

László Ling

International Consultant, Coach, Trainer

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The purpose of Laszlo's job is to help people: to keep themselves healthy, to keep improving their interpersonal communication skills, in order to perform with less stress in a better mood. Laszlo has so far given in-person presentations and workshops in 34 countries on four Continents. He also runs online courses. He has published a number of papers. He has been honoured to be invited to the academic conferences of the University of Óbuda for many years.

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Title: **Stress Relief Exercises**

Objective: Learning simple exercises that can be immediately applied in everyday life. In March 2022 Jamais Cascio, author and global thinker, created the “BANI” model. This acronym states for: Brittle, Anxious, Non-linear, Incomprehensible. These words remind us that in our days many changes are not only surprising, but sometimes completely desorienting. All this has strong influence on our mental and physical health. We hear it from everywhere: “live an organized life, eat well, get enough sleep...” and worst of all: “don't get nervous”... The real question is: What can we do to reduce our stress level immediately? Our workshop focuses on 3 topics: self-administered acupressure, deep diaphragmatic breathing, immediate effect of pleasant fragrances. The effectiveness of these exercises has been confirmed by Western medical studies over the last decade.



Martin Wenke

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Head of Master in International Management Economics, Environmental Economics and Ethics Niederrhein Institute for Regional and Structural Research (NIERS) **Teaching Expertise:** BA: Macroeconomics; CSR Online Module (COIL); Environmental Economics and Policy; Corporate Environmental Management Practices; MA: Business Economics; Business Ethics and CSR; Applied Econometrics; Economics (MBA). **Research Expertise:** 6 years (2 x 3 years) EU funded project “SD/CSR in the Textile and Clothing Industry in NRW” (interdisciplinary collaboration with colleagues of different faculties and business representatives;



member of EthNa Center of Competence - Ethics and Sustainability); 30 years empirical research and Sustainability/Business ethics/CSR. **Administrative Expertise:** 6 years International Coordinator of faculty; 3 years Vice-Dean; 7 years Dean; 4 years Chairman of the Departmental Council (Fachbereichsrat); for 7 years Coordinator Master in International Management; for 15 years steering committee MBA Management & Leadership; for 1 year Dean of Studies.

Title: Trumponomics 2.0 – What can we expect and what does that mean for the European Economies

Based on the experiences of Trump'onomics 1.0 the measures announced so far by the 2nd Trump administration are systemised and a summary of the most probable outcomes for the US economy in the short and the long run are discussed.

Based on a workshop format (~ 4 class hours), students are requested to figure out

- the potential impacts on the European countries
- and their counteractions.

Dependent on the amount of participating students the former activities can be organized in groups and groups could discuss impacts on single countries of the EU and their reactions.



Daniela Schultz

Technical University of Applied Sciences Wildau Faculty of Business, Computing, Law Language Centre

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Since 2005 at the Technical University of Applied Sciences Wildau, working on various internationalisation projects. Studied at the Free University of Berlin. Since 1994 lecturer for German as a foreign language and intercultural communication.

Title: "How to study abroad?" (for example in Germany) a Cross Cultural Competence training (CCC)

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



Monica Meruțiu

Babeș-Bolyai University Faculty of European Studies Department
of International Relations and German Studies

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Her research focuses on geopolitics, the role of religion in international relations, the philosophy of religion, and European identity. She is a member of the editorial boards for the *Journal of Interdisciplinary Studies* (USA) and *Studia Europaea* (Babeș-Bolyai University).

Title: Religion in International Relations

This workshop explores the dynamic role of religion in shaping international relations through two interconnected themes:

1. Religion as a Catalyst in International Relations – Three Defining Moments. This session will examine three pivotal case studies that illustrate the religious resurgence in global affairs:

The Iranian Revolution (1979) – A landmark event demonstrating how religious ideology can drive political transformation and disrupt international power structures.

The Rise of Solidarity and the Polish Revolution (1989) – A case study on the intersection of Catholicism, political activism, and the collapse of communist regimes in Eastern Europe.

The Tragedy of September 11, 2001 – A moment that reshaped global security policies, underscoring the impact of religious extremism on international relations.

2. The Religious Phenomenon in Europe vs. The United States – Diverging Paths. A presentation on the differing roles of religion in European and American societies, exploring their historical roots, political implications, and influence on foreign policy.

Europe: Characterized by increasing secularization, the decline of institutional religion, and the legal separation of church and state in most countries. How does this affect policymaking, social cohesion, and international relations?

The United States: A society where religion remains a significant cultural and political force, influencing electoral politics, policy decisions, and global diplomatic approaches.

The session will include a lecture providing historical and theoretical context, followed by an interactive discussion where students will analyze these events from multiple perspectives, examining key themes such as religious terrorism, secularism, religious pluralism, the role of faith in shaping national identity etc.



Pascal Ricordel

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Hi everyone, I have taken my Mona Lisa posture for you to guess where I am originated from :) I am a PhD economist graduated from Paris I Paris Pantheon-Sorbonne. My anchorage in Le Havre City has influenced my research and expertise fields are Finance and CSR, Regional Economics, Driving Urban Transformation. I use to teach International Economics, Macroeconomics, Finance and also Project Management. I am fond of Serious Games. And I like to meet an international diverse audience. My credo: "a foreigner is a friend you haven't yet met". My hobbies: Organizing Travels and travelling, playing golf, playing piano, hiking.



Title: **From Human to Artificial Intelligence, some sharing thoughts and experiments**

AI is at the forefront of every social evolution to come. According to what is on the air, it is expected to radically transform our world. It is therefore essential to share our knowledge on this subject, and I propose a highly interactive conference with you, the students. That's why I use the word "sharing" in the title. The lecture will be divided in four separate 45-minutes sessions

- 1 - When the human community surpasses experts, the wisdom of the crowd.
- 2 - "Please ChatGPT, improve my research". How AI will transform my job?
- 3 - Technology and the fears of job disappearance over time.
- 4 – Generative AI, when the wisdom of the crowd meets a new technology: the risks of bias.



Novy Sudibyo

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Sciences Hungarian University of Agriculture and Life Sciences
(MATE).



As a dedicated and dynamic educator, I possess a Master's degree in Management and a commendable track record of creating engaging and impactful learning experiences. My expertise lies in designing

and leading seminars, developing comprehensive curricula, and providing targeted feedback to enhance student achievement at the undergraduate level. With a rich professional background spanning 9 years in higher education, I offer valuable real-world insights that seamlessly connect academic theories with practical applications. Fluency in English and a talent for nurturing inclusive, cooperative classrooms are among my core competencies. I am deeply passionate about mentoring students and dedicated to fostering academic excellence. My commitment to continuous learning and innovation is unwavering, and I strive to motivate and equip students to realize their academic and professional aspirations. Upholding the highest standards of education, I am poised to make a significant impact on the academic journey of my students.

Title: Business Strategies in the Digital Age: Duolingo's Social Media Marketing Success

In this lesson, I will discuss Duolingo's innovative use of social media to drive business growth and brand engagement. Focusing on the company's strategic shift to platforms like TikTok, I'll explore how humor, memes, and audience interaction contribute to building a strong digital presence. Students will examine the challenges and opportunities of modern marketing, discussing how businesses can effectively harness the power of digital media to enhance brand awareness and connect with consumers. Through case studies and activities, they will gain insights into successful business strategies in today's fast-evolving digital landscape.



Yue Wu

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Wu Yue, 2021- 2025 Ph.D. candidate at Obuda University. Research topics: The paths to sustainable food security. 2019-2021 Master degree in Business development at Obuda University. My motto: The goal of our lives is to improve ourselves continuously.



Title: Value chain and food security

Agriculture, where the crop is grown and the livestock raised, is the basic and essential element of human life. In terms of social function or social stability, the most important function of agriculture is maintaining food security. Agriculture provides basic food and nutrition for livelihoods and other necessary products, such as fabrics. However, agriculture is encountering a lot of risks or challenges, which are equal to everyone living on the planet. The risks are from the past or have not come yet, such as climate change, limited water resources and arable lands, biodiversity loss, agriculture productivity, aging farmers, market fluctuations, consumers' changing interest, increasing population, and demands for environmentally sustainable, etc. As we entered into Industry 4.0, which is also influencing agriculture, digital technologies are leading a new agriculture future. Digital agriculture,

smart agriculture, or agriculture 4.0 contributes to building new agriculture from the aspects of sustainable development goals (SDGs), climate change, crop and animal production, and agricultural economics. To comprehensively understand the paths to ensure food security, Michael E. Porter's value chain theory was used to identify the agriculture and food value chain.



Lukrécia Hunková

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A full-time PhD student at the Faculty of Social and Economic Relations of the Alexander Dubček University of Trenčín, in the study program Human Resources and Personnel Management. In the third stage of her studies, the doctoral student focuses on the issue of competency models for HR managers and personnel management.

Her dissertation is titled *Competency Model of HR Manager with a Focus on Smart Industry*. Her teaching activities are focused on the subject *Program and Project Development for HR Professionals*. The doctoral student is a member of research teams in APVV and VEGA projects. Currently, she is the responsible researcher in the internal project at Alexander Dubček University of Trenčín.



Title: **Creating a startup from idea to realization** – together with Samuel Body

In this workshop, students will learn how to create and implement their own startup. Together, in teams, they will go through all the steps from the inception of an idea to its realization. We will focus on key aspects such as problem identification, solution design, opportunity analysis (market size), tracking traction, business model, go-to-market strategy, competition, team, and fundraising. Additionally, they will familiarize themselves with key project management principles that will help them successfully plan and implement their entrepreneurial ventures, along with other essential steps for startup success.



Samuel Body

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A full-time PhD student at the Faculty of Social and Economic Relations of the Alexander Dubček University of Trenčín, in the study program Human Resources and Personnel Management. In the third stage of his studies, the doctoral student focuses on human resource management, KPIs, and models measuring organizational performance. His dissertation is titled *Modeling the Impact of Human Resource Management Practices on Organizational Performance*. His teaching activities are focused on the subjects: *Personnel Management I* and *Labor Market and Employment Policy*. The doctoral student is the Vice-Chair of the Academic Senate of the Faculty of Social and Economic Relations for the student section and has been part of research teams in VEGA and APVV projects. Currently, he is the responsible researcher in the ESG projekt.

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In this workshop, students will learn how to create and implement their own startup. Together, in teams, they will go through all the steps from the inception of an idea to its realization. We will focus on key aspects such as problem identification, solution design, opportunity analysis (market size), tracking traction, business model, go-to-market strategy, competition, team, and fundraising. Additionally, they will familiarize themselves with key project management principles that will help them successfully plan and implement their entrepreneurial ventures, along with other essential steps for startup success.

