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Sustainable development progress and challenges - Modelling SDG's based on the income level in European countries

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(Abstract) Sustainable Development Goals (SDGs), defined in 2015 by the United Nations, present a global framework for balancing the economy, society and environment. They serve as a management tool for national, regional and global sustainable development planning and programming until 2030. The efforts to improve sustainable development data should be aimed at fostering innovation in SDG monitoring and modelling. Identifying inter-relationships between the 17 SDGs is crucial to managing them effectively and achieving sustainability. One of the key indicators of a nation's macroeconomic situation is its income level, which directly and indirectly affects sustainable development. The purpose of this paper is to overcome the problems of achieving sustainable development goals in European countries. This study aims to explore the structure and interlinkages between the SDGs and determine the SDGs that significantly differ between groups of European countries depending on their income level. The dataset was created for this analysis according to the Europe Sustainable Development Reports from 2017 – 2022 and World Bank open data. Further, the dataset was processed using the principal component analysis/factor analysis (PCA/FA) and discriminant analysis (DA). The findings revealed that socio-economic goals are prioritised over environmental ones when achieving sustainable development. This trend is particularly evident in high-income European countries. Conversely, countries with lower GNI per capita appear to be more successful in achieving SDGs that focus on the environment.

Exploration and prediction of evolution of industrial revolutions

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(Abstract) This paper deals with exploration and prediction of the historical periods of the industrial revolution (IR) starting in the 18 th century as IR 1.0, highlighting the current one – the IR 5.0 – and forecasting the development of the IRs until 2050. Researches foresees that by the mid of this century a paradigm shift in both production and consumption will be characterized by use of clean energy resources, advanced automated production systems and robotics, the wide use of Artificial Intelligence, environmentally friendly technologies and cost-effective mass transportation systems. Each IR has different energy sources, unusual transportation and communication systems, various production systems and different education and research and developing the thought.

Why is so important to use mother language in science?

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(Abstract) The use of the English language in science has become almost universal nowadays. It is an experience that it is less and less "worth it" for researchers to publish in their native language, the number of publishing platforms in their native language is decreasing, and they receive few citations. We consider it important to cultivate science in the mother tongue and we do not agree that English-language publications are considered almost exclusively valuable in the various qualification processes. Due to the "country-specific" nature of the problem and research in several scientific fields, it cannot be interpreted for a wider, international audience. All of this has a long-term negative effect on the relationship between science and practice, and education also suffers from the lack of publications in Hungarian, since a high level of specialized knowledge of the English language cannot be expected at an early stage of life. We recommend that those working in the scientific field be expected, less fashionable: "compulsion", to publish their research in Hungarian at given intervals, in demanding domestic journals. Therefore, there is a need for a regulation that enforces this goal, and it cannot be, for example to obtain a degree in a scientific field in such a way that the author would not have reported on it in the form of a meaningful technical article written in Hungarian in a journal considered standard in terms of the field of study.

The shift between the traditional and the new OPG model through a comparative analysis between Paris 2024 and London 2012

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(Abstract) There are growing concerns about the rising local costs to organize and host Summer Olympic Games. This has been expressed by local resistance and the abandonment of candidacies. In the face of the difficult context of COVID-19, economic and environmental crises, Paris 2024 is tasked with rebuilding a better Olympic and Paralympic Games (OPG) model – one with high global and local value and low direct local costs. Paris is a heritage-shaped city like London and will use this sporting and cultural heritage as a central element for the OPG model to become sustainable. This circular heritage model (use of an existing heritage) for the OPG reduces direct costs related to infrastructure and organization. However, this is also likely to reduce its local legacy. Comparing the models of Paris 2024 and London 2012 using the triangulation of data methodology (Dazin 1978), this in-perspective paper seeks to characterize the shiftment in OPG model with the circular heritage OPG model proposed by Paris 2024 comparing former and new model through a swot matrice and considering each cities ambition for legacy as presented in various public documents to establish the economic sustainability of the new model.

Role and strategic importance of HR systems in V4 countries in light on an international empirical research in 2023

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(Abstract) An international survey was conducted in the second semester of 2023 with the cooperation of the universities of the V4 countries listed as follows: University of Silesia (Czech Republic), MATE and István Széchenyi University (Hungary), the University of Szczecin (Poland) and the Faculty of Economics of the Matej Bel University of Banská Bystrica (Slovakia) We sought the answer to collect information on the HR activities of organizations in Central

and Eastern European countries and to compare what was experienced in the individual V4 countries. To achieve the goal indicated above, our international project team received financial support from the Visegrad Research Grant (No.22230227), Our research was conducted between May 1, 2023 and November 30, 2023, in connection with the goal presented above. Our questionnaire used during the survey deals with the following larger groups of questions, collecting the respondent's experiences, opinions and expectations in each case about role and position HR, place and usage of different HR processes and main characteristics of responding organizations. In this survey, we processed the questionnaires of 2,089 respondents from the four countries examined, and 374 of them in Hungary. Of the wide variety of HR topics indicated above, here we only review the role and strategic importance of HR and its processes.

The embedded nature of safety science through the looking glass of historical medical sources

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(Abstract) Exploring the wisdom of ancient healers unveils a treasure trove of insights into the intertwined realms of health and safety. From the sanctums of Zarathustra's teachings to the meticulous prescriptions of Hippocrates, and the architectural musings of Vitruvius, our journey traverses the annals of time to glean timeless lessons. Delving deeper into the medieval ages, the holistic approaches of Avicenna, the natural remedies of Hildegard of Bingen, and the empirical methodologies of Roger Bacon beckon us to ponder anew. As we navigate through the historical tapestry woven by these luminaries, a resounding truth emerges: health and safety are not mere companions but inseparable allies in the human quest for well-being. Their timeless wisdom beckons us to embrace a holistic understanding, blending ancient insights with modern innovations for a safer, healthier tomorrow.

From qubits to society: Understanding the human dimensions of quantum computing

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(Abstract) Quantum computing represents a paradigm shift in computation, harnessing the principles of quantum mechanics to solve complex problems at an unprecedented scale. As this transformative technology rapidly advances, it brings with it profound implications for society across various domains. The presentation delves into the human dimensions of quantum computing, exploring its societal impacts through an interdisciplinary lens. The presentation introduces both the potential opportunities and challenges posed by quantum computing across various domains, including healthcare, cybersecurity, finance, and environmental science. Ethical, policy, and economic considerations surrounding quantum technologies are dissected to foster a deeper understanding of their impacts on individuals, communities, and societies. Only through dialogue and reflection can the intricate interplay between quantum computing and society be navigated, paving the way for informed decision-making and responsible innovation in the quantum age.

Is there a relationship between technostress and the acceptance of technology?

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(Abstract) Technostress is the set of negative emotions created as a result of the use of new technologies. Technostress is a perceived phenomenon, the level of which is influenced by many individual and situational factors, and technostress itself results in many behavioural outcomes. The purpose of my research is to reveal and understand the complex relationship of technostress and the acceptance of autonomous systems, therefore my perspective as a researcher is interpretive. During the research a quantitative research approach has been utilised to collect data. Sampling was done using a random and after a while snowball methodology. I have analysed the research data using SPSS20 software. Based on the results of the research, it can be said that the technostress level of young Hungarians is significantly lower than that of older respondents. There is also difference based on gender and work experience between different groups of respondents. Attitudes towards autonomous systems are significantly influenced by technostress factors too.

Exploring security weaknesses in VR systems

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(Abstract) In the era of immersive digital experiences, Virtual Reality (VR) systems represent a frontier for innovation, interaction and entertainment. However, the complex nature of these systems also opens up new avenues for security vulnerabilities that could be exploited by adversaries with malicious intent. This study explores the intricate network of potential security weaknesses inherent in VR systems, adopting a holistic perspective that covers hardware components, software layers, server infrastructures and the intricacies of network communication. An exhaustive analysis conducted by this study aims to identify how various elements, upon compromise, could act as channels for attacks such as unauthorized access, data breaches or service disruptions. The research methodology includes an examination of the architecture of VR systems, identifying specific points where security breaches could occur. The findings contribute to a deeper understanding of the security challenges facing VR technologies, proposing actionable insights for enhancing system resilience.

Limitations of self-driving cars

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(Abstract) In the digital age, the rapid development and spread of self-driving cars brings new challenges to people's lives. This article provides a comprehensive analysis of the safety issues of self-driving cars, looking at the negative impacts of new technological changes on human behaviour, work and quality of life. In particular, we focus on how self-driving cars affect individual emotions, organisational functioning and social relationships. Our analysis shows how technological developments can lead to information overload, reduced work performance and job dissatisfaction. We show how the rapid pace of technological change and the constant pressure to adapt contribute to individuals' uncertainty and difficulties in using technological tools. The article highlights how safety issues in self-driving cars are linked to different demographic and lifestyle factors, including age, gender, education and employment status. Our research also explores how personal and organisational coping strategies influence individuals' feelings about self-driving cars and their work performance. The study concludes with concrete suggestions on how to better address the safety challenges of self-driving cars, including problem-focused and emotion-driven coping methods and work-life balance. The ultimate goal is to help individuals and organisations successfully navigate the challenges posed by technology and promote a sustainable and safe working environment in the 21st century.

Keywords: Self-driving cars, Safety issues, Technological adaptation

The behaviour of the Albanian consumer towards genetically modified products

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(Abstract) Population growth has made food sufficiency impossible, and the lack of food has led to the search for alternative ways of providing it. Genetically modified organisms have been seen as a solution to one of the world's biggest problems today. The study of consumer behaviour is crucial for orienting the offer of different products. This aspect is also essential for products containing genetically modified organisms, foods created by organisms whose DNA has been altered using genetic engineering and molecular biology techniques. In studies done in different countries, consumers are sceptical of these products. The results of our work go along the same lines, which show that consumers do not tend to go towards GMO products and do not have enough information about them. In this study, we will try to answer our main research questions: How well do consumers know genetically modified foods, and what is their attitude towards GMOs? Are Albanians sufficiently informed about them, and what is their approach to these products?

Keywords: product, consumer behaviour, genetically modified organisms

Leveraging spatial analysis for enhanced food environment insights: a pathway to sustainable food systems in albania

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(Abstract) The Albanian food environment appears to be at a crossroads, balancing traditional home-cooked meals with a growing trend towards packaged and ultra-processed foods. This balance reflects wider socio-economic and cultural changes, including urbanisation, economic pressures and lifestyle changes. The evolving food environment in Albania, characterised by the increasing prevalence of packaged and ultra-processed foods and the rapid expansion of supermarkets, presents both challenges and opportunities for promoting sustainable food systems. This paper explores the critical role of analysing the food environment through spatial analysis in understanding and addressing these challenges in the Albanian context. Using data from the Food System Dashboard (FSD) and empirical spatial analysis, we provide a comprehensive examination of shifts in consumer behaviour towards convenience-oriented eating habits and the implications for waste generation, public health and local food economies. FSD reveals a significant 78% increase in the retail value of ultra-processed food (UPF) sales over five years, highlighting a dramatic shift in dietary patterns towards convenience foods. While this change reflects global trends

towards industrialised food systems, it poses significant sustainability challenges, particularly in terms of packaging waste and the environmental impact of increased reliance on non-biodegradable materials. The use of spatial analysis to examine the density and diversity of food outlets in the municipality of Tirana provides new insights into the complexity of the food environment. This approach not only maps the physical accessibility of different food options, but also sheds light on potential inequalities in food access and the emergence of food deserts. By analysing the spatial distribution of food outlets, including supermarkets, fast food restaurants and traditional markets, we uncover patterns of food availability that have important implications for diet quality, local food production and the sustainability of food systems. The paper also discusses the public health implications of dietary change, in particular the rise in sugar-sweetened soft drink consumption and its association with non-communicable diseases. This aspect highlights the importance of integrating public health considerations into food environment analyses and sustainable food system strategies. In conclusion, our study highlights the importance of spatial analysis in food environment research as a critical tool for understanding and navigating the complexities of changing food systems. By highlighting the intersections between consumer behaviour, UPF, food accessibility public health and we argue for a holistic approach to developing sustainable food systems in Albania.

Identifying key factors influencing nursing care quality: a systematic literature review

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(Abstract) Abstract Objective: This literature review evaluates the factors that influence the quality of nurses' service to patients, with the aim of increasing their overall well-being, work experience and creating a more supportive and satisfying work environment in the field of nursing. Methods: A systematic review was conducted following Preferred Reporting Items for Systematic Reviews. Electronic databases including Scopus, PubMed, SAGE Journal were searched for scientific articles on factors influencing the quality of nursing care. After review and removal of duplicates, we analyzed the full text of articles to identify potentially relevant studies for eligibility and then extracted data from matched articles. Results: The literature search resulted in 20 articles, that met all inclusion criteria were included systematic review after full text review. Conclusion: The literature shows that the quality of work life of nurses is influenced by three main factors: personal (socio-demographic), professional and psychological. Identifying the factors is critical for finding the right solution to improve the quality of service at work and to overcome the factors that reduce the quality of service in nursing care.

Keywords: Factors influencing the quality of nursing care, Hospital, Patient, Quality, Nursing care.

The social responsibility programme of a sports club. Slogan or change? Case study of the Falco-Vulcano Energia KC Szombathely Crucial Catch campaign.

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(Abstract) In our study, we examined the impact of the CSR campaign of Falco KC Szombathely. It can be shown that since the 2010s, social responsibility has been a frequently used marketing communication tool of Western European sports clubs. In the 2020s, due to irresponsible corporate governance, the consumers, are becoming more aware of CSR. At the same time, commercially based sports clubs have a very important role in shaping society. Three research questions were asked to investigate the CSR activities of the basketball club in Szombathely. -What impact does it have on the marketing communication of the team?-The "campaign-themed" content shared during the campaign triggered a total of 2607 interactions. -Can it shape the awareness of the fans? -88.3% of respondents knew what problem the campaign was highlighting -Do the fans support the CSR actions of the team? -85% of respondents said that repeating such a campaign regularly helps to raise awareness and raise awareness of the problem.

Empowering the circular economy in Albania through big data analytics: opportunities, case studies, and regional insights

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(Abstract) The adoption of a circular economy, which is defined by the concepts of reduction, reuse, and recycling, is essential for achieving sustainable development. Big data analytics is becoming a powerful tool in this transformation, providing outstanding knowledge into optimizing resources, managing waste, and implementing sustainable practices in many industries. This article examines the use of big data analytics to promote the circular economy in Albania, a country facing distinct problems and opportunities in the Western Balkans region. The study conducts a thorough examination of big data methods, including data mining, machine learning, and predictive analytics. It suggests specific sectors, such as manufacturing, healthcare, waste management, agriculture, and tourism, as areas where intervention should be focused. The article showcases three case studies that demonstrate the successful incorporation of big data analytics into circular economy plans, drawing on international best practices. Moreover, it examines the present condition and future prospects of Albania and the Western Balkans in embracing new technologies, relying on existing secondary data and success stories from the region. The results indicate that Albania has considerable potential to utilize big data analytics in promoting a more sustainable and efficient economy. Additionally, recommendations are provided for policy makers,

industry leaders, and academic stakeholders to effectively address the difficulties associated with this revolutionary process.

Keywords: Circular Economy; Big Data Analytics; Sustainability; Resource Optimization; Waste Management

Factors affecting consumers' purchase intention in the live streaming of fitness equipment

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(Abstract) Real-time streaming media services have become the main means of product sales at present, this paper mainly studies the factors affecting consumers' purchase intention in the live streaming of fitness equipment, the reliability analysis, path analysis and mediation effect test of the 427 valid questionnaires data obtained in the survey are performed to verify reliability and validity of the model and hypothesis. The empirical results show that in the live streaming of fitness equipment e-commerce, the professionalism of the streamer, the similarity of the streamer, the interactivity, entertainment, information quality, product quality, product appearance have a significant positive impact on the perceived value of consumers, while the impact of preferential on the perceived value of consumers is not significant; the professionalism of the streamer, the similarity of the streamer, the interactivity of the streamer, the entertainment, the preferential, the information quality, the quality of the product have a significant positive impact on the trust of consumers, and the impact of product appearance on the trust of consumers is not significant Perceived value and trust have a significant positive impact on consumers' purchase intention, and play a significant mediation role between the above variables with an influential relationship and their purchase intention. According to the empirical

analysis results, this paper finally summarizes the practical enlightenment of furniture e-commerce live streaming from three perspectives: e-commerce live streaming streamer, e-commerce live streaming scene and furniture products. The theoretical and managerial implications of this analysis for live streaming will be discussed further at the end of this paper.

Keywords: fitness equipment e-commerce live streaming; purchase intention

The circular economy: Essential research issues in sustainable development

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(Abstract) Various stakeholders, such as governments, research institutes, corporations, and others, are actively advocating a range of steps to expedite the implementation of waste management solutions in the circular economy. Undoubtedly, none of them possess the capability to independently resolve all problems. Therefore, we must comprehend and amalgamate them collectively while allocating the appropriate exertion towards compelling aspects and sustainable development. The objective of this study is to identify essential investigation issues by carrying out a theoretical investigation of the body of literature currently available regarding sustainable development and the circular economy. The circular economy is discussed under the framework provided by an analysis of research and concepts found in the foundational literature on sustainable development. A systematic literature review relies on the academic database of Web of Science and Scopus. Essential research issues in this discipline were identified after examining several research articles. These include the various aspects of the circular economy, its dimensions, industrial and global application settings, circular business models and use cases, and frameworks for defining and evaluating the circular economy. Future research can investigate the study fields identified by the literature analysis to better understand the circular economy and implement its principles to achieve sustainability.

Students' perspectives on the circular economy and industrial symbiosis

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(Abstract) Global interest in the circular economy is growing as a sustainable replacement for conventional linear forms of production and consumption. Many nations have implemented policies and regulations to encourage circular activities, and companies are increasingly incorporating circularity into their business plans. Prioritising youth education and participation in comprehending and applying circular economy concepts and practices is crucial to fostering a sustainable future. The circular economy in the context of youth education has yet to be explored in depth. Furthermore, the Industrial Symbiosis concept remains a novelty within the circular economy research context as an interdisciplinary notion integrating industry and environmental issues. This study aims to conduct a literature evaluation on students' perspectives towards the circular economy and Industrial Symbiosis. Based on studies that have developed measurement instruments for circular economy and Industrial Symbiosis, the expected result is the identification of appropriate indicators that will measure the attitude and behaviours of students towards the circular economy and Industrial Symbiosis. The results of this study will significantly contribute to expanding the

existing literature by analysing prospective entrepreneurs engaged in circular economy and Industrial Symbiosis principles.

Keywords: circular economy, sustainable, Industrial Symbiosis, conventional linear form, student

The future trend of e-mobility in terms of battery electric vehicles and their impact on climate change: A case study applied in Hungary

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(Abstract) The transportation sector is responsible for 25% of the total Carbon dioxide (CO₂) emissions, whereas 60.6% of this sector represents small and medium passenger cars. However, as noted by the European Union Long-term strategy, there are two ways to reduce the amount of CO₂ emissions in the transportation sector. The first way is characterized by creating more efficient vehicles. In contrast, the second way is characterized by changing the fuel used. The current study addressed the second way, changing the fuel type. The study examined the potential of battery electric vehicles (BEVs) as an alternative fuel type to reduce CO₂ emissions in Hungary's transportation sector. The study used secondary data retrieved from Statista and stata.com to analyze the future trends of BEVs in Hungary. The results showed that the percentage of BEVs in Hungary in 2022 was 0.4% compared to the total number of registered passenger cars, which is 3.8 million. The simple exponential smoothing (SES) time series forecast revealed that the number of BEVs is expected to reach 84,192 in 2030, indicating a percentage increase of 2.21% in the next eight years. The study suggests that increasing the number of BEVs is necessary to address the negative impact of CO₂ emissions on society. The Hungarian Ministry of Innovation and Technology's strategy to reduce the cost of BEVs may increase the percentage of BEVs by 10%, resulting in a potential average reduction of 76,957,600 g/km of CO₂ compared to gasoline, diesel, hybrid electric vehicles (HEVs), and plug-in hybrid vehicles (PHEVs).

Creating a decentralized blockchain to store university data and payment of university course material through the use of a smart contract

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(Abstract) The use of blockchain technology gives universities the opportunity to create their own blockchain. By rethinking the Bologna program applied in education, in the future, universities will be able to work together even more closely in the field of joint curriculum development. It can be observed that different universities teach the same subjects. As a result, university lecturers have even more burdens outside of teaching, as lecturers must prepare the same teaching materials for each university. The aim of the research is to create a blockchain in practice, as well as to present it in detail, where university lecturers could upload uniformly prepared teaching materials. In the long run, a unified and universally accepted university curriculum will certainly bring many advantages. If the university also wants to upload paid course content to the blockchain, a smart contract must be used. With the help of a smart contract, payments for teaching materials would be carried out in an automated manner, so additional burdens could be taken off the shoulders of universities. Since the blocks in the blockchain are closely built on top of each other, it is difficult to modify them with the educational materials stored in them. Since universities must provide students with up-to-date knowledge, the teaching materials must also be up to date. The modification of teaching materials at specified intervals could be solved using the Soft-Fork blockchain process.

Hungarian financial security - historical background

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(Abstract) This paper analyzed the more than 1000 year old hungarian financial system by historical aspect and by legal, technical, economical and system dimension. First will be defined the financial security, second will be discussed the legal background, third will be transparented the technical development, fourth will be analyzed their economic importance. Finally will be investigated the system approach.

From waste to wealth: Exploring the viability of profitable recycling businesses in developing economies

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(Abstract) This paper investigates the potential of establishing profitable recycling businesses in developing countries. Utilizing a literature review approach, we analyze the circular economy (CE) framework, recycling sector opportunities, and waste management strategies within these nations. While acknowledging the challenges associated with developing such industries, our analysis identifies potential avenues for success. To inform effective strategies and feasible solutions, we examine the growth patterns of the US recycling market and the implementation of the circular economy in Africa. We posit that recycling can be a viable and profitable venture in developing countries, contingent upon the presence of specific enabling factors.

How is innovation changing healthcare supply chains? – review of innovation models and their impact

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(Abstract) Abstract: Innovation and Artificial Intelligence (AI) technologies frequently appear together in discussions, as AI is considered as a tool for driving innovation. While many sectors pursue innovation primarily for competitive advantages, the healthcare sector embraces it from an ethical perspective. The commitment to innovation in healthcare is not just about competition, it's fundamentally about improving quality of life, effectively curing patients, and introducing new medications to the market. The prevalence of AI-driven applications are increasing within the Healthcare sector. In this systematic literature review, we explore various innovation models employed and we see how these relate to AI solutions in the healthcare sector. Additionally, we offer a comprehensive overview of the theoretical foundations behind these models, practical significance and utility within healthcare supply chain context.

Impact of NIS2 requirements in non-technology intensive sectors

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(Abstract) NIS2 is an enhanced version of the previous (EU) NIS Directive 2016/1148, which aims to strengthen the security of cyberspace and information systems. The Directive aims to increase the level of cyber security across the EU, ensure a uniform level of security and improve the protection of critical infrastructures. The impact of this legislation extends to previously non-technology intensive sectors such as postal and courier services, waste management, chemical industry or food production, processing and distribution. Based on secondary sources, I provide an overview of the challenges that the new legislation poses for these specific sectors and attempt to establish a link between the current baseline and the target state that the legislation aims to achieve.

Navigating finance: Exploring student financial literacy and decision-making in 2023

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(Abstract) Financial literacy has emerged as a critical skill for students in the modern world. This study investigates the financial knowledge, behavior, and attitudes of students across various countries in 2023. The research employs a quantitative approach to analyze students' financial awareness, attitudes, and knowledge regardless of the source of their financial resources. Additionally, demographic information like social status and academic achievements is considered. The findings reveal a positive association between financial literacy and active financial behavior and decision-making. Students who acknowledge their limitations in financial knowledge (e.g. lack of confidence in managing their finances) demonstrate a willingness to seek guidance from financial advisors or pursue financial education opportunities. Furthermore, students with access to financial assistance exhibit higher levels of financial literacy, as evidenced by their proclivity towards saving, emergency fund creation, and retirement planning. This study highlights the need to address identified weaknesses in students' financial literacy. The results underscore the significance of both general financial literacy and personal financial education, particularly in higher education settings. Ultimately, the research emphasizes the importance of implementing initiatives to enhance financial literacy education for students globally.

The loyalty ladder: A quantitative exploration of satisfaction and commitment in building brand loyalty

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(Abstract) Understanding the factors influencing customer loyalty is crucial for businesses to thrive in today's competitive landscape. This study investigates the impact of brand personality and satisfaction on customer commitment and loyalty. Highlighting the crucial role of customers, the research emphasizes the importance of quality products, service, and brand policies in fostering positive brand perception. While existing research suggests a link between a strong brand and customer loyalty, this study examines the specific influence of brand personality and satisfaction on commitment, acting as a mediator between these factors and loyalty. Through a quantitative study, the research explores the relationships between brand satisfaction, personality, relationship commitment, and loyalty. The findings reveal a moderate positive association between brand satisfaction and loyalty, signifying that satisfied customers are more likely to be loyal. However, brand personality did not exhibit a significant relationship with either satisfaction or commitment. These findings suggest that building strong customer relationships through satisfaction is a key driver of loyalty, while brand personality may require further investigation to understand its specific role in this context.

Development assessment of self-driving cars in developed and developing countries

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(Abstract) As technology is increasing, human life and perception are also changing. Automotive industry is one of the major sectors of technology revolution. This sector keeps attracting public and investors towards itself by bringing advanced technology in the form of self-driving cars. Developed countries are progressing in this area because researchers, investors, governments and interlinked organizations are visioning something fruitful for the public and the social, environmental technology in the near future. These developments are also impacting on the developing countries to think about this technology system in the transportation system. Although, developing countries are far behind from this advancement. In this research paper we have analysed the responses of 310 people filled in the questionnaire from four countries (UK, Hungary, Malaysia, Pakistan). The method is descriptive statistics analysis and correlation matrix. Results show that there are no significant differences in the preferences for self-driving cars between developed and developing countries what seems to be interesting, at least.

Rethinking constructivist educational methodologies in the age of immersive technologies

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(Abstract) In a broad sense, digitization is the use of digital technologies to change a business model and provide new revenues and value creation opportunities. The main obstacles to the process are bureaucracy, differences in economic development between individual countries, the need for cooperation between institutions at the international level, as well as the lack of adaptability and computer literacy of some members of society in the sphere of innovation and technology. The main aim of the paper is to present both the opportunities and threats of using digital educational products in educational process, including immersive technologies. Based on meta analysis the authors develop a conceptual model of the process of integrating immersive technologies into educational process to achieve better level of engagement of the students and to transform them from passive observers into active participants.

Issues relating to waste management; Construction Industry

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(Abstract) Abstract This study aims to explore and draw attention to the issue of sustainability, with an emphasis on Waste Management, the possibility of applying Environmental Management Accounting (EMA) and its impact on Financial and Environmental performance, through examinations in a business, in the industry of construction in Albania. Environmental Accounting techniques vary in conception, perception and development, from one business to another, from sector to sector, in order to accurately identify environmental costs and provide the appropriate decision-making orientation for the economic entity. Meanwhile, the construction industry, especially in the last decade, inevitably connected with the environment, has great importance for the economy of our country. Accounting is a key element in financial and managerial planning, therefore, as such, it must be reorganized and updated to include the effect of environmental considerations in relation to company performance. Accountants must work in relation to raw material, its treatment, capital, financial indicators and at the same time they must observe, recognize, measure, receive, control and report emissions and losses from traditional business activity. Environmental Accounting, which consists of the financial reporting of environmental costs in quantitative parameters, is closely related to Environmental Management Accounting, as well as to Financial and Cost Accounting and is referred to in various manuals and directives, depending on local and global policies, such as manuals of the European Commission, the United Nations or the European Union.

The research work in this paper, focused on the International Federation of Accountants approach and financial/accounting standards, is carried out through primary sources, which consists of a case study, undertaken in a business operating in the construction industry, in a building under reconstruction. Information is selected through the triangulation method. It includes financial information from construction estimates/construction assessment and periodic reports of work situations, management information obtained through site inspections and interviews with the facility engineer and CFO respectively. The results of the study show that adapting the Environmental Management Accounting system can increase business reliability, financial information quality and management efficiency. Moreover, it can influence the decision-making process regarding investments related to the improvement of the production process. It can be a starting point for the complex total value chain should be re-organized in Albanian businesses.

Keywords: Environmental Accounting, Environmental Management Accounting, Environmental Impact, Construction and demolition waste.

Developing SME personnel competence in strategic business sustainability

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(Abstract) The importance of social and economic responsibility for SMEs' strategic business has increased since EUs CSRD (Corporate Sustainability Reporting Directive) entered into force in 2023. Due to the stakeholders' demand, SMEs are forced to react and strengthen personnel sustainability competence as a part of their strategic and economic management. This paper aims to grasp how Universities of Applied Sciences can support SMEs' need to increase their personnel sustainability competence to apply stakeholders' demands by distance learning ability. This paper is based on findings in the project Green Responsibility and response to the conclusions of the project Strengthening Responsibility and Business Competence for the Personnel of SMEs and Startups. Consequently, we present the importance of strategic business responsibility for SME personnel, which can be strengthened by distance learning and, e.g., gaining a competitive advantage.

How adaptive leadership can ignite a transformational change? An empirical study of the UAE-based educational system.

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(Abstract) Numerous reviews on leadership highlight the significance of traits-based and behavioral-based leadership styles that are imperative for subordinate performance and satisfaction. However, there is a lack of adequate literature on the universal concept of effective leadership. As time passes, adaptive leaders can create situations more favorable by finding substitutes, reducing dependence on unreliable sources, and long-term improvement programs. Through organizational diagnosis, the study explores the connection between adaptive leadership and empowered performance. Organizational diagnosis (OD) aims to gather information on a system's existing operations. From a contemporary perspective, it analyzes the data from the information gathered and portrays conclusions about the root causes of the present performance. The social-exchange theory contributes to this study in understanding the leader-member exchange relationship (LMX) to address employee identification, balance the organizational and personal goals, and maintain initiativeness and strength at work. This assists in proactive measures for change and sustainability. However, an OD through adaptive leadership assists in having an effective analysis for a systematic knowledge of the organization required to design suitable interventions. Two UAE-based educational institutes with a sample size of 112 are carefully selected through random sampling. A self-prepared questionnaire was distributed amongst the workforce and explained the ethical aspects as well as the purpose of

the study. The empirical analysis assisted in finding employee feelings qualitatively, however, the study considers theoretical aspects and develops hypotheses that are tested against the data. The results stress the use of theories and practical knowledge in OD for multipurpose and assist in analyzing whether the interventions are effective or not. The effectiveness measures are related to; the extent to which the interventions are fit for the purpose; the degree to which it is based on the underlying facts; and the magnitude of which it is handy for talents to change management competencies. The limitations of the study include short-term analysis, limited dependent variables, and subjective aspects. Future studies can relate the behaviors to larger environments and external forces in educational sectors. Hence, it throws light on the use of open systems for adaptive performance through empowered leadership in firms.

The European Union's course towards resilience as a response to rising global turbulence

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(Abstract) The EU has been facing numerous challenges in the 21st century. Eastern enlargement resulted in widening of socio-economic inequalities. Global financial crisis 2008+ forced the EU to introduce instruments aiming at improving financial stability. Migration crisis of 2015-2016 proved the need for reforms in the area of EU immigration and asylum policy. Brexit disrupted internal political dynamics of the EU and ended the period in which the gravitation power. The COVID-19 pandemic coupled with the Russian invasion on Ukraine did show that crises become more and more complex. Moreover the EU has to face climate change, AI revolution, energy crisis, demographic changes. Thus the EU has to rethink its response to current and future threats and challenges. The main objective is to identify the EU's actions and mechanisms aiming at building resilience. The parallel goal is to critically evaluate potential problems connected with practical implementation of the EU's course towards resilience

The impact of green banking practices on environmental, social and economic performance. The case of the Albanian Banking System.

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(Abstract) As environmental degradation threatens our society, the need to create sustainable green banks is becoming increasingly urgent. The main objective of this paper is to identify the impact that the application of green banking has on the environmental, economic and social performance of banks. A questionnaire was completed by the employees of commercial banks in Albania. The employees were asked what impact the application of green practices has had on their bank. In total, 155 questionnaires were collected. The answers of the bank employees show a positive relationship between the application of green practices and economic, social and environmental performance. When banks develop and practice green banking, the impact on environmental protection is obvious. Green banking practices improve banks' compliance with environmental standards

and significantly reduce banks' energy consumption and use of paper and other materials. Green banking practices have a positive impact on the bank's image, create better relationships with the community and stakeholders, and increase compliance with applicable social laws and regulations. Green banking practices also have a positive impact on improving the bank's bottom line, significantly reducing the bank's operating expenses, and improving the efficiency of the bank's resource management.

Keywords: Green banking, Environmental Performance, Social Performance, Economic Performance

Creation of a unique university diploma based on non-fungible token

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(Abstract) The educational institution issues a diploma to the student after completing higher education. With the advent of blockchain technology, and then with the spread of NFT (Non-Fungible Tokens), it became possible for educational institutions to issue a unique diploma for the students, which is different in terms of form. This would make the diploma more customizable, which would include the student's emotions, thoughts, and insights expressed in graphic representation. The formally personalized diploma certainly represents even greater value for the students, which they will proudly show to their parents and friends. The purpose of the research is to examine how to create a diploma with NFT elements, as well as to reveal the more important steps of its creation. As part of the practical implementation, I will create an NFT-based diploma. To achieve this, I need a digital wallet, a blockchain suitable for NFT storage, and an NFT marketplace.

Creating an energy-efficient university blockchain

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(Abstract) A much-discussed issue of blockchain technology in the scientific world is that blockchains consume large amounts of electrical energy for their sustainability and operation, which has a harmful effect on the environment. During my research, I am looking for the answer to what blockchain technologies are available that would consume less electrical energy, and whether a blockchain with a higher electrical energy demand can be sustained using renewable energy sources in today's world. As part of the practical implementation, I am creating a private university blockchain to store data. After that, it was calculated how much electrical energy is needed to operate this blockchain. I will investigate what kind of solar solution I can use to reduce the operating costs of the blockchain I'm creating while keeping in mind that this blockchain uses a renewable energy source. My research goal is to propose ways to make blockchains "greener".

Modeling customer purchase intentions based on Corporate Social Responsibility practices

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(Abstract) Incorporating Corporate Social Responsibility (CSR) into business practice is no longer just about doing the right thing in an ethical sense but represents wise business decision-making and the creation of an adequate strategy for achieving success. Understanding customer needs is vital to achieving the desired results for any company. The practice of CSR helps companies direct customer behavior towards purchasing their products and increasing satisfaction and loyalty. Therefore, analyzing and modeling customer purchase intentions resulting from CSR practices is essential. This research aims to identify aspects of CSR that directly link customers' perceived level of CSR and their intention to recommend and pay premium prices for products or services from a socially responsible company. The structural equation modeling (SEM) technique was applied to test the consequential connections between ecological, social, and consumer-oriented CSR practices and customer purchase intentions. The obtained results imply that it is possible to contribute to the company's business results through the fostering implementation of CSR.

Service quality in the hotel industry: Tourist satisfaction and loyalty. Case of Albania and Montenegro

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(Abstract) Abstract The hotel industry has become a driving force of economic development in Albania and Montenegro. The number of arrivals and the number nights spend has increased each year. The purpose of the study is three-fold: first to examine tourists' perceptions of service quality in the Albanian and Montenegrin hotel industry; secondly to empirically examine the dimensions that impact tourist satisfaction and their loyalty; third, it assesses whether there is any relationship between tourist satisfaction and tourist loyalty. This study adopted SERVQUAL scale with some customizations to measure perceived service quality dimensions: tangibles, reliability, responsiveness, assurance and empathy. Data were collected from 9 hotels in Shkodra, 15 hotels in Saranda, 19 hotels in Ulcinj and 21 hotels in Budva, using a self-administered questionnaire. To find out the service quality dimensions that impact tourist satisfaction and tourist loyalty, the factor analysis and reliability were used. We also performed the multiple regression analysis, using the 'tourist satisfaction' or "tourist loyalty" as the dependent variable and dimensions as: 'tangibles', 'reliability', 'responsiveness', 'assurance' and 'empathy' as independent variables. We found several dimensions with significant impact on tourist satisfaction and their loyalty. Moreover, we run with a simple regression analysis and correlation showing a positive relationship between tourist

satisfaction as an independent variable and tourist loyalty as an dependent variable. Findings of the study can be used from hotel managers as a guide to improve their service quality and hotels' performance.

Keywords: service, dimension, tourist, SERVQUAL, regression, Albania, Montenegro.

Ranking Western Balkan countries according to the digital skills among older people

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(Abstract) The twenty-first century brought accelerated technological progress and the need for adequate knowledge and skills that enable inclusion in contemporary trends. Having digital skills is considered an essential life competence. Their lack can increase the risk of social exclusion of already vulnerable social groups, such as people with disabilities, migrants, older adults, etc. Older adults mostly need help to use modern information and communication tools independently, which is why they cannot benefit from the advantages of the digital world. The entire Western Balkans region is far behind the European Union countries in terms of digital transformation. This state additionally emphasises the urgency of systemic and institutional action towards raising the digital expertise of the older population in this area. This work aims to rank Western Balkan countries based on the digital skills of the population older than 55 years. The database was created using statistical data from the EU database about individuals' digital skills in 2021. For the purpose of this study, the PROMETHEE II method was used. The obtained results indicate which of the analysed countries should make the most effort to improve the digital skills of older adults

Application of a hybrid SEM-MCDA approach for examination of Different industries' attitude to use ERP system

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(Abstract) Enterprise Resource Planning (ERP) systems have attracted companies' attention and become an indispensable part of business practice. The success of implementing an ERP system depends on the employees' beliefs, attitudes, and behavior, which affects how employees will accept the new technology. Using the Technological Acceptance Model (TAM), it is possible to examine the ERP system adoption and acceptance factors. Structural equation modelling (SEM) is a useful way to examine the TAM constructs, while multicriteria decision-making analysis (MCDA) helps consider a set of alternatives and criteria. This paper applies the hybrid SEM-MCDA technique to arrive at answers about different industries' attitudes towards ERP system use. To apply this hybrid approach empirical research has been taken based on an online questionnaire. For using this novel approach in the first stage SEM model has been used, and in second stage results of SEM has been upgraded with MCDA technique. Different industries have been considered as alternatives, while TAM constructs have been considered as criteria.

Keywords: ERP system, Technological Acceptance Model (TAM), Structural Equation Modelling (SEM), Multicriteria Decision-Making Analysis (MCDA)

Data collection experiences and economic relevance of urban tree inventories

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(Abstract) Climate change is making urban green spaces an increasingly important part of everyday life in cities. Their importance in the fight against heat islands, such as reducing air dryness, shading, dust and CO₂ levels, is paramount. The majority of municipalities have so far basically tried to meet their obligation to respond to this increased importance and take seriously their responsibility to hold their assets to account. And the positive trend change that we are seeing today is that local authorities are beginning to see green spaces and trees as assets to be accounted for. In our research, we have tried to present the different data collection experiences and the economic value generated by tree inventories, based on the most popular and generally accepted tree value calculation methodologies.

Prospect theory investigation of the stock market interdependences during crises

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(Abstract) During the XVII-XIX centuries, major crises were striking seriously whole empires and economic systems, but their impact was geographically limited within the system they took place. In the era of globalization however the butterfly effect is taking place: crisis and panic related to it is spreading fast, often in an irrational way. As Niall Ferguson summarized, our society is threatened by crises typologized as Black Swans, Grey Rhinoceroses, and Dragon Kings, and in front of them, markets are vulnerable. This paper explores some of the main reasons of the fast spread of investor's panic – including the same essence of bubbles existing worldwide, the role of technology (in a bit more complex way than in Michael Lewis's Flash Boys), but first, the prospect theory of D. Kahnemann and A. Tversky. The prospect theory states that investors are avoiding risks on gains and are seeking risks in case of losses, to minimize the loss. The theory argues that gains and losses are determined by a reference point, but that this reference point varies from situation to situation. Subjective value judgement also plays a role: individuals are generally averse to risking their prospective gains but will take the risk if they stand to lose. A revised version of prospect theory is known as cumulative prospect theory, but there are critics of this theory too. An opposing bias to the elements of prospect theory is the disposition effect.

The relationship between workplace digitalization and older worker's productivity

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(Abstract) Many studies have confirmed the positive impact of workplace digitalization on productivity, especially in terms of efficiency, innovation and cost reduction. On the other side, some studies reported disconnections between these two variables. Therefore, this paper is trying to resolve the inconsistent findings regarding the impact of workplace digitalization on productivity in a transitional context. The sample size used for the analysis consists of 103 respondents. Structural Equation Modeling (SEM) technique is adopted to explore complex relationships among variables. In addition, the mediation analysis was performed to investigate the mediating role of employee job satisfaction in the relationship between workplace digitalization and older employees' productivity. The results suggest that the total effect of workplace digitalization on employee productivity is significant ($\beta = 0.578$, $p = 0.000$), indicating a positive relationship between these variables without considering the mediator. When mediator job satisfaction was included, the direct effect of workplace digitalization on employee productivity became very low and statistically insignificant ($\beta = 0.003$, $p = 0.966$), suggesting that the relationship between them is fully mediated by variable job satisfaction.

Keywords: workplace digitalization, productivity, older employees, SEM, mediation analysis

Circular economy solutions for the agri-food business

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(Abstract) The circular economy concept gained momentum among scholars, industry, business and government as a more accurate concept, than green economy and green growth concepts, in dealing with environmental issues together with maintaining sustainable economic growth. Agri-food is one of the key sectors where action must be taken to ensure the transition to a more sustainable development model in line with circular economy principles.

Present and future of SMEs in the European Union

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(Abstract) SMEs represent cca. 99,8% of all businesses in the EU. This very diverse group of companies gives around two thirds of employment and creates approximately half of the European GDP. In the European institutions thinking about SMEs started in the last quarter of the 20th century. In 2008 the official bodies accepted „Small Business Act for Europe” as a basic document, which is reviewed annually. In the turbulent 21th century SMEs have to face series of challenges. Administrative burdens still exist, member states have very different tax systems, unemployment and lack of skilled workforce together belong to key issues and digitization and technological development seem to be the crucial challenge for the SME sector. No doubt, there is need for common action for the favour of SMEs. Instead of „Think small first” „Act for SMEs”. Governments, regulating authorities, chambers and the firms themselves based on experience and scientific background have to act together to work out an acceptable regulating environment, creating a strong (today weakening) European production base, without which even services can not go well. By the help of an appropriately managed cohesion policy, SMEs should become the matrix of the regional economy. In my paper I will analyse the above mentioned questions and challenges based on relevant literature.

Household overcrowding in selected countries of Central and Eastern Europe-urban-rural approach

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(Abstract) Housing is a particularly important asset for humans. The use of dwelling of an appropriate standard determines the quality of life and affects all aspects of human well-being. Hence, it is important to monitor housing poverty, understood as the inability to meet housing needs at a specific level. The study focused on the problem of household overcrowding, which, like housing conditions problems, is one of the components of housing deprivation. The aim of the study is to present the problem of household overcrowding in the countries of Central and Eastern Europe. Differences occurring in rural and urban areas were indicated. European Union Statistics on Income and Living Conditions (EU-SILC) data for 2013-2022 were used. Household overcrowding is still a serious problem experienced in the EU countries surveyed, which poses a challenge to housing policy.

Risks and successes - through the integrity of the organizational system

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(Abstract) The purpose of this study is to provide a comprehensive review of the literature on risks affecting the organization. We are looking for answers to the questions that greatly influence organizational integrity, whether organizations can prepare for all the risks affecting their integrity? Is it possible to find out an exhaustive list of risks, does such an organizational situation exist? This article also wants to look for correlations in terms of the relationship between individual performance and individual self-evaluation with organizational integrity. The authors took the characteristics of the public sector as a basis, noting that they will also aim to look at the private sector in their further research.

The effects of decoupling to Business Executives and Enterprises

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(Abstract) The escalation of global economic decoupling, driven by trade conflicts and protectionist measures, presents profound challenges for businesses in the last years. This paradigmatic shift manifests divergently across industries. Specifically within the technological domain, the decoupling dynamics between the United States and China entail potential impediments for firms, constraining their access to foreign technological advancements while concurrently fostering opportunities for independent innovation. Though certain sectors may exhibit relative resilience, the overarching repercussions of global decoupling on commercial entities are considerable. This research endeavors to comprehensively examine the multifaceted implications of this phenomenon and proffer strategies that businesses can deploy to effectively navigate within this decoupling landscape.

The expectations of the supply side of the hospitality labor market from employers in the Central Region of Romania

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(Abstract) The objective of my study was to analyze the impact of training and job offering program. It was offered by an NGO for the development of the civil society and was funded by the European Union. The target group were long time unemployed persons in Central Romania. They were trained for the jobs of cooks and waiters. The program offered places where to practice their new skills and eventually those who showed good results, were offered jobs or help to start up new firms in the hospitality sector. Data and methods: 105 unemployed persons were offered the training and all 105 persons completed a questionnaire. 33 entrepreneurs who offered places to practice were interviewed. For general description of the labor market official data from the Romanian National Institute for statistics were used. The results showed that the hospitality industry in Romania recovered from the shock caused by the Covid-19 pandemic and there is a growing demand for skilled workers in the industry. The conclusion is that the competition in the Romanian hospitality industry is growing, profit margins are weakening and there is a lack of skilled employees. My paper reflects the results of the questionnaires completed by the participants of the training course.

Improvement of customer service through generative AI

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(Abstract) This paper explore the possibility to use a conversational agent system architecture to support customer services and digital marketing. An implementation of chatbot through generative AI for customer service brings a significant improvement in costumer relationships. The proposed prototype system is built in a real- word of telecommunication environment. To illustrate this system as well as possible various technologies have been analysed and implemented, such as: artificial intelligence, natural language processing, knowledge bases. For the proposed system, an assessment of the improvement it brings has been made, the results were satisfactory, which shows the efficiency of this system in the environment where it was implemented. This paper also explore and address some emerging issues during the system implementation.

Technology innovation and firm performance of non-financial public listed companies: the case of Vietnam

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(Abstract) This research investigates the impact of technological innovation on the productivity of non-financial public listed companies in Vietnam. The FGLS regression model is used with data collected from the financial statement of Vietnam from 2011 to 2023 with 4610 observations. The results show that most technological innovation variables have a negative effect on the return on assets and have no impact on the market value. Specifically, technological innovation influences enterprise revenue and profit, including new products, new processes, R&D expenditure, age, size, and employee cost. From the study results, some implications are suggested to improve public-listed companies' performance in Vietnam.

Workers in the digital platform economy

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(Abstract) Information technologies have introduced essential changes in the daily life of individuals. Due to digitization, new forms of employment are emerging, of which work on digital platforms stands out. There has been a vigorous discussion surrounding digital platforms in recent years, primarily because of their growing importance within the digital ecosystem. However, despite numerous researchers' shared interests in the work of digital platforms, existing sources and metrics to measure digital platform employment are still limited. Hence, this research aims to contribute to this gap and address the state-of-the-art research on reviewing what measurement initiatives on digital platform employment have been undertaken. Additionally, this research sheds light on digital platform workers according to age, gender, level of education, and type of service category offered in the new digital economy, indicating existing differences. Valuable insights from this research will contribute to policymakers, businesses, and researchers to create a sustainable future for workers in the digital platform economy.

Keywords: Digital platforms, Digital platform workers, Digital technologies

Management Control Systems and Sustainability: A Bibliometric Analysis

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(Abstract) Including social and environmental concerns in decision-making processes and business operations is important in organizations. Management control systems are crucial in integrating sustainability issues within decision-making processes. Thus, this study aims to analyze international publications about the relationship between management control systems and sustainability, identifying trends in evolution and future research opportunities. Based on bibliometric techniques, the outputs obtained in the Web of Science (n = 139) and Scopus (n = 73) databases were analyzed in the bibliometrix R package to map and review the literature systematically. After removing duplicates, we obtained a final output of 167 articles. The analysis of these publications points that management control systems must be able to adapt to and support changes, to create real value, generate values that last, and develop a business that remains over time. Developing the concept of corporate sustainability involves many management control tools to define strategies aimed at society and not just at the market.

Keywords: management control systems; sustainability; bibliometric analysis.

A Covid-19 előtti időszak agárélelmiszer- fenntarthatósági kérdései

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(Abstract) A világjárványt megelőző közvetlen időszakban is fontos szerepet kapott a fenntarthatóság három pillérének vizsgálata. A 2016-2019-es időszak Scopus, Web of Science, Science Direct adatbázisaiból Prisma szakirodalom kutatást végeztem. A kulcsszavak a fenntarthatóság és az agri-food voltak. Az eredmények alapján megállapítható, hogy a társadalmi fenntarthatóság szinte meg sem jelenik a vizsgálatokban, míg a környezeti fenntarthatóság legfontosabb kérdései az ökológiai lábnyom, a biogazdálkodás, a tisztább termelés voltak. A gazdasági fenntarthatóság leginkább a pénzügyi és számviteli rendszerek hatékonyságát és intergációját hangsúlyozza. Ennek segítségével összevethetővé válik a járványt követő időszak főbb kérdései, amely segítségével a döntéshozók, elemzők, gazdasági szereplők képesek lesznek meghozni a legjobb döntéseiket.

A sport szerepe a stresszkezelésben az Óbudai Egyetem hallgatói körében

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(Abstract) A modern életmód gyakran stresszel terheli az egyetemista hallgatókat. Kutatás célja, hogy feltárja, hogyan segíthet a sport tevékenység a stressz kezelésében az Óbudai Egyetem hallgatói körében. Ez a kutatás kiemeli a sport fontosságát a stressz csökkentésében és a mentális jólét javításában az egyetemi hallgatóknál. Fontos hangsúlyozni a sportolás támogatását az Egyetemen, hogy segítsük a hallgatók egészséges stresszkezelését és jólétét. A kutatásom során 505 hallgató töltötte ki a kérdőívet az Óbudai Egyetemen 2021 és 2023 között. A vizsgálatom fókuszába ezúttal sport és a stressz kapcsolatának vizsgálata került. Az adatok elemzéséhez az SPSS szoftvert használtam, és főként a Mann-Whitney-próba elemző eljárást alkalmaztam.

Döntéshozatali és vezetői képességek elemzése – egy komoly játék tapasztalatai a BCE nemzetközi programjában

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(Abstract) Csíkszentmihályi Mihály flow elméletéhez kapcsolódóan 29, a „jó üzletet” segítő vezetői készséget határozott meg. Az előadásban a döntéshozatali és a munkahelyi flow állapotot elősegítő vezetéshez szükséges fő készségeket (a stratégiai gondolkodásmód, a visszacsatolás, az egyéni erősségek felismerésének, valamint a kihívások és a készségek közti egyensúly megteremtésének készsége) vizsgáljuk, kitérve arra, is, hogy milyen további készségek segíthetik ezeket. Az elemzés a flow-alapú vezetői készségek mérésére és fejlesztésére kidolgozott komoly játék, a FLIGBY® („Flow is Good Business For You”) több éves adataira épít. A több száz nemzetközi képzésben részt vevő játékos valóság-hű virtuális döntési szituációkban hozott döntéseinek eredményeire, vezetői készségeinek vizsgálatára építő nemzetközi minta lehetőséget ad a hallgatók készségportfóliójának vizsgálatára.

Munkavállalókkal való elégedettség vizsgálata KKV vezetők körében

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(Abstract) A vállalkozások környezete folyamatos átalakuláson megy keresztül. A gazdasági folyamatok, a technológiai környezetben végbemenő sokszor forradalmi változások komoly kihívások elé állítják a kis és középvállalkozásokat. Ebben a dinamikus környezetben további örvényeket kavart/kavar a covid és az orosz-ukrán háborús konfliktus okozta gazdasági és egyéb területeken is megjelenő válság. Munkámban azt vizsgálom meg, hogyan befolyásolták ezek a tényezők a kis és közepes vállalkozások elégedettségét a munkavállalóikkal szemben, vagyis változott-e az elmúlt időszakokban a munkavállalók megítélése a kkv vezetők szemszögéből. Nyilvánvalóan, ahogy a fentiekben is utaltam már rá, a munkavállalók megítélését a covid és a háborús konfliktuson kívül számos más egyéb tényező is befolyásolja.

Kompetenciafejlesztés a hátrányos helyzetű gyermekeknél informatikán, robotikán keresztül

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(Abstract) Harmadik éve tartok robotikafoglalkozásokat leszakadt, hátrányos helyzetű településeken többnyire roma gyerekeknek. A gyerekek legtöbb esetben nem csak körülményeiket, családjukat tekintve hátrányos helyzetűek, de többségük alulszocializált, hiperaktív és figyelemzavarral küzd. Előadásomban bemutatom, milyen foglalkozásokat tartok, milyen eszközöket használok, mint Beebot, microbit, 3D nyomatató, LEGO Spike stb. Az eszközök segítségével milyen kompetenciák fejlődése figyelhető meg. Beszámolok arról, hogy egy tanév alatt mit tapasztalok a foglalkozáson részt vevő gyerekek viselkedésében, nyelvi, matematikai kompetenciáiknak fejlődésében. Hogy élük meg a gyerekek a LEGOzás örömet vagy éppen egy blokkprogram blokkjait hogyan értelmezik, kapcsolják össze és hogyan reagálnak egy életre keltett robot láttán.

A KKV szektor változó K+F finanszírozási lehetőségei

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(Abstract) A versenyképesség megőrzése érdekében K+F projektekbe való investálás jó stratégia a KKV-knak. A nagyvállalatokhoz képest kevésbé tőkeerősek és hitelképesek, ezért ezen szereplőknek tradicionálisan az állam nyújt K+F finanszírozási lehetőséget. Magyarországon az Európai Unió források és a Nemzeti Kutatási, Fejlesztési és Innovációs Alapból működtetett pályázati rendszer egymást kiegészítve támogatják a vállalati K+F tevékenységet. Előbbi esetén megállapítható, hogy a jelenlegi hétéves költségvetési ciklushoz tartozó GINOP Plusz források gazdaságba való kihelyezése azonban jelentős időbeli csúszásban van. Jelen vizsgálat utóbbira fókuszál, amelyben a piaci projektekre fordítandó keretösszegek emelkednek, azok többsége előre meghatározott fókuszterületeken használhatók fel, valamint a pályázati rendszer bemeneti és a projektek végrehajtási feltételei is jelentősen szigorodtak. Mindez magasabb belépési küszöböt állít a cégek elé, annak reményében, hogy a projektek nagyobb arányban fognak megtérülni.

Blokklánc létrehozása az egyetemi adatok tárolására és a fizetős egyetemi tananyagok automatikus kifizetése intelligens szerződés alkalmazásával

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(Abstract) A blokklánc technológia alkalmazása lehetőséget ad az egyetemeknek saját blokklánc létrehozására. Az oktatásban alkalmazott bolognai program újragondolásával a jövőben az egyetemek még szorosabban együtt fognak működni a közös tantervfejlesztés területén. Megállapítható, hogy különböző egyetemeken ugyanazokat a tárgyakat tanítják, ebből kifolyólag az egyetemi oktatókra még nagyobb terhek hárulnak, hiszen minden egyetemen a tananyagok feltöltésével, testreszabásával is foglalkozniuk kell. A kutatás célja egy olyan blokklánc létrehozása a gyakorlatban, illetve annak részletes bemutatása, ahová az egyetemi oktatók egységesen elkészített tananyagokat tölthetnek fel a jövőben. Hosszú távon minden bizonnyal számos előnnyel jár az egységes és általánosan elfogadott egyetemi blokkláncban tárolt tanterv. Ha az egyetem fizetős tananyagot is szeretne feltölteni a blokkláncba, akkor okosszerződést kell alkalmaznia. Az okosszerződés segítségével automatizáltan lehet a tananyagok kifizetését lebonyolítani, ez által terheket lehetne levenni az egyetemek válláról. Mivel a blokkláncban a blokkok szorosan egymásra épülnek, ezért a bennük tárolt oktatási tananyagokkal nehéz módosítani. Mivel az egyetemeknek naprakész tudást kell biztosítaniuk a hallgatóknak a tananyagoknak is naprakésznek kell lenniük. A tananyagok meghatározott időközönkénti módosítását a Soft-Fork blokklánc eljárással lehetett megoldani.

Egyedi megjelenésű egyetemi diploma létrehozása nem helyettesíthető tokenek segítségével

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(Abstract) Az oktatási intézmény a felsőfokú tanulmányok elvégzése után oklevelet állít ki a hallgatóinak. A blokklánc technológia megjelenésével, majd az NFT (Non-Fungible Tokens) elterjedésével lehetővé vált, hogy az oktatási intézmények egyedi, formailag eltérő oklevelet állítsanak ki a hallgatóik számára. Ezzel személyre szabhatóbbá válik az oklevél kinézete, amely a hallgató érzelmeit, gondolatait, meglátásait grafikus ábrázolással fejezhetné ki. A formálisan személyre szabott oklevél minden bizonnyal még nagyobb értéket képvisel a hallgatók számára, amelyet majd büszkén mutatnak meg szüleiknek, barátaiknak. A kutatás célja, hogy megvizsgálja azt, hogy hogyan lehet NFT elemekkel rendelkező oklevelet készíteni, valamint, hogy feltárja az NFT alapú oklevél megalkotásának fontosabb lépéseit. A gyakorlati megvalósítás részeként NFT alapú oklevelet készítünk. Ennek megvalósítása érdekében szükség van digitális pénztárcára, NFT tárolásra alkalmas blokkláncra, valamint NFT-eket értékesítő piactérre.

Gazdaságinformatikus hallgatók attitűdvizsgálata az Óbudai Egyetemen

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(Abstract) A felsőoktatásban a hallgatói lemorzsolódás fokozódó probléma. Ennek csökkentésére különféle megoldásokkal kísérleteznek az egyetemek. Az Óbudai Egyetemen a gazdaságinformatikus szak felelőseként a 2022-23. tanév II. félévének kezdetén kérdőíves felmérést végeztem a második félévüket megkezdő hallgatók körében. A kérdőív egyrészt a hallgatók céljait és motivációját vizsgálta, másrészt pedig az első féléves tapasztalataik alapján az elégedettségüket. A válaszokat Ishikawa-ábra segítségével csoportosítottam, majd kiértékeltem. A leginkább meglepő eredmény az, hogy bár a hallgatók jó szakemberekké szeretnének válni, és ennek érdekében több munkát végeznének, mégis azt (is) szeretnék, ha a tananyag és a követelmények egyszerűbbek és könnyebbek lennének.

Biztonságtudatossági elvárások a gyakorlatban a B2C E-kereskedelem példáján keresztül.

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(Abstract) Napjainkban a társadalmunk tagjainak kimagasló része aktív résztvevője az E-kereskedelemnek. A hétköznapjainkat tekintve teljesen általános, hogy akár a B2C akár a C2C e-kereskedelemben részt vegyünk. Konferencia előadásomban és cikkemben gyakorlati példákon keresztül mutatom be a B2C és a C2C E-kereskedelmi folyamat biztonság tudatosság-kritikus pontjait, kockázataikat és a kockázat mérséklésének lehetőségeit.

Önvezető autók biztonsági kérdései

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(Abstract) A digitális korban az önvezető autók gyors fejlődése és terjedése új kihívásokat hoz az emberek életébe. Ez a cikk átfogó elemzést nyújt az önvezető autók biztonsági kérdéseiről, amelyek az új technológiai változások negatív hatásait vizsgálják az emberi viselkedésre, munkavégzésre és életminőségre. Különösen arra összpontosítunk, hogyan befolyásolják az önvezető autók az egyéni érzelmeket, a szervezeti működést és a társadalmi kapcsolatokat. Elemzésünk bemutatja, miként vezethet a technológiai fejlődés információs túlterheltséghez, csökkent munkateljesítményhez és munkahelyi elégedetlenséghez. Megmutatjuk, hogy a technológiai változások gyors üteme és az állandó alkalmazkodási kényszer miként járul hozzá az egyének bizonytalanságához és a technológiai eszközök használatával kapcsolatos nehézségekhez. A cikk rávilágít arra, hogyan kapcsolódnak az önvezető autók biztonsági kérdései különböző demográfiai és életmódbeli tényezőkhöz, beleértve az életkort, nemet, iskolai végzettséget és foglalkoztatási státuszt. Kutatásunk azt is vizsgálja, hogy a személyes és szervezeti megküzdési stratégiák miként befolyásolják az egyének érzéseit az önvezető autókkal kapcsolatban és munkateljesítményüket. A tanulmány konkrét javaslatokkal zárul arra vonatkozóan, hogyan kezelhetjük jobban az önvezető autók biztonsági kihívásait, beleértve a problémaközpontú és érzelemvezérelt megküzdési módszereket, valamint a munka és magánélet egyensúlyának fenntartását. A végső cél, hogy segítsük az egyéneket és szervezeteket sikeresen navigálni a technológia által felvetett kihívások között, és előmozdítani egy fenntartható és biztonságos munkakörnyezetet a 21. században.

Keywords: Autonóm járművek, Közlekedésbiztonság, Technológiai kihívások

A kkv-k és a felhő, avagy mennyire hosszú még az út?

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(Abstract) A magyar kis- és középvállalkozások (kkv) számára a felhőszolgáltatások igénybevétele jelentős lehetőségeket kínálhat a hatékonyság növelésére és a versenyképesség javítására. Azonban számos kihívással is szembesülnek ezen az úton, amelyek gátolják a felhőszolgáltatások teljes körű kiaknázását. Jelen tanulmányban azt vizsgáljuk, miért nem állnak még mindig készen a magyar kkv-k a felhőszolgáltatásokra, és milyen tényezők játszanak közre ebben.