19th International Week
November 27 – December 1, 2023
Budapest

ÓBUDA UNIVERSITY
KELETI KÁROLY FACULTY OF
BUSINESS AND MANAGEMENT

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In present I am Associate Professor at the Department of Cadastre, Civil Engineering and Environmental Engineering, Faculty of Informatics and Engineering, „1 Decembrie 1918" University of Alba Iulia. Since 2005 I am PhD in the field of Engineering Science - Mines, Oil and Gas. I have been working at this institution since 2005. Main activities and responsibilities: Teaching activities, research activities, organizational and editorial activities. Areas of interest: The monitoring and management of areas affected by mining activities in order to rehabilitate them; The management of systematic cadastre works in Romania; Green real estate for sustainable cities.

THE MANAGEMENT OF SYSTEMATIC CADASTRE WORKS IN ROMANIA FOR SUSTAINABLE DEVELOPMENT

Cadastral systems are necessary for sustainable social and economic development. This mean that all land, in for instance developing countries, need to be registered in a land titling system. In most developing countries, traditional land tenure provides security of tenure for existing land use without the need for land titling.

By applying cadastral procedures on cases, when investors are seeking land for new development or other activities that will change traditional land use, the procedures can both safeguard the traditional interests and investors interests for land titles and mortgages. It is therefore important to develop appropriate cadastral procedures and a cadastral organization with the capacity to implement the procedures, so all land will be registered. At this moment, in Romania it is desired the introduction of the general cadastre and with it, the completion of specialized cadastres. The implementation of the systematic cadastre is the entire responsibility of the Romanian State, through the National Agency for Cadastre and Real Estate Advertising.

The systematic registration works are carried out at the level of a cadastral sector or several cadastral sectors. The cadastral sectors are established by the OCPI together with the City Hall before to the start of the procurement procedure by the Acquirer. The cadastral works are carried out in order to provide realistic and complete information about the real estate to the interested persons at all times and is finalizing with the registration in the Land book. According to the Order 533/2016 regarding the approval of the Technical Specifications for the systematic cadastral works, in order to enroll the real estate in to the Land book, the systematic cadastre refers to:

- identification, measurement, description and registration of the real estate in the technical documents of the cadastre, their representation on cadastral plans and the storage of data in digital format;
- identification of owners and other holders of real estate for registration in the Land book;
- public display of the results obtained after the execution of the systematic cadastre works, the correction of the errors reported by the owners and the opening of a new Land book.

A summary plan of the topics:

- Introduction
- The role of the cadastre in sustainable development
- Generalities about cadastre
- The management of systematic cadastre works in Romania
- Legislation
- The objective of the systematic cadastral works
- Stages at the introduction of systematic cadastre in Romania
- Topo - cadastral measurements performed for the registration into the integrated system of cadastre and real estate advertising of the real estates
- Using ETERRA application for approval, receptions and registration into the cadastre records and Land book of the properties, required by the specialized cadastral documentations
- Creating a relational databases within the systematic cadastre works
- Modern trends at the development of cadastral system

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Dr. Elisabeta Mihaela CIORTEA graduated from the Faculty of Machine Construction at the Technical University of Cluj Napoca, Romania in 1997 and obtained her PhD in Industrial Engineering at the Technical University of Cluj Napoca in 2008. Studied master in Information Technology and Communication (2006-2008) at "Lucian Blaga" University of Sibiu, Romania and master in Institutions of Private Law (2007-2009) at "1 Decembrie 1918" University of Alba Iulia, Alba Iulia, Romania.

Has published over 80 papers in international and national journals; She has joined several international and national conferences and symposia as a participant, organizer or reviewer. She is a reviewer and a member of the organizing committee at several conferences, editor of 2 international journals and 2 national publications, member of 4 national and international professional associations.

Participated in over 10 projects developed in the "December 1, 1918" University of Alba Iulia. Has developed over 10 books and textbooks dedicated to the study of students. Currently she is a lecturer at the "1 Decembrie 1918" University of Alba Iulia, Romania in Alba Iulia and take courses in Robotics, Mechanics, Strength of Materials, Quality and reliability, Industrial Electronics, Flexible industrial communication systems, Audit of information systems, Legal informatics both at bachelor's and master's courses. Her scientific fields are the following: discrete event systems, Petri nets, manufacturing systems, Industry 4.0, Cloud manufacturing, IoT, RAMI 4.0, Blockchain and last but not least 5G technology.

The impact of modern technologies on manufacturing

Course aims: At the beginning, the hierarchical model based on the network of discrete events for robotic systems is presented. Based on the hierarchical approach, the Petri net is analysed as a net of the highest conceptual level and the lowest level of local control. For modelling and control of complex robotic systems using extended Petri nets.

Such a system is structured, controlled, and analysed in this paper using the Visual Object Net ++ package, which is relatively simple and easy to use, and the results are presented as easy-to-interpret representations. The hierarchical structure of the robotic system is implemented on analysed computers using specialized programs.

It is possible to implement hierarchical models of discrete event systems, as a real-time operating system on a computer network connected by a serial bus, where each computer is dedicated to the local and Petri dish of a global robotic system subsystem. Because Petri models are simplified to apply general purpose computers, analysis, modelling, control of complex manufacturing systems can be done using Petri nets. Discrete event systems are a pragmatic tool for modelling industrial systems. For modelling systems using Petri nets, because we have our system in case of a discrete event. To highlight the auxiliary time the Petri model using the transport flow divided into hierarchical levels and sections are analysed successively. The proposed simulation of the robotic system using timed Petri, offers the possibility to visualize the robotic time. Applying the goods or the robot and the transmission times obtained by measuring the point, graphs are obtained showing the average time for the transport activity, using the parameter sets of the finished products.

It aims to model an intelligent monitoring and control system, leading to the optimization of material and information flows of the company. The paper presents a model of monitoring and control of the real system using intelligent systems. The simulation of the production system proposed for analysis offers the possibility to follow and control the process in real time. The use of simulation models must be understood: the influence of changes in the structure of the system, the influence on the general orders of the manufacturing process, to the influence of the parameters on the behaviour of the system. The character application consists of real-time tracking and control of the technological process. This is done based on the analysed modular systems using mathematical, graphical-analytical models for sizing, configuration, optimization and simulation.

The role of Industry 4.0 in the maintenance of manufacturing systems is highlighted. Due to the implementation of advanced technologies and ways of learning technological equipment, hard systems can adapt relatively easily to fluctuations in the manufacturing process over time. To perform the system under analysis, we used specialized packages for simulating Petri nets, and the final implementation is done on a specialized database. The model is intended to be a source of support for the activities of companies that want to adopt new technologies in the manufacturing system and identify as few errors as possible due to ensuring the necessary maintenance and control, imposed by the chosen technological process. The advantages are the prototyping and analysis of the entire system after the implementation of tracking and the ability to control the entire system, which leads to the prevention and subsequent elimination of queues or possible accidents.

It attempts a theoretical approach to cloud systems with an impact on production systems. I call systems cloud computing because they form a relatively new concept in computing, representing computing services distributed as a whole, applications, access to information and data storage without the user knowing the physical location and configuration of the systems. The advantages of this approach are in particular computing speed and storage capacity without investment in additional configurations, synchronization of user data, data processing using web applications. The downside is that it wants to identify a solution for data security, leading to distrust in users. The case study applies to a module of the production system because the system is complex.

It shows how to integrate cloud systems and access them with IoT devices. The IoT platforms addressed in the paper are Platform as a Service (PaaS) and Software as Service (SaaS). The analysis is presented by modeling a case study for discrete event systems. Because the general system is analyzed as a tiered cloud system, we will leave the general system as stochastic. Qualitative analysis aims to verify the structural and behavioral properties of the system, the existence of blockages, connection and security systems. Quantitative analysis measures the specific performance of the manufacturing system. The results show that this approach can be used to detect blockages in the system. Thus, manufacturers can resize production capacity and even optimize the entire manufacturing system.

The activity of modeling and evaluating the performance of the manufacturing system plays an important role in theoretical research and technological improvement with IoT. The study presents the method of modeling and evaluating performance based on Petri nets and expressing the behavior of the entire system. According to the information diagram of the system, the constraint relationship between locations and transitions is identified, after which the extended graphical model is built, and the method of behavioral expression is then chosen to obtain a set of performance indicators. The study is designed to verify the effectiveness and efficiency of the system.

IoT together with the components of the 5G architecture refers to the technology, monitoring and remote control and also where these technologies are applied. IoT can focus on the open innovative promises of new technologies and also on advanced and complex processing in very small and close environments, such as industrial automation.

The advantages of Petri nets modeling and analysis systems used in manufacturing are:
- Explicit relationships between events.
- The same modeling language can be used to describe the abstract of the system at different levels.
- Analysis of system properties to validate the solution.

The benchmarks will require study system available, so they can be seen. There are cases where the performance study refers to a system that is not available, it is necessary to develop a representative approximation of it, either in hardware or software.

For the elaboration of the works we have made a link to be able to do research in particular regarding the confidentiality of the cloud manufacturing, the analysis of the IoT resources in the manufacturing systems and which can equal it for research purposes, namely RAMI 4.0. IoT is described in the literature as being anything connected to a network that can communicate autonomously without additional human intervention. This concept used in production and other industrial processes allows machine designers to create intelligent equipment and machines so that they can track, record, display, monitor and adjust parameters autonomously. For the cloud, we turned to the simple definition Cloud is an application available only to customers with active mobile Internet, which offers a solution for data storage. Cloud storage consists of archiving, organizing and distributing on demand data between virtualized storage volumes that have been consolidated into hardware.

The impact of digital transformation in manufacturing includes improvements in safety, quality, production, efficiency, revenue and sustainability – all while reducing costs to remain competitive in the market.

Some major benefits of digitization for manufacturing companies
- digital solutions improve safety, fewer injuries and accidents occur at the workplace
- improvements in the quality of results, reduction of product repetition, reduction of warranty work and increase of customer satisfaction.
- effective process improvement, has a positive impact on employee productivity and production output.

Digitization is radically changing the face of manufacturing companies. Digital factories are transforming manufacturing as companies implement innovative technologies and seek employees with fundamentally different skill sets.

Leading manufacturing companies are implementing a number of key technologies to digitize manufacturing as well as their entire supply chain. These include end-to-end big data analytics solutions, real-time planning and connectivity, autonomous systems, digital twinning and worker augmentation, among many others. These technologies offer significant efficiency gains and enable companies to produce highly customized products, often at batch size. But the full effect of digitization is only realized when companies are connected in real time to their key suppliers and critical customers.

COURSE CONTENTS (for each workshop):
- Analysis Hierarchical Model for Discrete Event Systems
- Intelligent system of coordination and control for manufacturing
- Prototyping manufacturing in the cloud
- Manufacturing analysis with discrete events using IoT platform
- IoT analysis of manufacturing using Petri Nets
- Aspects regarding maintenance of the manufacturing system in Industry 4.0
- Empirical analysis of manufacturing using 5G architecture
- Empirical aspects of the analysis of the digitization of manufacturing

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Associate professor. His main professional fields of interest are: financial management, capital finance, public finance, business plans and entrepreneurship.

Title of lecture/workshop: Stocks valuation

How to value shares on the stock market, Fundamental analysis, Technical analysis, Financial Statement analysis, Financial ratios calculation and interpretation.

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Surgeon, Occupational Health and Safety Expert, Specialist in Leadership and Interpersonal Communication. He started his professional career as a surgeon in Budapest. Afterwards, he worked as an assistant professor of physiology and pathophysiology at the Postgraduate Medical University (today: Semmelweis University). Then continued his career as an employee of Eli Lilly and Company (Headquarter in US) where he became a Trainer and International Consultant. He has been living in Switzerland since the 90s and been working independently since 1999. Dr. Ling has conducted face-to-face programs in 32 countries so far on four continents. During the last couple of years he has been working mainly online.

In his workshops the main goal is to improve participants' life by transferring the stress-relieving and health-preserving methods. The LingTraining® - developed by him - is a protected brand name in Switzerland. In his scientific work and research he focuses on: efficient interpersonal communication, healthy breathing techniques and the importance of refreshing sleep. He recently visited Asia and met one of the world's leading sleep research professor at Singapore Duke NUS Medical School. He considers himself as a curious student, who enjoys learning so much.

He maintains an excellent professional relationship with Óbuda University and he gladly accepts the invitation to "International Week 2023".

Cooperation With Less Stress

Every person is unique. Each and every one of us has a distinctive behavioral style. It's very important not to be confused by the expressions of "personality" and "behavioral style". This workshop has been designed to help us understand the different behavioral styles and provides us a framework that we can use in our everyday interactions. During this session we are discovering together in a unique way how to identify the typical observable human behavioral styles and what are the key behavior indicators. The facilitator is looking forward to working with you all!

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Pekka Mytty. Master of Science (economics). Senior Lecturer at LAB University of Applied Sciences (retired). Professionally Mr. Mytty's main interests are in entrepreneurship, new innovations as well as management and leadership. He's also very committed to carry out business simulations as a new way to understand how different aspects in business connect to each other.

Business Simulation intensive course

Business Simulation intensive course (group total between 10-30 students). The Business Simulation model we use is cloud-based and the system is used with a web browser via a link. Alternatively, we prepare in a teams: an Investor Deck (suitable for a startup company) for venture capital investors.

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Doctor in Management, (1997) Polytechnic University of Tirana; doctoral studies at Politecnico di Bari, Italy; specializes in SME management at the University of Washington, Seattle, USA, as well as other universities, France and Portugal Germany. From 1992- to 2000 lecture at Polytechnic University of Tirana. She became involved in the senior management of several important businesses in Albania (from 2000 to 2010). From 2010-to October 2022 lecture in Managementt at European Unversity of Tirana (UET). Author of several publications related to entrepreneurship, entrepreneurship education, leadership in higher education, etc., in scientific journals at home and abroad. Initiative for several projects of university and business connections, organization of competitions of ideas and business plans, interacts with the Chambers of Commerce creating an entrepreneurial culture within the university, as well as becomes part of European projects on entrepreneurship and innovation, and lately in tourism field. In the period April 2018- March 2019, Head of Management and Marketing Department at UET; April 2019- November 2020, Vice Rector of the UET for Institutional Development and Students. From November 2020 to now member of Council of Higher Education and Scientific Research in Albania at Ministry of Education. From November 2022, full professor at Aleksander Moisiu University, Management Department.

Student's motivations for Entrepreneurship (Albanian students study case)

The entrepreneurship of young people is of a particular importance not only for their future but also for the economic and social future of the country. Based on the Planned Behavior Theory developed by Ajzen as well as on the methodology of GUESSS Project (Global University Entrepreneurial Spirit Students' Survey), the study aims to assess students' entrepreneurial intentions and to analyze these intentions depending on the entrepreneurial university education. Furthermore the presentation is focused on the personal factors that motivate Albanian students towards entrepreneurship. An important focus is given on the evaluation of the perception of students 'career in entrepreneurship as well as their expectations on the results they will achieve through entrepreneurship.

The methodology used is qualitative, based on the GUESSS survey tools. The survey has been distributed to students via e-mail and social media, in total the answers were received from 434 students. The findings of the paper present important recommendations for students to orient themselves in the design of their future careers, universities in strengthening entrepreneurial education and public institutions for creating a pro-entrepreneurship access.

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He is an Adjunct Professor at the University of Dunaújváros Faculty of Management Science and Business Administration and a Data analyst at the German University in Cairo. He holds a Ph.D. degree in Management Science and specializes in various subjects, including Quantitative analysis, Research methodology, Strategic Management, Project management, Operations Management, Management Methods, Marketing Management, and Microeconomics. He has a keen research interest in several areas, including International Management, Strategic Management, Information Technology, Multinational Companies, Corporate Social Responsibility, Stakeholders' Satisfaction, National and Organizational Culture, Renewable energy an d Globalization.

Alongside his role as an Adjunct Professor and a Data analyst, he also works as a data scientist on a freelance basis. Leveraging his expertise in management science and business administration, he applies his analytical skills and knowledge to solve complex data-driven problems using different software tools, including R Studio, Python, MATLAB, and SPSS.

Research methodology

Research methodology forms the foundation of any scholarly pursuit, providing a systematic framework for the exploration, analysis, and interpretation of phenomena. It entails comprehending diverse **paradigms**, **formulating precise research hypotheses and questions**, **conducting comprehensive literature reviews**, **selecting appropriate methods**, **ensuring ethical considerations**, and **interpreting and communicating results effectively**. This iterative process demands continual learning and adaptation, emphasizing the dynamic nature of the research journey and the perpetual quest for knowledge advancement and refinement.
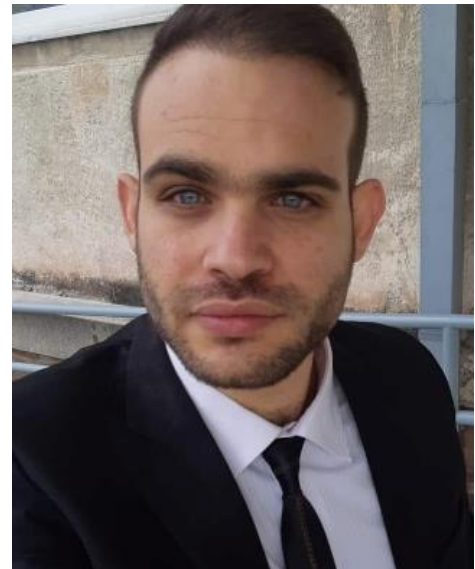
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Studied at the Free University of Berlin. Since 1994 lecturer for German as a foreign language and intercultural communication. Since 2005 at the Technical University of Applied Sciences Wildau, working on various internationalisation projects

"How to study abroad?" (for example in Germany)

What are your benefits of studying abroad? How can you experience diversity and learn from working in international interdisciplinary teams? We will work on some theories and practical tips for your international experience and cross cultural competence in preparation for working in international teams and companies.

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Senior Lecturer. Doctor of Science (Econ.), M.Sc. (Tech.) Full-time senior lecturer. The main topics of the teaching are strategic management, budgeting and investments, development of business models and sustainable business. Solid experience in managing the IT industry e.g. at WM-data, Logica and CGI companies. Currently also as a capital investor in a few startup companies with the goal of sustainable development and growth.

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Daniela Tzvetkova

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I work as a chief assistant professor for the Department of Entrepreneurship at UNWE. I have 20 years of experience as a lecturer. My research interests are in the field of corporate entrepreneurship, corporate social responsibility, personal and behavioral development of the entrepreneur. My passion for the entrepreneurship and social responsibility extends beyond the classroom. My professional journey has been further enriched by hands-on experience as the owner and manager of a prominent real estate agency in Bulgaria. This practical involvement in the business arena has allowed me to translate theory into practice, offering valuable insights into the challenges and opportunities that entrepreneurs and corporate leaders encounter in their endeavors. My intellectual curiosity does not stop here. In recent years, I have turned my attention to the intricacies of managing employees' emotions, development, and well-being within the workplace. This timely research aligns with the evolving dynamics of the modern corporate landscape, where the holistic welfare of employees has emerged as a key driver of organizational success.

Corporate Entrepreneurship

Students will be introduced to the concepts of corporate entrepreneurship and the factors influencing its development. The lecture will highlight the differences and similarities between an entrepreneur and a corporate entrepreneur. Some models of corporate entrepreneurship will be examined, along with practical examples illustrating successful entrepreneurial projects in a corporate environment. Additionally, the lecture will outline trends in the future development of corporate entrepreneurship, including those related to corporate social responsibility and social entrepreneurship.

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Chair of Entrepreneurship, Business Faculty, University of National and World Economy, Bulgaria. work as a chief assistant professor for the Chair of Entrepreneurship at the UNWE. Previously I used to work as a research fellow for the Institute for Entrepreneurship Development – the same university. My teaching and research interests include: small business and entrepreneurship, startups, networks of SMEs, subcontracting, specifics of various types of entrepreneurship, industrial business, negotiations, and others. I have been involved in many research and applied projects. Also, I am a coordinator of an international conference focused on the challenges and opportunities before the European entrepreneurship. I like to travel and visit different countries, often combining it with networking with colleagues and lecturing abroad. Currently, I am an expert guest lecturer at the Creativepreneurship department of BINUS University in Indonesia. I love what I am going because it involves communicating with smart, ambitious and easy-going young people.

Specific types of entrepreneurship: youth, senior, female, green, corporate
The lesson will begin with a brief introduction to Bulgaria and its capital city, Sofia.

The lecture will focus first on the figure of the entrepreneur: who they are, what makes them different from other people, how does their activity contribute to the development of the economy and society.

After that, four specific types of entrepreneurship, that have gained particular attention recently, will be presented: youth, senior, female, and green ones. The distinctive traits, advantages, weaknesses, and business orientation of these groups of entrepreneurs will be emphasized. Students will be provided with illustrative examples, primarily from Bulgaria, and will be involved in discussions.

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   Yue Wu, 2021- 2025 Ph.D. candidate at Óbuda University. Research topics: How to improve food production on the view of precision agriculture in the emerging country (economic aspect). 2019-2021Master degree in Business development at Obuda University. My motto: The goal of our lives is to improve ourselves continuously.

Theory of value chain and marketing tools

   Production chain, in economics, an analytical tool used to understand the nature of the production process (including production of both goods and services) and its transformations. The production process is a sequence of productive activities leading to an end use—a chain of linked functions, in other words. Each stage adds value to the production sequence. Hence, production chains are often called "value-added" or "value" chains. The stages in the chain are connected through a set of transactions. The organizational and geographical structure of the transactions characterize the nature of production.

   A value chain is a concept describing the full chain of a business's activities in the creation of a product or service -- from the initial reception of materials all the way through its delivery to market, and everything in between. The value chain framework is made up of five primary activities -- inbound operations, operations, outbound logistics, marketing and sales, service -- and four secondary activities -- procurement and purchasing, human resource management, technological development and company infrastructure.

   In this section, I will introduce the basic theories and the examples used in my study experience and practice.