



FIKUSZ 2023
XVIII. Symposium for Young Researchers
30 November 2023 Óbuda University, Budapest, Hungary

9.00-9.30	Registration	
9.30-11.30	Plenary Session Chair: Mónika Garai-Fodor	Room TA 122
	Zoltán Veres: Breaking through the functional silos - a service management case	
	Szabolcs Kiss: The Power of Theory in a Practical Research - Workplace Selection Preferences, Career Decision Making Styles, Social Network Connections, and Migration	
	Szilárd Berke: The rise of artificial intelligence in the creative industries - pros and cons from a management perspective	
11.30-12.30	Sandwich Lunch	
12.30	Session : ON-SITE Human Resource development Session chair: Kornélia Lazányi	Room TA 124
	László Ling: Business, Sleep and Students	
	Rana Alotaiby: Factors Affecting the ICU Nurses' Performance in the modern times: A systematic Review	
	Rozália Szatmár: Are feminine and masculine emotive behaviours different?	
	Kornélia Lazányi: Is there still a need for teachers at higher educational institutions?	
	Anna Krisztina Fekete; Gábor Gyarmati: Young people's knowledge of the second industrial revolution - evaluation of a questionnaire survey	
12.30	Session : ON-SITE Sustainability and Information Technology Session chair: Andrea Tick	Room TA 122
	Levente Dureczy: Layers of cybersecurity legislations in the EU	
	Aiperi Toktosunova, Hanie Fallah, Zahra Toutouchi, Zulaikha Tadzhibaeva, Andrea Tick: The Impact of ChatGPT on Learning in Higher Education – Results of a Pilot Study	
	Wang Chao: Research on Chinese Municipal Solid Waste Management	
	Du Yuwei, Andrea Tick: Preparation and characterization of Nano-complexation between curcumin and Cationic β -lactoglobulin	
	Svetlana Kungurtseva, Yasmeen Abunemeh, Samer Bitar, Ai-peri Kenzhebekova, Andrea Tick: Recycling as a Profitable Business in Developing Countries	
	Silvana Gashi, Denada Liça, Ermira Qosja: An overview into the literature on the concept of eco/green hotel	
	Pipih Nurjamilah: Thematic Analysis of Immersive Technologies and Metaverse in Tourism	
	Kornélia Szatmár: Consumer behaviour related to products with environmental friendly packaging materials	
12.30	Session : ON-SITE: Marketing Session chair: Patrik Viktor	Room TA 136
	Aimee Anindya Putri, Chan Kywe Kywe, Meerim Temiralieva, Toghrl Jabrayilzade, Andrea Tick: The Utilization of Instagram as a Marketing Strategy for SME in Indonesia (A Case Study on @khirar.yumnaa)	
	Moagi Tladinyane, Mais Zuhair Salim Al-Akhras, Lindokuhle Justice Khanyile, Luna Mohanad Al-Akhras, Andrea Tick: Social Media's Impact: influencing consumer preferences and purchases, shaping choices	
	Shan Zaffar, Ali Sleman, Mohammed Alsaif, Andrea Tick: From Satisfaction to Commitment: Exploring the Pathways to Brand Loyalty	
	Fegada Alfateh, Zoltan Veres: The moderating role of technological capabilities in the relationship between entrepreneurial marketing and firm performance A qualitative approach	
	Gréta Újvári: Meat, protein and food supplement consumption of Hungary	
	Xue Yameng; Ma Linfei: The factors that influence consumer purchase intention in the case of fitness equipment live streaming	
12.30	Session : ON-SITE: Management issues Session chair: Zoltán Váradi	Room TA 321
	Zoltán Váradi: Fuel consumption as an indicator of economic changes in Hungary	
	Gavkhar Turaeva, Dhanashree Katekhaye, Brenda Nxumalo: Nurturing Dynamic Innovation Capabilities: The Role of Leadership and System Thinking	
	Daniela Tzvetkova: Entrepreneurial Solutions for Social Good: Examining the Fusion of Corporate Entrepreneurship and Corporate Social Responsibility	
	Maria Vasilska: Key success factors for youth entrepreneurs	
	Krisztian Balint: Secure Storage of Financial Data in the Blockchain	
	Nikita Gelrot, Aigerim Shamieva, Elizabeth Sánchez Osuna, Robin Abdullah, Andrea Tick: Unlocking Financial Literacy: A 2023 Perspective on Student Financial Awareness and Behavior	
	Agnieszka Wojewódzka-Wiewiórska: Rural demographic problem areas as a challenge for regional development in Poland	
	Gábor Gyarmati: The factors can influence the price of fuels in Central European countries	
12.30	Session : ONLINE: Marketing Session chair: Nargiz Hajiyeva	Teams
	Wang Yutong: From Movie Theaters to Video Streaming Platforms: How is the Film Industry Transformed and Reconstructed?	
	Sun Yanan: Development and Challenges Faced by Sustainable Vehicles in China	
	Yu Gao: Gender Discrimination in Chinese Advertisements: Examining the Significance and Implications of Sexist Advertisements in China	
	Yang Huan: Application of Artificial Intelligence in Production Planning and Control: A Systematic Literature Review	
	Luoyi Jin: Analysis of Reverse Supply Chain in Online Retailing: A Case Study of Taobao	
	Xuanting He: Exploring the Impact of Content Marketing Strategies for a Global Brand: Storytelling	

12.30	<p>Session : ONLINE: Human Resource development and Marketing</p> <p>Session chair: Hima Parameswaran</p> <p>Elvira Drishti: Estimation of job quality in Albania using the 2007 - 2013 LFS: low quality ("bad") employment arrangements mean less security and pay</p> <p>Hima Parameswaran: What is your firm's readiness for sustainable effectiveness? A descriptive analysis of sustainable management organizations</p> <p>Zijie Lyu: Utilizing Film Tourism Strategy: How the Film Industry Drives Destination Branding after the Pandemic?</p> <p>Guozhi Wang: Self-service: A New Operating Model for Convenience Stores in China</p> <p>Jiayi Han: Rural Tourism in China in the Post-COVID-19 Era: Recovery and Development</p> <p>Xinyi Huang: The Impact of Social Media on Corporate Social Responsibility (CSR) in Luxury Brand</p> <p>Alba Berberi, Emirjeta Bejleri, Mario Curcija: The transfer of HRM practices across countries: case of Albania</p>	Teams
12.30	<p>Session : ONLINE: Sustainability and innovation</p> <p>Session chair: Orsolya Szigeti</p> <p>Yanqing Huang: Fresh Cold Chain Logistics Distribution Mode under E-commerce Environment: A Case of JD.com</p> <p>Wang Zhile: The Impact of Sustainability in the Fast Fashion Industry on International Trade</p> <p>Jiani Chen: Green and Low-carbon Development of Cold Chain Logistics in Hema Fresh: A Case Study of a Leading Online-to-offline Retailer in China</p> <p>Wanhui Zhang: Influences and Countermeasures of NIO New Energy Vehicle Export to the European Market under the Carbon Tax</p> <p>Yuerong Sun: Analysis of Competitive Strategies of New Energy Vehicles in the Overseas Market: A Case of BYD Company</p> <p>Yushan Chen: Innovative Business Strategies of Meituan in the Online Food Delivery Services Industry</p> <p>Zhanhong Chen: The Barriers to China Green Supply Chain Managements' Development</p> <p>Valéria Szekeres: The spread of the concept of the wellbeing economy</p>	Teams
12.30	<p>Session : ONLINE Business management</p> <p>Session chair: Adela Danaj</p> <p>Huanyi Kan: From trendsetters to sustainable development advocates: Image management and crisis response of fast fashion brands in the social media environment</p> <p>Jianing Zhou: The Impact of Big Data on China's Express Delivery Supply Chain: A Case Study of Cainiao</p> <p>Ge Xiya: Supply Chain Challenges and Opportunities in Social Commerce Platform in China: A Case Study of Pinduoduo</p> <p>Youfei Fu: Under the "Dual Circulation" Strategy: China's Foreign Trade Makes Some Improvements</p> <p>Anita Plötz: Challenges and opportunities for the digital transformation of Hungarian companies</p> <p>Oltjana Zoto, Sidita Mema: Inflation targeting in emerging market economies</p> <p>Adela Danaj: Safeguarding Critical Infrastructure: An Examination of Security Challenges and the Role of Organizational Culture in Albania</p>	Teams
12.30	<p>Session : ONLINE Leadership and Entrepreneurship</p> <p>Session chair: Szilárd Berke</p> <p>Ketrina Cabiri Mijo Ermira Qosja: An Overview of Efforts for Improving the Performance of Scientific Research, Innovation, and University-Industry Collaboration in Albania</p> <p>Ilka Heinze: The benefits of hybrid methodologies for intercultural research</p> <p>Jolanta Brodowska-Szewczuk: The impact of economic growth on the health literacy of the young generation</p> <p>Jana Matošková: Unveiling Research Team PeopleFirst: Introducing Objectives, Activities, and Collaborative Opportunities</p> <p>Firas Zeidan: The Sustainable Leadership Practices in the Lebanese Family Businesses</p> <p>Ramona al Danaf: Sustainable Leadership Implementation in the Educational System: Lebanon as a case study</p> <p>Ascaryan Rafinda: The role of owner financial wellbeing to predict small business performance</p> <p>Jelena Franjković: Erasmus+ project presentation - Business Analytics Skills for the Future-proof Supply Chains</p> <p>Ayman Alshaabani: Impact of diversity management practices on employees engagement; the role of trust climate among the international employees in Hungary</p> <p>Tibor Zsigmond : Employee well-being and person organisation fit in three European countries</p> <p>Maha al Dalahmeh: Talent Management as a Novel Approach to Increase Employees' Satisfaction and Commitment in the ICT Sector</p>	Teams
12.30	<p>Session : E-POSTER</p> <p>Session chair: Anett Popovics</p> <p>Izabella Krajnik, Monika Fosztó: Strategic management approaches used in banking sector by adopting digital technologies</p> <p>Monika Fosztó, Izabella Krajnik: Entrepreneurial skills as a development perspective in the tourism sector</p> <p>Ma Linfei, Jolán Velencei: Comparative Analysis of Regional Meat Traceability Information Sharing Practices</p> <p>Mátyás Simon, Jolán Velencei: Safe working in healthcare</p> <p>Luis Miguel López- Bonilla, Elena Kokthi, Myriam Luisa González-Limón: Green banking in Albania. A customer perspective</p> <p>Balázs Molnár, Csilla Ilona Dr. Mizser: The security of the organization - the trust of the employees?</p> <p>Ferenc Katona: Examining the evolution of controlling attitudes in Hungarian SMEs</p> <p>Nagy Viktor: Asszociációs kapcsolatok érzékenysége</p> <p>Szilágyi Győző Attila: A zenei hangrögzítő eszközök helyettesítési folyamatának dinamikai vizsgálatát logisztikus analízissel</p>	Room 123