

# International Conference on Management, Economics and Business

August 28-31, 2025

Budapest/Hungary



**PROGRAM BOOK**



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28 August 2025	
13.30-...	Conference Registration
14.45-15.00	Opening Ceremony
15.00-15.20	Keynote Speech 1: " <b>Increasing Innovation Capacity at Óbuda University - Tasks and Early Results</b> " <b>Dr. Peter Galambos</b> - Obuda University, Hungary
15.20-15.40	Keynote Speech 2: " <b>Artificial Intelligence in the Life Sciences Sector: An Integrated Matrix</b> " <b>Dr. Mehmet Ozaslan</b> - Gaziantep University, Türkiye
15.40-16.00	Keynote Speech 3: " <b>An Innovative Global Perspective: The PV Model in the Age of AI</b> " <b>Dr. Maria Susy Rogers</b> - University of South Wales, U.K.
16.00-16.30	Coffee break
16.30-17.30	Poster Presentation

<b>29 August 2025</b>	
10.00-12.00	Session - Presentation
12.00-14.00	Lunch
14.00-15.30	Session - Presentation
15.30-16.00	Break
16.00-17.30	Session - Presentation
17.30-19.00	Session – Presentation
19.00-20.00	Gala Dinner

<b>30 August 2025</b>	
10.00-12.00	Session - Presentation
15.00-19.00	Budapest Walking Tour

<b>31 August 2025</b>	
08.00-08.30	Closing Ceromony
08.30	Esztergom Tour

## MEETING ROOM

**POSTER SESSION:** August 28, 2025 - Thursday 16.30-17.30

<b>CHAIRS</b>	Ágnes Csiszárík-Kocsir, János Varga
IConMEB014	EXAMINING PROJECT SUCCESS FACTORS AND SUCCESS CRITERIA IN A COMPANY FROM THE PERSPECTIVE OF PROJECT LEADERS <i>János Balogh *</i>
IConMEB029	THE RELATIONSHIP BETWEEN FOOD SECURITY AND OTHER DEVELOPMENT INDICATORS WORLDWIDE <i>János Varga *, Anita Plötz</i>
IConMEB030	EXAMINING THE RELATIONSHIP OF HUNGARIAN STUDENTS WITH AGILE APPROACHES <i>István Márk Tóth *, Ágnes Csiszárík-Kocsir</i>
IConMEB012	AGILITY 2.0: THE IMPACT OF ARTIFICIAL INTELLIGENCE INTEGRATION ON THE OPERATIONS OF A FINANCIAL INSTITUTION <i>Judit Schubert *, Ágnes Csiszárík-Kocsir</i>
IConMEB04	HIGH TRUST AND LOW TRUST -COUNTRIES AND PERSONS WITH DIFFERENCIES <i>Mizser Csilla Ilona *</i>
IConMEB028	DIVERGENT PATHS, SHARED GOALS: GREEN FINANCE DEVELOPMENT IN THE V4 COUNTRIES <i>Dorottya Edina Kozma, Tímea Veres, László Török *</i>
IConMEB026	THE RELATIONSHIP BETWEEN ESG AND GREENWASHING <i>Tímea Veres *</i>
IConMEB020	THE IMPACT OF FINANCIAL LITERACY AND SOCIALIZATION ON CONSUMER BEHAVIOR <i>Ágnes Csiszárík-Kocsir *</i>

IConMEB021	BEYOND GDP: WHAT ALTERNATIVE INDICATORS REVEAL ABOUT THE MODERN GLOBAL WELL-BEING ECONOMY <i>Péter Gombás *</i>
IConMEB05	THE MICROECONOMIC MODELS OF TAX EVASION, TAX AVOIDANCE AND TAX DENIAL – WHAT DOES THE PROFESSION STATE? <i>Piroska Dobos *</i>
IConMEB031	WHAT NEW THINGS CAN THE AGILE APPROACH BRING TO STRATEGIC MANAGEMENT? <i>Gábor Sterczl *</i>
IConMEB024	THE ROLE AND IMPACT OF CORPORATE SOCIAL RESPONSIBILITY IN CONSUMER CHOICES BASED ON PRIMARY FINDINGS <i>Monika Garai-Fodor *, Anett Popovics, Peter Garai</i>
IConMEB023	THE ROLE OF INNOVATION AND HUMAN CREATIVITY IN THE LIFE OF ECONOMY ACTORS <i>Richárd Veres *, János Varga</i>

\* Corresponding author

## MEETING ROOM

### SESSION 1: August 29, 2025 - Friday 10.00-12.00

<b>CHAIRS</b>	Bernd Wollmann, Bob Barrett
IConMEB016	SDG REPORTING VS. GREENWASHING: A PRACTICAL GUIDE FOR CORPORATE SUSTAINABILITY USING THE SDG SUITABILITY CLASSIFICATION AND THE 7C STRATEGIC MANAGEMENT FRAMEWORK <i>Bernd Wollmann *</i>
IConMEB025	DOES COMMERCIALIZATION AND CULTURAL BIAS PREVENT LEARNING, PUBLISHING, AND FUTURISTIC THINKING? <i>Bob Barrett *</i>
IConMEB013	ASSESSING THE FINANCIAL PERFORMANCE OF MOROCCAN REGIONS: A CASE STUDY APPROACH <i>Hiba Raissi *, Driss El Zanati</i>
IConMEB027	A BIBLIOMETRIC EXAMINATION OF ENTREPRENEURIAL TRAITS IN SCIENTIFIC LITERATURE <i>Nikolett Bosnyák-Simon, Helga Fehér, Dorottya Edina Kozma *</i>
IConMEB07	THE EVOLUTION OF SERVICE QUALITY AND CUSTOMER SATISFACTION RESEARCH: A BIBLIOMETRIC REVIEW(1983–2025) <i>Soukaina Sayeh *, Lhoussain Simour</i>
IConMEB02	MATCHING LEADERSHIP STYLE TO PROJECT CONTEXT: EXPLORING CONTEXTUAL FACTORS AFFECTING PROJECT MANAGERS' LEADERSHIP STYLE <i>Gabriella Cserhádi *, Dzsesszika Schimmer</i>
IConMEB06	HUMAN-CENTERED FUTURE: THE RISE OF INDUSTRY 5.0 IN CORPORATE SUSTAINABILITY LITERATURE <i>Şeyma Tekin *</i>

\* Corresponding author

## MEETING ROOM

### SESSION 2: August 29, 2025 - Friday 14.00-15.30

<b>CHAIRS</b>	István Szabó, Zoltán Bodrog
IConMEB033	THE ROLE OF ENTREPRENEURIAL ORIENTATION ON INNOVATION IN HUNGARIAN SUBSIDIARIES <i>István Szabó *, Csilla Hegyi</i>
IConMEB015	THE JEVONS PARADOX WORKING: HOW MOTORWAY BYPASSES CAN INCREASE DOWNTOWN TRAFFIC <i>Zoltán Bodrog *, Csilla Mile</i>
IConMEB03	COMPARING TURKISH AND HUNGARIAN BANKS EFFICIENCY BY CLASSICAL (ROE, ROA) AND MODERN (REFFT) RATIOS <i>Szabo Richard *</i>
IConMEB011	PUBLIC PERCEPTIONS AND TRUST DIMENSIONS OF MILITARY AUTONOMOUS VEHICLES IN THE AGE OF ARTIFICIAL INTELLIGENCE <i>Péter Szikora *</i>
IConMEB010	THE RELATIONSHIP BETWEEN E-COMMERCE AND BLOCKCHAIN TECHNOLOGY <i>Krisztián Bálint *</i>
IConMEB08	DIGITAL READINESS AND AI USE IN HUNGARIAN SMALL AND MEDIUM ENTERPRISES <i>Ádám Béla Horváth *</i>
IConMEB022	HYSTERESIS EFFECTS IN POST-CRISIS ECONOMIC RECOVERY: RECENT EVIDENCE FROM CENTRAL EUROPEAN ECONOMIES <i>Albert Molnar *</i>

\* Corresponding author



## MEETING ROOM

### SESSION 5: August 30, 2025 - Saturday 10.00-12.00

<b>CHAIRS</b>	Fisnik Morina, Enes Eren Seven
IConMEB017	STRUCTURAL-FUNCTIONAL CONCEPT OF THE LABOR MARKET ECOSYSTEM <i>Oleg Marshavin *</i> , <i>Yuriy Marshavin</i> , <i>Iryna Petrova</i> , <i>Taras Kytsak</i> , <i>Ruslan Atamaniuk</i>
IConMEB01	DOES INTENTION MATTERS ANYMORE? A REVISIT AND NAVIGATING NEW DIRECTIONS <i>Sujata Muniandy *</i> , <i>Ramayah Thurasamy</i>
IConMEB018	ASSESSMENT OF THE IMPACT OF POLITICAL RISK ON FOREIGN DIRECT INVESTMENT IN THE COUNTRIES OF SOUTHEASTERN EUROPE <i>Durim Selmonaj *</i> , <i>Fisnik Morina</i>
IConMEB019	FUTURE SALES FORECAST FOR SMALL BUSINESSES USING ARTIFICIAL ALGAE COLONY ALGORITHM AND ARIMA MODEL <i>Enes Eren Seven *</i> , <i>Sabri Koçer</i> , <i>Ahmet Özkış</i>

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