of Reverse Supply Chain in Online Retailing: A Case Study of Taobao

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**Abstract:** The emergence of B2C and C2C platforms has revolutionized the shopping experience, simplifying it for convenience but introducing uncertainty in the process. As the proportion of online shopping in total retail sales continues to increase, so does the proportion of returned goods in total sales. This trend highlights the indispensable role of a robust returns logistics system for e-commerce platforms in improving consumer satisfaction and competitiveness. The evaluation of returns policy and logistics management is guided by several key elements that measure the effectiveness of returns policy and the overall returns logistics system. The purpose of this article is to evaluate Taobao, China's larger e-commerce platform, return logistics management. The findings shows that Taobao has built a robust return logistics management system by implementing comprehensive and clear rules and a well-organized return logistics process that revealed areas for improvement in the process. In response, we propose optimization strategies and specific measures for returns logistics management. The findings of this provides the basis for other platforms to establish effective and localized return service in China, to promote the rapid and sustainable development of e-commerce industry.

*Keywords: Return logistics, return service, online retailing, e-commerce, China*



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# From trendsetters to sustainable development advocates: Image management and crisis response of fast fashion brands in the social media environment

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**Abstract:** With the development of social media in the digital era, environmental pollution and resource waste caused by the fast fashion industry are becoming increasingly concern. People's reluctance to purchase fast fashion is expanding as a result of severe environmental contamination, which has a negative impact on brand image. The brand image crisis has forced the fast fashion industry to stand at a sustainable crossroads, facing new requirements for brand image shaping from trendsetters to sustainable development advocates. So, this study explores how fast fashion brands can use social media platforms to advocate for sustainable development. This article builds a theoretical application, and it investigates whether the response strategies in the current situational crisis communication theory are appropriately used in appropriate crisis scenarios. Taking well-known fast fashion brands SHEIN and Zara as examples, we delve into their adept handling of crises and disputes in tandem with their commitment to sustainable development objectives. Our contribution is to guide the fast fashion industry toward a more sustainable future by assessing the efficacy of various social media strategies, including storytelling, influential partnerships, and user-generated content, and offering evidence-based insights and recommendations to make an effort to steer the fast fashion sector toward a more sustainable future.

*Keywords: Fast fashion brands, social media, situational crisis communication, image management, sustainability advocacy*



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# Analysis of Competitive Strategies of New Energy Vehicles in the Overseas Market: A Case of BYD Company

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**Abstract:** New energy vehicles (NEVs) have become the main direction of transforming the global automobile industry and green development. Due to factors such as policy support, substantial improvement at scientific and technological levels, and gradual enrichment of the product matrix, China's NEVs have entered a stage of gradual saturation of China's NEV market, "external expansion" has become the consensus of the entire industry to seek more significant market space and development. This paper explores Chinese NEV brand's opportunities and challenges in global competition. This paper is based on the example of BYD, which has achieved great success in the overseas market. Through an in-depth analysis of its overseas product strategic layout, marketing strategy, and technology research and development, combined with the foreign NEV market situation and the development trend of global NEVs, the key to BYD's success in overseas markets is explored. Therefore, this paper shows that maintaining a leading edge in technological innovation, optimizing the layout of the global industrial chain, and promoting localization are critical strategic choices to help local NEV companies succeed in overseas markets. In addition, the choice of market and product quality are also essential guarantee factors for enterprises to expand overseas markets.

*Keywords: new energy vehicle; competitive strategy; overseas market; BYD; China*



# Secure Storage of Financial Data in the Blockchain

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**Abstract:** The secure storage of data has become a key issue these days. Traditional centralized solutions do not provide sufficient protection when it comes to the storage of sensitive data, since there have been many cases in the past where unwanted financial data was made public. The purpose of the research is to examine the decentralized data storage options and present a solution suitable for financial data storage that is as secure as possible, with the help of which database security can be significantly increased. As part of the practical implementation, a private blockchain will be created where financial data will be uploaded. During the creation of the blockchain, its operating policy and security configuration stations are also presented. To further increase security, the data will be encrypted before sending, and then all of them will be provided with a fingerprint, thus ensuring that the financial data will not be compromised during the sending. By creating and configuring the blockchain, it is possible to safely store several sensitive financial data, which can significantly reduce the number of malicious attacks in the future.

*Keywords: Financial, Database security, Blockchain*



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# Influences and Countermeasures of NIO New Energy Vehicle Export to the European Market under the Carbon Tax

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**Abstract:** With the official promulgation of the Carbon Boundary Adjustment Mechanism in Europe this year, carbon tax, is a form of carbon pricing to implement a low-carbon economy. The release of this mechanism has sounded an alarm for international trade in the new energy vehicles (NEVs) industry. So, this research analyzes the role of the carbon tax on the development of the NEV industry from both negative and positive impacts. This study's originality is its consideration of the global development of NEVs from the standpoint of the carbon tax. China is now the world's largest exporter of electric vehicles, and the country's fast-paced growth in the electric vehicle sector, particularly in NEVs. Therefore, based on the successful case of NIO, a start-up NEV brand from China, in the European market, which is the first region to implement a carbon tariff mechanism, we combine the product life cycle theory with Michael Porter's competitive strategy to analyze the benefits and pressure that NIO NEVs encounter brought by the carbon tax from competitors and new entrants when adopting a global market expansion strategy. Subsequently, we adhered to the concept of sustainable development to provide suggestions on the international development strategy for NEV brands.

*Keywords: New energy vehicles, electric vehicles, Carbon Boundary Adjustment Mechanism, carbon tax, China*

# Application of Artificial Intelligence in Production Planning and Control: A Systematic Literature Review

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**Abstract:** The business environment is continuously evolving, which calls for product manufacturers to be competitive in the market. Manufacturers must address complex challenges such as fluctuating customer demand, and these multifaceted challenges require advanced production planning and control (PPC) strategies to adapt to dynamic manufacturing environments. The advent of Industry 4.0 has created new opportunities for PPC by combining industrial automation with digital technologies, resulting in the generation of large amounts of data. The potential of these data in enhancing PPC has attracted considerable attention from academia and industry. This systematic literature review explores the application of artificial intelligence (AI) in PPC systems as processes such as demand forecasting, production scheduling, and inventory management. The review draws insights from existing research and practical applications to understand how AI can integrate its subdomains into production planning and control. It discusses critical research questions regarding the latest applications of AI in PPC, the main challenges in implementation, and the potential for future research. This paper highlights that AI shows significant untapped potential for optimizing PPC processes and argues that further exploration of its application capabilities is necessary to improve efficiency and competitiveness in manufacturing environments.

*Keywords: Artificial intelligence, Production Planning and Control (PPC), manufacturers, production, industrial automation*

# Green and Low-carbon Development of Cold Chain Logistics in Hema Fresh: A Case Study of a Leading Online-to-offline Retailer in China

**Jiani Chen**

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**Abstract:** This study examines the sustainable development of cold chain logistics (CCL) in the fresh food e-commerce sector, focusing on the case of Hema Fresh. CCL is essential for maintaining food safety and quality in the supply chain, but it is energy-intensive and has a significant carbon footprint. So, this paper assesses the relevance and necessity of adopting green and low-carbon practices within CCL, emphasizing Hema Fresh's challenges and potential solutions. The findings show that the energy and carbon dioxide emissions consumed per kilogram of Hema's fresh food during cold chain logistics transportation are much higher than the average level of China's cold chain logistics. This is because of the perishable nature of fresh food and the lack of professional cold chain facilities and equipment, which challenges Hema Fresh in reducing energy consumption and carbon emissions. However, research has found that some effective environmental protection measures can fully alleviate these problems, such as using blockchain technology, improving transportation processes, optimizing transportation routes, improving energy efficiency by using energy-saving devices, and utilizing green energy. The research results provide insights into the future development of fresh food e-commerce and cold chain transportation.

*Keywords: Cold chain logistics; Fresh food e-commerce; Sustainability; Hema Fresh; Blockchain technology*



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# Research on Chinese Municipal Solid Waste Management

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**Abstract:** China promises international community to striving to achieve “ Carbon Neutralization ” before 2060. The Chinese government has been actively promoting MSW source separation and the integration of MSWM systems and renewable resource recovery systems in order to lessen the negative environmental effects of disposing of MSW. Designing a fair and workable MSW classification management system is crucial in response to national policies. This thesis combined various MSW classification methods and research on greenhouse gas (GHG)emissions in environmental issues in order to determine the MSWM strategy with environmental benefits based on the current state of the MSWM system. According to 17 Sustainable Development Goals of United Nations, waste incineration, as one of the main waste disposal methods, convert electricity helps to achieve the 17th goal, provide affordable and clean energy. Such sustainable energy presents an incredible opportunity to change the way we live, improve the functioning of our economy and protect the planet. Separating waste reduces greenhouse gas emissions, which complies with the 13th goal, climate action. Separating waste reduces greenhouse gas emissions and slows global warming by reusing recyclable materials and reducing the amount of incineration and landfill. The study assessed GHG emissions from landfill, incineration, and composting as well as the other three defined MSWM scenarios based on greenhouse gas inventory guidelines and a life cycle framework. Second, the volume of MSW for 2025 was calculated based on the grey prediction model GM (1,1) in Beijing. The findings of this thesis offer useful data for government decision-making on MSWM when taking GHG emission reduction targets into account.

*Keywords: Sustainable Development, Municipal Solid Waste Management*





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# The Impact of Sustainability in the Fast Fashion Industry on International Trade

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**Abstract:** Some fast fashion brands take responsibility for severe environmental and social problems as compensation to their committed consumers while maintaining them. Therefore, the fast fashion industry frequently uses sustainability as a way of promotion. So, this study explores how sustainability influences the fast fashion industry's operation strategy and performance in international trade. The research utilized a collective case study methodology. It focuses on three international fast fashion brand cases, Zara, H&M, and Uniqlo, to acquire a holistic view of their sustainable initiatives. Besides, the study conducted a comparative analysis to examine the differences and similarities of the details in their sustainable operation. In general, the utilization of sustainability has been widely involved in the supply chain operations of the fast fashion industry, from material sourcing to end-of-life product management. However, it has yet to be refined to become a holistic system. Moreover, different fast fashion enterprises put efforts into other operation sectors or solely focus on market promotion without achieving realistic effects. This study provides new insights for the sustainable fast fashion industry to advance one of the supply chain management sectors or for future researchers to work on one specific area of the sustainable fast fashion industry.

*Keywords: Sustainability; Fast Fashion; Sustainable Operations; International Trade*



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# Fresh Cold Chain Logistics Distribution Mode under E-commerce Environment: A Case of JD.com

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**Abstract:** This paper explores the fresh food cold chain logistics distribution and the existing challenges through the self-logistic distribution model and third-party logistics model. The paper focuses on China's second-largest e-commerce fresh food cold chain, JD.com, as a specific case. It analyzes whether the three factors of inventory turnover rate, logistics distribution efficiency, and customer satisfaction with JD.com cold chain distribution significantly impact their current operating efficiency. Overall, the results suggest that the inventory turnover rate, logistics distribution efficiency, and customer satisfaction with JD.com significantly impact the current operational efficiency of JD.com cold chain logistics. The article also identifies the problems of the self-operated logistics and third-party logistics adopted by JD.com, such as the initial construction cost of self-operated logistics is very high, and with third-party logistics, the relationship with the partner is easy to break down. Studying an optimized distribution model can realize the informatization and standardization of the cold chain and is conducive to replication and promotion among industries to ensure high-quality services. Therefore, this research provides a valuable reference for developing the entire cold chain logistics field.

*Keywords: Fresh food e-commerce; cold chain logistics distribution; self-logistic distribution model; third-party logistics model; supply chain*





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# Gender Discrimination in Chinese Advertisements: Examining the Significance and Implications of Sexist Advertisements in China

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**Abstract:** This study aims to emphasize the significance of sexist advertising in China by exploring the phenomenon of sexist advertisements in China. It analyzes cases of widespread sexist advertisements in the country. It draws on the theoretical frameworks of hostile and charitable sexism to delve into gender stereotypes and inequalities in advertising and their impact on individual psychology and brand publicity methods. The study shows that through sexist advertisements, gender discrimination in Chinese advertising is widespread. Such discrimination negatively affects both men and women, reinforces traditional gender roles and perceptions of inequality, and may lead to more gender-related conflicts. The study also revealed how some brands deliberately use controversial sexist ads to promote themselves. In addition, the study highlights the complexity of addressing sexism in advertising in a male-dominated society like China's. The research has significant practical implications. First, it helps to highlight gender equality in Chinese society and raise public awareness of the issue. The study promotes profound reflection and positive changes in the social concept of gender and alleviates gender inequality. Second, the findings can guide advertising practitioners to encourage them to create more diverse ads, thereby helping brands improve their reputation and attract more attention and recognition.

*Keywords: Gender discrimination; gender equality; gender role; sexist advertising; China*





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## The transfer of HRM practices across countries: case of Albania

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**Abstract:** Nowadays, in the conditions of globalization, international companies (MNC) have an important role in the global economy. They spread their activity beyond national borders by exploiting different opportunities in local markets. A very important factor for their success is the effective management of human resources, which is also a challenge for MNCs. This is explained by the fact that the more MNCs are expanding their operations across borders, the more they are being exposed to the cultural diversity, customs, and practices of each country where their subsidiaries are located. The transfer of HRM practices from foreign companies to host countries, to be successful, must consider several factors (cultural, institutional, or related to the company itself). Thus, the dilemma faced by MNCs is whether they should globally standardize HR management practices or adapt these practices locally, according to the norms and rules of the host countries.

The aim of this research intends to explore the impact of these factors in the process of transferring HRM practices from MNCs operating in Albania.

The methodology consists of quantitative methods. The population of the study consisted of a final sample of 255 MNCs that operates in Albania and regression analysis is used to empirically evaluate the hypothesis.

The results of the study, show that the internal factors (related to the MNC's own environment) have more impact on the process of transferring HRM practices. This is because in developing countries and in countries where the rules and legal norms are not consolidated, the main determinants of the transfer of HRM practices will be those related to the internal environment of MNCs.

*Keywords: globalization, HRM practices, multinational companies (MNC), internal and external factors, Albania.*

## Layers of cybersecurity legislations in the EU

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**Abstract:** Cybersecurity legislation in the European Union (EU) has evolved significantly in recent years to address the growing challenges posed by cyber threats and digital vulnerabilities. This abstract provides an overview of the complex and multifaceted layers of cybersecurity legislation within the EU. The paper explores the historical development and key milestones of EU cybersecurity regulations, encompassing a wide range of directives, regulations, and strategies. It also delves into the role of various EU institutions and agencies in shaping cybersecurity policies. Furthermore, the abstract highlights the implications of these evolving legislative frameworks on businesses, individuals, and national governments within the EU, emphasizing the importance of harmonization and cooperation in the face of a dynamic and evolving cyber threat landscape. The study contributes to a better understanding of the intricate web of EU cybersecurity legislation, its implications, and the need for continued adaptation to safeguard digital infrastructures and privacy in the modern era.

*Keywords: cybersecurity, legislations, EU*

# Inflation targeting in emerging market economies

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**Abstract:** The aim of the research is to study the performance of emerging economies under the inflation targeting as a framework. This framework is characterized by the direct target that it has on inflation which should be achieved within a period. Inflation targeting was initially adopted by industrialized economies, and the outcomes throughout the years have been substantially good for other economies to join this framework. The dataset used is updated with data from after the financial crises allowing space for us to test another hypothesis about the importance of inflation targeting during the financial crises. We used difference to difference model to test the our hypothesis and we concluded that inflation targeting does not have any significant statistical effect on the output growth, but it does have a statistical significant effect in the inflation rate. We also pointed out that the economies that were targeting inflation during the financial crises performed much better compared to the ones which did not.

*Keywords: emerging economies, monetary policies, inflation, inflation targeting*



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## Business, Sleep and Students

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**Abstract:** Sleep related business (the market for sleep-related products and services) is growing exponentially. The global market for sleep aids was USD 89,6 billion in 2022. In recent years, a lot of research has proven the fundamental importance of sleep in maintaining good health. At the same time - unfortunately - large number of people sleep less than their body needs. In addition, many people regret the time spent on sleep.

The purpose of this mini-review is to increase our consciousness: the time allocated to sleep is actually an "investment" in maintaining good health.

*Keywords: sleep related business; microsleep; university students*

## **Estimation of job quality in Albania using the 2007 - 2013 LFS: low quality (“bad”) employment arrangements mean less security and pay**

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**Abstract:** Non-standard forms of employment (NSFE) have been attracting extensive interest over the past few decades due to the evident distinction from standard ones. In developing countries, NSFE represent a significant share of paid employment but what is more striking is that NSFE have known an increased prevalence in those sectors where standard employment was the norm, i.e. manufacturing or the public sector (ILO, 2016). For the case of the transition country of Albania, the post-communist era brought along important social changes over a rather short period. Consequently, uncertainty in the Albanian labour market has increased rapidly. The instruments that steer the labour market policy – in Albania in particular and in post-communist countries in general – are simultaneous use of strong labour market regulation and high levels of flexibilization (Drishti et al., 2021). This blending of past legacies with neoliberal approaches has resulted in little differences between Albania – an European Union (EU) candidate country since 2014 - and existing EU members in terms of NSFE. Using the Albanian LFS data with 2007 – 2013 waves, this study investigates two main issues. Firstly, the analyses seeks to establish whether individuals’ prospects of working in standard forms of employment (full-time and permanent) (SFE) are influenced by their previous labour market status (e.g. employed, unemployed, student, intern, trainee, or unpaid household worker). Past labour market status/performance is linked to personal characteristics of the individual, not easily identifiable and measurable, that make that worker more or less susceptible to non-standard employment (Green and Livanos, 2017). Therefore, an empirical analysis which enables to incorporate the last transition path is conducted to understand whether the ‘steppingstone’ or the ‘entrapment’ scenario (Babos, 2014; Baranowska et al., 2011; Bollé, 1997; Booth et al., 2002; Gash, 2008; Scherer, 2004) are the best fit for the Albanian labour market. Subsequently, a second comparison of SFE with NSFE is made with regards to earnings. The reason for this is to assess whether NSFE imply substandard earnings and in-work poverty (Green, 2011). Other things being equal, in a competitive labour market, workers on NSFE should receive higher earnings





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that just offset the value of the absent job security. In practice, however, in the majority of OECD countries, standard jobs have been progressively disappearing in the middle of the earnings and skill distribution while non-standard jobs have crowded the ends of the distribution. The results suggest that NSFÉ are more of a dead-end than steppingstone to SFE. Moreover, 3 earnings are negatively associated with undesired working conditions, i.e. NSFÉ, contradicting Smith's (1776) compensating wage differentials hypothesis which suggests that when employees give up the quality of their working conditions they should be able to receive benefits in earnings.

*Keywords: non-standard employment; earnings; Albania; labour market*



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# Development and Challenges Faced by Sustainable Vehicles in China

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**Abstract:** The competitiveness of China's core technologies related to electric vehicles in the international market still needs to be relatively improved. Therefore, this study provides an in-depth analysis of the development and challenges of China's electric vehicle industry, including critical elements such as lithium-ion batteries, charging facilities, and consumer subsidy policies. This article adopts a multi-case study strategy to independently compare and explore the cases of local electric vehicle brands (i.e., BYD) and foreign brands (i.e., Tesla) to understand better the diversity and variability of China's sustainable vehicle market. The findings of this study show that, first, lithium-ion batteries have contributed to the Chinese electric vehicle industry's competitiveness through their technological research and application as the primary power source for electric vehicles in China. Second, the sustainable vehicle market is expected to promote the development of charging facilities and become an essential step in driving economic change. Lastly, timely subsidy policies have boosted the marketing strategy of sustainable electric vehicles, increased market share in China, and benefited consumers and production. Overall, this article showcases the diversity and competitive advantages of China's sustainable vehicle market, providing prospects for shaping a convenient and efficient technology role in the future.

*Keywords: Sustainability; new energy vehicles; electric vehicles market; automotive industry; China*





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# From Movie Theaters to Video Streaming Platforms: How is the Film Industry Transformed and Reconstructed?

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**Abstract:** The rise of video streaming platforms in China has profoundly impacted the film industry. This paper combined the theory of consumption value and the theory of media ecology to analyze the film's medialization and examine how the emergence of Chinese streaming media platforms affects the film industry's transformation and reconstruction. The research adopts a case study-based data analysis, focusing on iQIYI, one of China's largest streaming media platforms, to fully understand how the platform has changed and how this affects the future of China's film industry. The finding shows that the consumption value of movie theaters has changed significantly, which includes the gradual reduction of the functional value of audiences to movie theaters and social value becoming more critical in watching movies. The attributes of the film industry have been reconstructed through aesthetic breakthroughs, production, industrialization, and technological development in the media ecology, which has also affected the development trends of film. Environmental factors have accelerated audiences' streaming platforms' digital adoption and have prompted cinemas to seek innovation to adapt to new market demands. These findings provide valuable strategic guidance for streaming platforms, film producers, and theater operators to meet audience needs better and respond to market changes.

*Keywords: Streaming media; video streaming; film industry; movie theaters; China*





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## The spread of the concept of the wellbeing economy

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**Abstract:** A number of indicators and methods have been developed as to the measurement of the wellbeing economy. The driving force behind was to exceed the monetary-based economic performance indicators in order to get a more complex description of the state of development of a country. As a result of the first alternative approach in Bhutan the Gross National Happiness index was formed, which involved the satisfaction of people regarding good governance, education, health, and environmental issues, among others. Although the approach has long been widely accepted by mainstream economists, and numerous organizations and scientists express the need for such concepts to reach sustainability, the number of implementations is very limited. Only six governments have joined so far the Wellbeing Economy Alliance which have been formed to support the transformation. The paper examines the most important indexes and provides a rationale for decision-makers on the importance of a broader approach.

*Keywords: wellbeing economy, development indicators, sustainability*



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# Meat, protein and foodsupplement consumption of Hungary

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**Abstract:** There have been huge changes in the field of nutritional science. Nowadays, gyms are being developed or expanded and the market for nutritional supplements is growing.

In my former research, I have aimed to map the consumption of meat and protein in Hungary. We have tried to design our questionnaire in line with international trends. We have taken into account the increasing vegetarian diet, the characteristics of meat consumption, and the sporting habits of the respondents.

As a continuation of my research, one of my objectives is to understand the sport and dietary supplement consumption habits of the domestic population, using a variety of marketing research tools. Another objective is to map and analyse the marketing strategies and tools used by sports supplement companies.

The results of my research can contribute to the mapping of the domestic population's attitude towards sport and their motivation. Thanks to these results, we can move the health of the Hungarian population in positive direction, and the relationship between sport, nutrition and physical activity. In addition to its health and economic utility, it will also provide food and pharmaceutical industry players information on current trends and a database to base product development.

*Keywords: vegetarianism; Hungarian food consumption; purchasing of food; sportnutrition; fitness diet; protein consumption; marketing*



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# The moderating role of technological capabilities in the relationship between entrepreneurial marketing and firm performance - A qualitative approach

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**Abstract:** Entrepreneurial marketing EM is a dynamic and innovative approach to marketing that is particularly well-suited for startups and small businesses. Thus, our study focuses on Sudanese SMEs in order to assist them in achieving profitability, sustainability, and competitive advantage in the long term. Consequently, our objectives are to develop the research pre-model and to explore in depth how entrepreneurs, managers, and employees of SMEs in Khartoum-Sudan are familiar with the concepts of the research pre-model, and how they can employ and take advantage of study concepts. To achieve these objectives, we relayed on the qualitative method an inductive approach to test the validity and to develop the research pre-model. Hence, we have designed an open-ended question scenario and conducted a certain interview utilizing multiple qualitative methods to gather the data from the purposive sample which consists of (15) individuals. We have divided the scenario into three main parts of questions, first open-ended questions about EM, in this regard the most important question that has been asked to the interviewees was “What are the factors/dimensions that comes to your mind when you hear about EM”? Secondly, open-ended questions about technological capabilities TCPs. “The commonly thought view of TCPs proposes that firms with strong technological capability can rapidly identify technological opportunities and the value of technological resources and utilizing modern equipment, in this scope benefits of entrepreneurial marketing should therefore be enhanced by a firm’s high technological capability”. e.g., “What are the expected advantages that will be rewarded by employing TCPs in SMEs”? Finally, we have grouped data into concepts, categories, and themes and then utilized a manual-thematic analysis as a method for identifying, analyzing, and interpreting patterns within data. In this scope we have analyzed the data and interpreted the results within three main themes. Accordingly, significant new dimensions have been discovered and generated which led to our final developed and adapted research model which can be shown in the body of study.



## The factors that influence consumer purchase intention in the case of fitness equipment live streaming

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**Abstract:** This study delves into a relatively unexplored area of e-commerce live streaming: the burgeoning market of fitness equipment, particularly under the amplified health-conscious climate fostered by the COVID-19 pandemic. While existing literature predominantly focuses on the broader impacts of e-commerce live streaming on consumer purchase intentions, this research uniquely concentrates on live streaming of fitness equipment, a domain that has gained significant traction amidst the pandemic-induced shift towards health and fitness awareness. The study employs a semi-structured interview approach, engaging with 15 participants from China, and utilizes grounded theory methodology for analysis. It unveils that consumer purchase intentions in the context of fitness equipment live streaming are multifaceted, influenced by eight key factors: steamer professionalism, main steaming similarity, steamer interactivity, entertainment, preferential, information quality, product quality, product appearance . These findings not only fill a gap in scholarly research on live streaming in the fitness equipment sector but also offer critical insights for digital marketing strategists and business owners in this rapidly evolving e-commerce landscape.

*Keywords: e-commerce live steaming, fitness equipment , consumer purchase intentions, grounded theory methodology*



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## Fuel consumption as an indicator of economic changes in Hungary

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**Abstract:** Fuel consumption, both diesel and petrol play a vital role in economic and social well-being, and contributes to customary livelihood in many ways: fuel is necessary to maintain personal mobility; diesel is to a greater extent necessary for transportation and creates the possibility of access to food and other goods; and through interdependencies it influences other sectors' prosperity. As citizens and enterprises feel economic changes, crises and other trends, their fuel usage changes over time. This paper examines the changes of fuel sales at petrol stations in Hungary since 2008 to today, based on publicly available databases, and questions how the total fuel sales volume was affected by events and trends, and what other patterns occurred. The analysis showed a 4-year decline after 2008 crisis on both diesel and petrol, however petrol suffered nearly three times as much relative decline. Patterns on seasonal effects and residuals also help identifying the traces of economic and political effects, though the long-term repeating pattern is entirely restructured during and after the pandemic period.

*Keywords: Fuel consumption; economic changes; crisis; time series; seasonality; patterns;*





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## Green banking in Albania. A customer perspective.

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**Abstract:** The banking sector around the world is facing the challenges of creating a sustainable banking system as a result of climate change and increased awareness of environmental protection. Banks have begun to focus on protecting the environment while performing their activities, but also by offering green banking products to customers.

The purpose of this work is to analyze the knowledge that clients have about green banking products and how willing they are to use these products. Green loyalty and Green trust of bank customers in Albania will also be measured. To measure these indicators, a questionnaire was distributed to bank clients. A total of 220 questionnaires were completed. Customers were asked how much knowledge they have about green banking products, and how willing they are to use these products. This analysis serves the banks, which receive information on how much customers know and want green products. It will also be evidence of the trust of the clients towards the banks regarding the offering of these products and their loyalty by asking them if they were to change banks, they would be more willing to switch to another bank that offers a wide range of green products or they will be more likely to apply for banking products at a bank that offers a wide range of green products. From the analysis of the questionnaire, it is evident that about 60% of clients in Albania have no information about green banking products.

*Keywords: Banking system, green banking, green trust, green loyalty*



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## **Nurturing Dynamic Innovation Capabilities: The Role of Leadership and System Thinking**

**Gavkhar Turaeva, Dhanashree Katekhaye, Brenda Nxumalo**

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**Abstract:** This paper explores the vital role of leadership and system thinking in nurturing dynamic innovation capabilities within organizations. The research aims to shed light on the differences and connections between ordinary capabilities, dynamic skills, and innovation capabilities to better understand the nature of this interaction. The research design involves the development of a structured survey instrument to measure leadership styles, innovation culture, and system thinking practices. The survey is distributed to employees across various organizational levels, ensuring a representative sample to explore how different leadership styles and system thinking practices impact dynamic innovation capabilities.

The research also emphasizes the value of system thinking in creating agile innovation skills. Leaders may better understand the system as a whole and find leverage points and ways to promote innovation by adopting a "system thinking" mindset. This method equips organizations to deal with pressing issues while also creating a setting that is receptive to long-term change.

*Keywords: Dynamic Innovation Capabilities, Leadership, System Thinking, Organizational Innovation, Innovation culture*



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## The factors can influence the price of fuels in Central European countries

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**Abstract:** The research aims to identify the factors that have influenced fuel prices (diesel, petrol) over the past decades and their relationship with GDP and the exchange rate of the domestic currency. The role of taxes in this and the extent to which retail fuel prices are expensive or cheap compared to neighbouring countries. The research assumes that, although over different time periods, domestic fuel prices behave similarly in relation to GDP as in neighbouring countries and that pricing varies due to changes in legislation.

*Keywords: oil price, GDP, benzin, diesel price, Central Europe*



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## Factors affecting fuel prices in Central Europe

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**Abstract:** The research aims to identify the factors that have influenced fuel prices (diesel, petrol) over the past decades and their relationship with GDP and the exchange rate of the domestic currency. The role of taxes in this and the extent to which retail fuel prices are expensive or cheap compared to neighbouring countries. The research assumes that, although over different time periods, domestic fuel prices behave similarly in relation to GDP as in neighbouring countries and that pricing varies due to changes in legislation.

*Keywords: Oil price, GDP, diesel, benzin price, Central Europe*



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## Is there still a need for teachers at higher educational institutions?

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**Abstract:** As an influence of the rapid and turbulent changes in the macro environment, and the expectations of the "customers", higher educational institutions are facing challenges and have to realise that past methods might not fit the new era. Current article revolves around the teaching methods that might provide more value not only for the recipients but also for the teachers; and endeavours to introduce pros and cons related to the changing role of teachers. While the paper is mostly theoretical by nature, the statements are supported by real life examples that intend to underline the validity of the suggested change. The enveloping environment, the institutional sphere, is also analysed in regards to the suggested change.

*Keywords: teaching practice, change, higher education*



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## Are feminine and masculine emotive behaviours different?

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**Abstract:** Society is experiencing significant change related to gender perception and stereotypes. However, traditionally male and female roles, and in relation to them masculine and feminine emotions and the expressions thereof were significantly different, regulated by social, and cultural expectations. As a result, the expression of love and in return the perception of others' love languages was heavily impacted too. Current article introduces a research that revolves around love languages, which are ways to deliver one's emotions to peers and significant others. The purpose of the paper is to introduce the differences between the two genders in regards to emotional needs and highlights these differences across different generations.

The paper presents the results of a quantitative research initiated through an online questionnaire using convenience and snowball sampling method. Hence the data and results presented cannot be regarded as representative, but indicate the change in a numerical way that everyone is perceiving.

*Keywords: love language, gender differences, generatio*



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## Young people's knowledge of the second industrial revolution - evaluation of a questionnaire survey

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**Abstract:** A questionnaire on the impact of the second industrial revolution was completed by 172 young people. The aim of the survey was to assess young people's awareness of the achievements of this era and their understanding of the origins of some of today's technological tools.

The results showed that the majority of respondents were aware of the link between the achievements of the industrial revolution and today's technologies.

*Keywords: second industrial revolution, knowledge*



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## Consumer behaviour related to products with environmental friendly packaging materials

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**Abstract:** In the 21st century, owing to the significant change in the legislative environment, the markets are experiencing a drastic change in regards to push towards more sustainable practices and material use. Which is heavily affecting the use of packaging materials too. The focus of the research is revolving around the question, whether endusers are also appreciating the use of environmental friendly packaging materials, and even more so, if consumers are consciously making purchasing decisions taking packaging materials into consideration.

The paper presents a quantitative research and its results, identifying the most probable customers for products with environmental friendly packaging materials

*Keywords: packaging, customer decisions, sustainability*





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## Factors Affecting the ICU Nurses' Performance in the modern times: A systematic Review.

**Rana Alotaiby**

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**Abstract:** Objective or Purpose: This systematic review aims to evaluate and synthesise existing literature on the clinical, managerial, and socio-demographic factors influencing the professional performance of Intensive Care Unit (ICU) nurses. The review operates within a defined PICO question, seeking to identify research gaps and contribute to a comprehensive understanding of the determinants of ICU nurse performance.

**Methods:** The review used the framework suggested by Maggio, Sewell, and Artino Jr. (2016) to search the ProQuest, PubMed, and CINAHL databases in a planned way. Four key terms, encompassing managerial, clinical, and socio-demographic factors alongside "ICU" and "nursing staff," were employed. The search strategy was refined to ensure inclusivity, and the article selection process is detailed in a PRISMA diagram (Appendix 1). Inclusion criteria involved publication within the last two decades, sufficient sample sizes, full-text availability, and reliance on primary data.

**Results:** Thematic outcomes identified three core factors affecting nursing performance: "knowledge and intervention programmes," "managerial factors and socio-demographic factors," and "workload and clinical environmental factors." Despite the wealth of available literature, only seven articles met the rigorous inclusion criteria.

This review shows that there aren't many studies with original data and that sociodemographic factors aren't looked into enough. In particular, there isn't any research on how well ICU nurses do their jobs in Jordan. The limited scope necessitates further investigation to address these gaps and contribute valuable insights to enhance ICU nursing practices globally.

*Keywords: ICU nurses, performance factors, systematic review, clinical, managerial, socio-demographic, healthcare practices.*

## Challenges and opportunities for the digital transformation of Hungarian companies

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**Abstract:** Abstract: As the importance of digital transformation is growing, it is becoming increasingly urgent for companies to keep pace with technological innovation. The effective integration of digital tools and technologies has become key to competitiveness and sustainability in this new era. Through the results of a questionnaire survey of 108 Hungarian companies, this study focuses on the key aspects of the digital transformation in companies. This includes used digital tools, developed strategies, challenges and opportunities for change. The review provides further analysis on the transformation of corporate culture and work processes, highlighting steps to improve employee skills, customer experience and market positioning. However, digital transformation does not only bring technological change, it also requires creative and effective solutions to successfully manage the challenges companies face. Beyond the findings of this research, the study also defines further orientations for research in the field of digital transformation, contributing to the development of current and future corporate strategies.

*Keywords: Keywords: digitalisation, digital transformation, organisational development*



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## Key success factors for youth entrepreneurs

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**Abstract:** In today's rapidly evolving global landscape, the role of youth entrepreneurship holds significant importance for economic growth and innovation. Encouraging and helping young, motivated individuals to initiate and develop their own businesses is an important tool for tackling key socioeconomic challenges. Gaining a deeper understanding of the needs and prerequisites for the success of young entrepreneurs could enable supporting institutions to channel their efforts more effectively, unlocking the full potential of this form of entrepreneurship. The aim of the paper is to present and analyse the key success factors for youth entrepreneurs. The paper is based on available research findings and official publications, as well as author's expert observations and results from an empirical investigation done among university students. It reveals the main factors making young people successful in their entrepreneurial endeavours, such as education, an innovative and viable business idea, good team and managerial competencies, etc.

*Keywords: youth entrepreneurship, startups, entrepreneurial success*



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## **An Overview of Efforts for Improving the Performance of Scientific Research, Innovation, and University-Industry Collaboration in Albania**

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**Abstract:** In 2018, the European Commission, within the Western Balkans Strategy, underscored education, scientific research, and innovation as key factors to stimulate economic development, competitiveness, and social cohesion in the region. Albania's commitment to undertaking political, legal, institutional, and financial initiatives in support of the consolidation of the research and innovation system stems, from the Stabilization and Association Agreement (SAA). Within this framework, the Albanian government has initiated a series of measures, allocated budgets, established structures, and conducted informative and awareness campaigns regarding applications for EU funds, particularly within Horizon 2020.

This article provides an overview of all efforts made in Albania to enhance performance in scientific research, innovation, university-business collaboration, and to involve research from Higher Education Institutions and research institutions in the European Research Area. The overview is based on the examination of strategic documents from the European Commission, OECD, RCC, the Albanian government, etc.

*Keywords: Scientific research, Innovation, university-industry collaboration, innovation ecosystem*

## Meat, protein and food supplement consumption of Hungary

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**Abstract:** There have been huge changes in the field of nutritional science. Nowadays, gyms are being developed or expanded and the market for nutritional supplements is growing.

In my former research, I have aimed to map the consumption of meat and protein in Hungary. We have tried to design our questionnaire in line with international trends. We have taken into account the increasing vegetarian diet, the characteristics of meat consumption, and the sporting habits of the respondents.

As a continuation of my research, one of my objectives is to understand the sport and dietary supplement consumption habits of the domestic population, using a variety of marketing research tools. Another objective is to map and analyse the marketing strategies and tools used by sports supplement companies.

The results of my research can contribute to the mapping of the domestic population's attitude towards sport and their motivation. Thanks to these results, we can move the health of the Hungarian population in positive direction, and the relationship between sport, nutrition and physical activity. In addition to its health and economic utility, it will also provide food and pharmaceutical industry players information on current trends and a database to base product development.

*Keywords: vegetarianism; Hungarian food consumption; purchasing of food; sportnutrition; fitness diet; protein consumption; marketing*

## Comparative Analysis of Regional Meat Traceability Information Sharing Practices

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**Abstract:** The rising number of meat food safety cases and the globalization of the food supply chain have led to an increased focus on traceability in the global meat industry to prevent meat food safety problems. How meat traceability information is shared is a crucial component of meat traceability systems that differs depending on the region. In order to clarify the disparities and the reasons for them, as well as the future course of development. This research employs the literature review method to compare the food traceability systems in China, the EU, and Africa, then filters out the existing meat traceability information sharing practices in each region. In contrast, while each region faces unique challenges, the EU and China have made more rapid progress on how to share meat traceability information. The findings of this study may contribute to serve as a guide for the cooperation and advancement of meat product traceability systems.

*Keywords: meat traceability, information sharing, the EU, China, Africa, food safety.*

## Safe working in healthcare

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**Abstract:** A risk assessment is a careful review of what can harm or endanger employees in a given workplace, whether the identified dangers can be eliminated or not, and what measures are necessary to prevent them. As a result of the activities of the health sector, the directives, laws and standards impose several special risk assessment obligations for the employer. These risk assessment obligations are key elements of employer measures to prevent work accidents and occupational diseases, and to create safe and health-free work. The aim of the research is to map and identify the connection points of the various risk assessments prescribed in the Hungarian healthcare field, in order to shed light on possible contradictions and redundancies. The research methodology is based on the analysis of literature and professional documents, as well as the analysis of professional interviews and case studies. The expected result of the research is the compilation of a risk assessment method that can especially support the decision-makers of inpatient care institutions in determining the order of necessary measures for safe and non-threatening working conditions and reducing the remaining risks to an acceptable level.

*Keywords: risk assessment, healthcare, inpatient care facility, hazard identification*



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# Entrepreneurial Solutions for Social Good: Examining the Fusion of Corporate Entrepreneurship and Corporate Social Responsibility

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**Abstract:** This research paper explores the intricate relationship between two critical concepts in contemporary business practices: corporate entrepreneurship (CE) and corporate social responsibility (CSR). While corporate entrepreneurship involves innovation, risk-taking, and growth strategies, corporate social responsibility is rooted in ethical, social, and environmental responsibilities. This paper delves into the convergence of these domains, aiming to decipher how businesses can simultaneously generate profits and contribute to societal and environmental well-being. The study examines the perspectives of various stakeholders, including customers, employees, investors, and the broader community, to gain insight into how their views and demands influence the efforts of companies seeking to combine entrepreneurial and socially responsible activities. Looking toward the future, the paper identifies emerging trends in corporate entrepreneurship and CSR integration, including the growing significance of impact investing, circular economy practices, and sustainable innovation. This forward-looking perspective provides valuable insights into the evolving landscape of responsible and innovative business practices.

*Keywords: corporate entrepreneurship, corporate social responsibility*





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## **The moderating role of technological capabilities in the relationship between entrepreneurial marketing and firm performance. A qualitative approach**

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**Abstract:** Entrepreneurial marketing EM is a dynamic and innovative approach to marketing that is particularly well-suited for startups and small businesses. Thus, our study focuses on Sudanese SMEs in order to assist them in achieving profitability, sustainability, and competitive advantage in the long term. Consequently, our objectives are to develop the research pre-model and to explore in depth how entrepreneurs, managers, and employees of SMEs in Khartoum-Sudan are familiar with the concepts of the research pre-model, and how they can employ and take advantage of study concepts. To achieve these objectives, we relayed on the qualitative method an inductive approach to test the validity and to develop the research pre-model. Hence, we have designed an open-ended question scenario and conducted a certain interview utilizing multiple qualitative methods to gather the data from the purposive sample which consists of (15) individuals. We have divided the scenario into three main parts of questions, first open-ended questions about EM, in this regard the most important question that has been asked to the interviewees was “What are the factors/dimensions that comes to your mind when you hear about EM”? Secondly, open-ended questions about technological capabilities TCPs. “The commonly thought view of TCPs proposes that firms with strong technological capability can rapidly identify technological opportunities and the value of technological resources and utilizing modern equipment, in this scope benefits of entrepreneurial marketing should therefore be enhanced by a firm’s high technological capability”. e.g., “What are the expected advantages that will be rewarded by employing TCPs in SMEs”? Finally, we have grouped data into concepts, categories, and themes and then utilized a manual-thematic analysis as a method for identifying, analyzing, and interpreting patterns within data. In this scope we have analyzed the data and interpreted the results within three main themes. Accordingly, significant new dimensions have been discovered and generated which led to our final developed and adapted research model which can be shown in the body of study, Table 6.4.1 and Figure 6.4.1.



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*Keywords: Entrepreneurial marketing, Technological capabilities, Firm performance, Qualitative approach, Thematic analysis*



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# Thematic Analysis of Immersive Technologies and Metaverse in Tourism

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**Abstract:** Even though immersive technologies have been studied for decades across many disciplines, research on metaverse attracted increased attention recent years. This raised the question how interest in immersive technologies, namely Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR), and Extended Reality (XR) evolved into metaverse research. This study used bibliometrics analysis to explore the evolution of these technologies by identifying conceptual structures and analysing trending topics and thematic evolution, as well as assembling a thematic map in relation to the tourism field.

The study has resulted in three main findings: a) the term metaverse emerged as a prominent and trending topic by the year 2023, while three years prior publications were dominated by augmented reality, virtual reality, mixed reality, and virtual tourism; b) the thematic evolution of metaverse can be traced back to immersive technology terms in two time intervals: 'augmented reality' in the period of 1995-2010 and 'augmented reality' along with 'immersive experience' during 2011-2021; c) the thematic map has pointed out that metaverse research is considered to be a basic theme although it is still underdeveloped in certain research areas of tourism.

*Keywords: metaverse; immersive technology; augmented reality; virtual reality; mixed reality; extended reality; tourism; bibliometrics.*



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## **What is your firm's readiness for sustainable effectiveness? A descriptive analysis of sustainable management organizations.**

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**Abstract:** Organizational development is a long-term process with continuous change by aligning cultural, structural, and strategic veracities of work. This is crucial for the ever-evolving business climate of this tech era. Towards sustainable management organizations, firms need to make a great effort to improve their risk management and problem-solving capacity. It aligns with their ability to cope with the external environment through a planned effort from the top management to all levels of the workforce. In these backgrounds, this study peeps into the sustainable interventions of selected firms based in the UAE. The literature review aids in developing a questionnaire and a survey was conducted in two UAE-based organizations. A stratified proportional sampling method was used to get a valid response from the employees. Both quantitative and qualitative analyses were done using SPSS 25. The result highlights the need for sustainable management (SM) interventions in firms and the role of OD towards SM. It proves that SM organizations (SMOs) are designed to attain sustainable effectiveness. Moreover, it once again clarifies that organizations need to meet the present demands of society without affecting the ability of future generations to meet their own needs. The outcomes from the study contribute to design strategies and objectives that support sustainable effectiveness in the selected firms. Furthermore, it incorporates change management practices into economic, social, and environmental outcomes for a theoretically grounded perspective.

*Keywords: agile organization, organization identity, sustainable effectiveness, work systems.*



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## Examining the evolution of controlling attitudes in Hungarian SMEs

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**Abstract:** In today's fast-paced world, a key issue for businesses is to remain competitive. Controlling can play a key role in this struggle, as it is a function that can help companies to increase their efficiency by using a more efficient planning, measurement and decision support system.

Through primary research in several phases, my work will examine how companies' approach to controlling has changed in recent years. What changes can be observed in their controlling activities and what factors have influenced these changes in controlling tasks..

*Keywords: controlling, SME's, efficiency*



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# The Barriers to China Green Supply Chain Managements' Development

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**Abstract:** Green Supply Chain Management (GSCM) has become crucial for businesses to enhance both financial profitability and environmental responsibility, offering a competitive edge in the market. Despite this, China's response to environmental protection has been relatively delayed compared to other economically advanced nations. This research meticulously examines the specific barriers and challenges obstructing the development of GSCM practices within China. It also offers invaluable insights and recommendations to surmount these hurdles, contributing to environmental preservation and sustainable development. Employing a multifaceted approach, the study scrutinizes various industry cases, including automobile manufacturing, retail, real estate, and clothing sectors, to extract data and insights to identify barriers hindering GSCM in China. Through a robust theoretical framework derived from these cases, the study highlights significant barriers such as financial constraints, technological limitations, and non-uniform environmental regulatory oversight—that impede GSCM development in the country. The findings provide practical strategies to overcome these barriers, lay a foundation for future research in this domain, and offer guidance for organizations endeavoring to implement GSCM in China. This study's comprehensive examination across five dimensions: procurement, manufacturing, material management, distribution, and reverse logistics, adding a distinctive and holistic perspective compared to prior research efforts..

*Keywords: China, environment protection, green supply chain management, industry study, supply chain*



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## The benefits of hybrid methodologies for intercultural research

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**Abstract:** In this presentation, I explore the nuanced ways in which culture influences learning from failure, highlighting the advantages of employing a hybrid research methodology. The underlying study, focusing on the complex interplay between cultural factors and individual differences in learning from failure, utilized Q Methodology—a robust approach that synergizes quantitative and qualitative methods. This innovative approach allowed for a comprehensive analysis of behavioral patterns in relation to Hofstede's cultural dimensions, offering new insights into the cultural underpinnings of learning processes. Furthermore, our findings also revealed certain typical behaviors attributable to individual differences rather than cultural influence. The results, which have been already published, underscore the efficacy of Q Methodology in disentangling the intricate web of factors in intercultural research. The presentation aims to shed light on the method's utility and versatility, advocating for its wider application in studies where complex, multifaceted phenomena are at play. This approach not only enhances the depth and breadth of cultural understanding but also opens avenues for more nuanced and contextually rich interpretations in intercultural studies..

*Keywords: entrepreneurial failure, learning from failure, Q-methodology, intercultural studies*



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## The security of the organization - the trust of the employees?

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**Abstract:** Organizational security increases employee and customer trust in the organization. Security measures that strengthen compliance, legal compliance, privacy, physical security, cyber security and emergency planning help people trust the organization.

In our thesis, we are looking for an answer to the question of whether the employees of organizations with a high level of integrity have a higher level of trust. The actuality of the introduction of the new Complaints Act as background legislation also justifies us to deal with the reporting of abuses and its preventive function. By presenting and analyzing a wide range of legal background, as well as analyzing domestic and international literature, the thesis intends to serve as an added value to the research of the topic..

*Keywords: security, compliance, trust, organization*





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## Rural demographic problem areas as a challenge for regional development in Poland

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**Abstract:** The study focuses on demographic problem areas, which are considered an important type of problem areas. The demographic potential of the area is one of the most important factors of socio-economic development, both at the local and regional level. Depopulation and unfavorable demographic changes are associated by researchers with peripheral areas. The aim of the study is to identify rural problem areas in Poland characterized by concentration of negative demographic trends, including those experiencing depopulation. The study used 2002-2018 data from Statistics Poland. Rural areas were defined based on the DEGURBA classification. Potential consequences for socio-economic development resulting from the accumulation of negative demographic phenomena in a given area were indicated. It was found that as the number of rural population decreases, the number of demographic problem phenomena increases. Regions located in the eastern part of Poland are in a particularly difficult demographic situation. The low demographic potential of rural areas may significantly limit the possibilities of their socio-economic development. Taking into account the problem of discrepancies between population data from public statistics in Poland and the actual situation, it can be assumed that the demographic problems in rural areas are even deeper.

*Keywords: depopulating areas; rural area; problem areas; demographic policy; regional development*



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## Asszociációs kapcsolatok érzékenysége

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**Absztrakt:** Az asszociációs kapcsolatok szorosságának mérésére alkalmazott néhány mutatószám bemeneti adatokra való érzékenységét vizsgálja a kutatás, és bemutatja, hogy az eltérő hatások milyen választ adnak a számított értékre.

*Keywords: asszociáció*



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## A zenei hangrögzítő eszközök helyettesítési folyamatának dinamikai vizsgálata logisztikus analízissel

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**Absztrakt:** Az elmúlt ötven évben nagymértékű és gyors technológiai fejlődés ment végbe a hangrögzítési eszközök területén. A zenei piacon az új hangrögzítési eszközök egymást követő gyors innovációja miatt az egyes hangrögzítési technológiák gyorsan elavultak és átadták helyüket az új helyettesítő termékeknek. A hangrögzítési technológiához tartozó termékek esetén ez a folyamat több, egymást követő helyettesítési folyamatként zajlott le, aminek során a korábbi zenerögzítő technológiákat, újabbak váltottak fel, kiszorítva a piacról a korábbiakat. A kutatásnak kettős célja volt. Egyrészt, hogy logisztikus analízist alkalmazva feltárja a helyettesítési folyamatok dinamikai tulajdonságait, másrészt pedig, hogy kimutassa, hogy a zenei piacon a jelenlegi zenerögzítési technológia a termék-életciklus mely fázisában van. A kutatási eredmények feltárják az egymást váltó zenerögzítési technológiák termék-életciklusainak dinamikai jellemzőit, továbbá a kapott eredményekből arra lehet következtetni, hogy nem technológiai, hanem új szolgáltatási innováció megjelenése valószínűsíthető a zenei iparban.

*Kulcsszavak: innovációs dinamika, logisztikus analízis, helyettesítő termékek, zeneipar*

