# FIKUSZ 2026
## XXI. Symposium for Young Researchers
## 20 November 2026 Óbuda University, Budapest, Hungary

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| 8.30-9.00 | **Registration** | |
| 9:00-10:30 | **Plenary Session Chair: Mónika Garai-Fodor** | **Room TA 122** |
| | **Drita Kruja:** Who Gets to Be Future-Ready? Skills Gaps and Unequal Training Provision in Albania's Tourism Workforce | |
| | **Mirvari Gazanfarli:** From Forecasts to Policy Risk: Developing the Smart Economic Policy Expert System | |
| 10:30-11.00 | **Coffee break** | |
| 11.00 | **Session 1: ON-SITE Sustainability, Innovation and Technology**<br>**Session chair: Noémi Piricz** | **Room TA 122** |
| | **Gábor Hasulyó:** Safety challenges of hydrogen mobility | |
| | **Emőke Rozsályi, Péter Karácsony, Csilla Csomós:** The effect of organizational knowledge processes on organizational innovation activity: a conceptual research model | |
| | **Patrik Viktor, Gabor Kiss**: Depressive Symptoms and Driver State in SAE Level 1 to 3 Driving Automation | |
| | **Rozália Hanna Szatmáry**: Continuous Assessment as an Early Indicator of Academic Performance in University Mathematics | |
| | **Roland Csongvai, Péter Pál Bakucz**: Vehicle-Approval Disagreements under the UN 1958 Agreement: Decision Rights, Implementation and Cybersecurity Governance | |
| | **Szintia Adriána Silling, Krisztina Dajnoki, Péter Czine:** Beyond Human vs. Robot: A Systematic Review of Hotel Service Robots and HR Challenges | |
| | **Judit Schubert:** Trust and Security in Financial Transactions in the Age of Artificial Intelligence: A Survey-Based Study of User Attitudes | |
| | **Norbert Ferenczi:** Missing in Action: The Absence of Artificial Intelligence in Vocational Education Output Requirements | |
| 11.00 | **Session 2: ON-SITE Marketing, Consumer Behaviour and Business Management**<br>**Session chair: Réka Saáry** | **Room TA 124** |
| | **Anna Széphegyi-Jónás; Alíz Zsuzsanna Molnár:** When Saving Costs More - The Hidden Risks of AI Slop in Baby-Care Advertising | |
| | **Pham Thi Hoai Thuong, Orsolya Szigeti:** The impact of education marketing activities on international students' satisfaction and loyalty in Hungary | |
| | **Zolta Csák:** Brand Visibility in Generative Search: A GEO Study of ChatGPT and Gemini in the Hungarian Facial Skincare Market | |
| | **Luca Utassy, Carlo Johnson**: Understanding Locals' Attitudes Toward International Students Through Reddit- A Case of Hungary | |
| | **Benjámin Forgács:** From Marginal Deception to Financial Crime: The Victim-Offender Balance in Romance Fraud Research | |
| | **Anikó Gáll:** Wellbeing Awareness and Subjective Wellbeing among Employees: A Questionnaire Study | |
| | **Richárd Pap, Róbert Tamás Deres, Noémi Kovács, Gellért Ferencz:** How does the size and growth strategy of a smash burger business influence the optimal choice of legal form in Hungary? | |
| | **Yuetong Meng:** The Dao of Pay Transparency: A Daodejing-Based Interpretation of the EU Pay Transparency Directive | |
| 11.00 | **Session 3: ON-SITE Finance, Leadership and Business Strategy**<br>**Session chair: Szilárd Berke** | **Room TA 321** |
| | **Samaya Mammadli:** Innovative Leadership Orientations and Innovation Management Practices in Hungarian Family Firms | |
| | **Modibe Ernest, Wataka Diana, Zsuzsanna Deák:** Project Risk Management in African Mega projects: A Documentary Analysis of the The proposed Dangote refinery in Lamu, Kenya | |
| | **Abdaljalil Jamil Mahmood; Szilárd Berke:** Leadership succession and continuity in European family firms: A focused integrative literature review and multilevel process framework | |
| | **Adrienn Peregi:** Financial Consciousness in the Digital Age: Analyzing Everyday Money Use and Financial Attitudes in High School and Higher Education | |
| | **Sheena Phothisane:** Credit Depth, Structural Thresholds and Value Creation: A Non-Linear Model of Domestic Credit and FDI in Developing Southeast Asian Economies | |
| | **Kamal Huseynzade:** Psychological and Emotional Levers in Innovation-Driven Organisations: A Research Plan for a Mixed-Methods Case Study | |
| | **Khusanjon Ashuraliev:** Convenience or Trust? Generational Differences in the Adoption of Digital Banking and Fintech Services in Uzbekistan | |
| | **Poloka Abigail Kabomo, Orsolya Szigeti:** Women-led Enterprises and Design Innovation: Transitioning women-led micro enterprises into high growth, innovation heavy enterprises | |
| 13:00 | **Sandwich Lunch** | |
| 13.30 | **Session 4: ONLINE Sustainability, Education and Digital Transformation**<br>**Session chair: Ádám Béla Horváth** | **Teams** |
| | **Joanna Rakowska, Wiktoria Żolnierzak:** Female unemployment and unemployment gender gap in Poland between 2004 and 2025 | |
| | **Ákos Botos, József Fogarasi:** Rethinking Pedagogical Strategies in Higher Education: The Role of Generative Artificial Intelligence in Teaching and Learning | |
| | **Arsela Mesini, Anxhela Luzi, Elena Kokthi:** Healthy Eating Self-Assessment, Food Consumption and Nutrition Label Reading: Evidence from a Cross-Sectional Consumer Survey | |
| | **Shreya Anchlia:** Hybrid Federated Intrusion Detection Frameworks for Secure Smart Cities | |
| | **Shreya Anchlia:** From Institutional Pressure to Implementation Capability: An Integrative Synthesis of Organizational Green IT Adoption | |
| | **Hima Parmeswaran:** Evaluating human-cobot collaboration in Industry 5.0: A PLS-SEM approach to evidence-based HRM, cognitive trust, and employee well-being | |
| | **Zsolt Mihály Szabó:** Artificial Intelligence and Sustainable Economy Meet to Support the Digital and Green Transitions | |
| | **Azar Mamiyev, Kornélia Lazányi:** SOC Maturity Models and the Blind Spot of Cloud Financial Security: Extending Assessment Frameworks for Economic Denial of Sustainability | |
| | **Juna Dafa, Rezarta Perri:** Generative AI in Accounting Research: From Research Assistant to Research Instrument - A Comparative Exploratory Study and Framework for Responsible Use | |
| 11.00 | **Session 5: E-POSTER**<br>**Session chair: Pál Fehér-Polgár** | |
| | **Pál Fehér-Polgár**: From Monolithic Systems to Composable Commerce: An Investment Economics Model of MACH Architectures | |
| | **Szilvia Paulina Balint; Attila Pataki-Juhasz:** Student Decisions and Institutional Branding: Generation Z's Further Study Preferences | |
| | **Roland Budai, Piroska Dobos:** The Impact of Artificial Intelligence on the Tasks of Controllers | |
| | **Péter Karácsony, Ildikó Petőné Csuka, Zsuzsanna Kaposvári:** The Relationship Between Leader Mentalization, Psychological Safety, and Innovation | |
| | **Izabella Krajnik, Robert Demeter:** Accounting in the age of artificial intelligence: a systematic review of innovation, automation and future perspectives | |
| | **Bence Hernádi:** From Abandoned Mines to Sustainable Energy Storage: A Techno-Economic Assessment of CAES Implementation in Banská Štiavnica | |
| | **Csilla Mizser:** Latest trends in e-government in the academic literature. | |
| | **Gábor Gyarmati:** How can we prepare for retirement? The opportunities and risks of the Hungarian pension system. | |
| | **Schmidt Zoltán Ferenc, Péter Szikora:** Fairness, Trust, and the Matchday Experience: Supporter Perceptions of Video Assistant Refereeing in Football | |
| | **Lili Belkovics, István Takács, Krisztina András**: Understanding Innovation Perceptions in Formula 1 Through Digital Fan Engagement and Consumer Segmentation | |
| | **Máté Prorok, János Varga, Mariann Békésy:** Conceptual Models of AI Acceptance in Business Decision-Making | |
| | **Ferenc Katona:** The Role of Controlling in the Strategic Adaptability of Family Businesses | |