Obuda University
HUNGARY

FIKUSZ '26 SYMPOSIUM FOR YOUNG RESEARCHERS

CALL FOR PAPERS

20 November 2026 | Óbuda University | Budapest, Hungary

Conference Chair
Monika Garai-Fodor

Conference Co-chair
Anett Popovics

Honorary Committee
Agnes Csiszarik-Kocsir
Janos Varga
Orsolya Szigeti
Jozsef Fogarasi
Peter Karacsony
Osman Titrek
Uchqun Alimov
Andrea Tick
Drita Kruja

Steering Committee
Nargiz Hajiyeva
Szilard Berke
Zsolt Tegla
Zsuzsa Deak
Noemi Piricz
Peter Szikora
Csilla Mizser
Mustafa Karaboyaci
Abdullah Beram
Gulmira Mukhanova
Edit Veres

Programme Committee
Gabor Gyarmati
Reka Saary

Organising Committee
Pal Feher-Polgar
Adam Horvath

Conference Secretary
Tímea Edőcs
edocs.timea@kgk.uni-obuda.hu

Abstract Book



FIKUSZ is an annual international conference organised by the Óbuda University Keleti Károly Faculty of Business and Management: advanced Masters Students, PhD Students and young postdoctors, and other researchers are welcome.

FIKUSZ

Obuda University
KELETI KÁROLY FACULTY OF BUSINESS AND MANAGEMENT

JUBILEUMI TUDOMÁNYÜNNEP 2026

UNEC AZERBAIJAN STATE UNIVERSITY OF ECONOMICS

UNEC WOMEN RESEARCHERS COUNCIL

XXI. FIKUSZ 2026 International Conference

Abstract Book

ISBN 978-963-449-437-9

Editors: Mónika Garai-Fodor, Ágnes Csiszarik-Kocsir, Anett Popovics, Tímea Edőcs

Keleti Károly Faculty of Business and Management
Obuda University

MMXXVI.

ÓBUDAI EGYETEM
ÓBUDA UNIVERSITY

FIKUSZ

Table of Contents

Leadership succession and continuity in European family firms: A focused integrative literature review and multilevel process framework 6
Abdaljalil Jamil Mahmood, Szilárd Berke

Rethinking Pedagogical Strategies in Higher Education: The Role of Generative Artificial Intelligence in Teaching and Learning 7
Ákos Botos, József Fogarasi

When Saving Costs More - The Hidden Risks of AI Slop in Baby-Care Advertising 8
Anna Széphegyi-Jónás, Alíz Zsuzsanna Molnár

Healthy Eating Self-Assessment, Food Consumption and Nutrition Label Reading: Evidence from a Cross-Sectional Consumer Survey 9
Arsela MesiniAnxhela Luzi, Elena Kokthi

SOC Maturity Models and the Blind Spot of Cloud Financial Security: Extending Assessment Frameworks for Economic Denial of Sustainability 10
Azar Mamiyev, Kornélia Lazányi

From Abandoned Mines to Sustainable Energy Storage: A Techno-Economic Assessment of CAES Implementation in Banská Štiavnica 11
Bence Hernádi

From Marginal Deception to Financial Crime: The Victim-Offender Balance in Romance Fraud Research 12
Benjámin Forgács

Missing in Action: The Absence of Artificial Intelligence in Vocational Education Output Requirements 13
Norbert Ferenczi

Understanding Locals' Attitudes Toward International Students Through Reddit- A Case of Hungary 14
Luca Utassy, Carlo Johnson

Brand Visibility in Generative Search: A GEO Study of ChatGPT and Gemini in the Hungarian Facial Skincare Market 15
Zolta Csák, Réka Saáry, Orsolya Szigeti

Project Risk Management in African Mega projects: A Documentary Analysis of the The proposed Dangote refinery in Lamu, Kenya 16
Modibe Ernest, Wataka Diana, Zsuzsanna Deák

Changes in the Most Characteristic Structural Elements of Hungarian Cultural Consumption Between 2018 and 2025 17
Balázs Gyenge, Ádám Horváth

Latest trends in e-government in the academic literature..... 18
Csilla Ilona Mizser..... 18

The effect of organizational knowledge processes on organizational innovation activity: a conceptual research model 19
Emőke Rozsályi, Péter Karácsony, Csilla Csomós

From Monolithic Systems to Composable Commerce: An Investment Economics Model of MACH Architectures 20
Pál Fehér-Polgár

How can we prepare for retirement? The opportunities and risks of the Hungarian pension system. 21
Gábor Gyarmati

Safety challenges of hydrogen mobility..... 22
Gábor Hasulyó

Depressive Symptoms and Driver State in SAE Level 1 to 3 Driving Automation..... 23
Patrik Viktor, Gabor Kiss

Wellbeing Awareness and Subjective Wellbeing among Employees: A Questionnaire Study 24
Anikó Gáll

Evaluating human-cobot collaboration in Industry 5.0: A PLS-SEM approach to evidence-based HRM, cognitive trust, and employee well-being..... 25
Hima Parameswaran

Psychological and Emotional Levers in Innovation-Driven Organisations: A Research Plan for a Mixed-Methods Case Study 26
Kamal Huseynzade

The Relationship Between Leader Mentalization, Psychological Safety, and Innovation 27
Péter Karácsony, Ildikó Petőné Csuka, Zsuzsanna Kaposvári

Accounting in the age of artificial intelligence: a systematic review of innovation, automation and future perspectives 28
Krajnik Izabella, Demeter Robert

Convenience or Trust? Generational Differences in the Adoption of Digital Banking and Fintech Services in Uzbekistan 29
Khusanjon Ashuraliev

Financial Consciousness in the Digital Age: Analyzing Everyday Money Use and Financial Attitudes in High School and Higher Education 30
Peregi Adrienn

The impact of education marketing activities on international students' satisfaction and loyalty in Hungary 31
Pham Thi Hoai Thuong, Orsolya Szigeti

How does the size and growth strategy of a smash burger business influence the optimal choice of legal form in Hungary? 32
Richárd Pap, Róbert Tamás Deres, Noémi Kovács

Women-led Enterprises and Design Innovation: Transitioning women-led micro enterprises into high growth, innovation heavy enterprises 33
Poloka Abigail Kabomo, Orsolya Szigeti

The Impact of Artificial Intelligence on the Tasks of Controllers 34
Roland Budai, Piroska Dobos

Vehicle-Approval Disagreements under the UN 1958 Agreement: Decision Rights, Implementation and Cybersecurity Governance 35
Roland Csongvai, Péter Pál Bakucz

Innovative Leadership Orientations and Innovation Management Practices in Hungarian Family Firms 36
Samaya Mammadli, Szilárd Berke

Continuous Assessment as an Early Indicator of Academic Performance in University Mathematics 37
Rozália Hanna Szatmáry

Fairness, Trust, and the Matchday Experience: Supporter Perceptions of Video Assistant Refereeing in Football 38
Schmidt Zoltán Ferenc, Péter Szikora

Credit Depth, Structural Thresholds and Value Creation: A Non-Linear Model of Domestic Credit and FDI in Developing Southeast Asian Economies 39
Sheena Phothisane

Hybrid Federated Intrusion Detection Frameworks for Secure Smart Cities 40
Shreya Anchlia

From Institutional Pressure to Implementation Capability: An Integrative Synthesis of Organizational Green IT Adoption 41
Shreya Anchlia

Student Decisions and Institutional Branding: Generation Z's Further Study Preferences 42
Szilvia Paulina Balint, Attila Pataki-Juhasz

Beyond Human vs. Robot: A Systematic Review of Hotel Service Robots and HR Challenges 43
Szintia Adriána Silling, Krisztina Dajnoki, Péter Czine

Female unemployment and unemployment gender gap in Poland between 2004 and 2025 44
Joanna Rakowska, Wiktoria Żołnierzak

The Dao of Pay Transparency: A Daodejing-Based Interpretation of the EU Pay Transparency Directive 45
Yuetong Meng

Artificial Intelligence and Sustainable Economy Meet to Support the Digital and Green Transitions 46
Zsolt Mihály Szabó

Trust and Security in Financial Transactions in the Age of Artificial Intelligence: A Survey-Based Study of User Attitudes 47
Judit Schubert

Understanding Innovation Perceptions in Formula 1 Through Digital Fan Engagement and Consumer Segmentation 48
Lili Belkovics, István Takács, Krisztina András

Generative AI in Accounting Research: From Research Assistant to Research Instrument - A Comparative Exploratory Study and Framework for Responsible Use 49
Juna Dafa, Rezarta Perri

The Role of Controlling in the Strategic Adaptability of Family Businesses 50
Ferenc Katona

Conceptual Models of AI Acceptance in Business Decision-Making 51
Máté Prorok, János Varga, Mariann Békésy

Leadership succession and continuity in European family firms: A focused integrative literature review and multilevel process framework

Abdaljalil Jamil Mahmood[1], Szilárd Berke[2]

[1]Obuda University, Doctoral School of Innovation Management
npkzxz@stud.uni-obuda.hu

[2]Obuda University, Keleti Károly Faculty of Business and Management
berke.szilard@uni-obuda.hu

Abstract: This paper examines how leadership succession can support continuity in European family firms. It uses a focused integrative literature review of 51 selected studies to develop a framework that distinguishes the conditions in place before succession, the mechanisms through which leadership changes hands, and the outcomes that follow. The synthesis identifies successor preparation, incumbent involvement, family relationships and governance arrangements as conditions that may shape mentoring, knowledge transfer, legitimacy building and the gradual transfer of decision-making authority. The framework's central proposition is that continuity can involve renewal: successors may preserve valuable family knowledge and relationships while adapting management practices to changing circumstances. The framework also identifies European institutional and sectoral conditions that may influence how these mechanisms operate, helping to explain why similar succession practices may produce different outcomes across settings. For family owners, boards and advisers, the framework offers a basis for discussing how to prepare successors, share knowledge and transfer authority over time.

Keywords: family business; leadership succession; business continuity; strategic renewal; family governance; Europe

Rethinking Pedagogical Strategies in Higher Education: The Role of Generative Artificial Intelligence in Teaching and Learning

Ákos Botos[1], József Fogarasi[2]

[1]Partium Christian University
akos.botos@stud.uni-obuda.hu

[2]Obuda University, Keleti Károly Faculty of Business and Management
fogarasi.jozsef@uni-obuda.hu

Abstract: The rapid integration of generative artificial intelligence (GenAI) into higher education is transforming traditional teaching and learning practices. However, the adoption of AI technologies does not necessarily guarantee improved educational outcomes. This study examines the pedagogical conditions under which GenAI can contribute to more effective teaching and meaningful student learning.

The research employs a structured literature review based on publications indexed in the Web of Science database. The initial search identified 764 publications, of which 577 journal articles were retained for preliminary screening. Following title and abstract screening, 105 potentially relevant studies were selected for further assessment. The analysis focuses on pedagogical strategies, instructional design, teacher guidance, reflective learning, and critical thinking in AI-supported educational environments.

Particular attention is given to the relationship between pedagogical approaches and measurable learning outcomes, distinguishing between technology-driven adoption and pedagogically guided integration.

The study aims to identify effective instructional practices, methodological limitations, and existing research gaps, contributing to an evidence-informed framework for integrating generative AI into higher education.

Keywords: generative artificial intelligence, higher education, pedagogical strategies, learning outcomes, instructional design, structured literature review

When Saving Costs More - The Hidden Risks of AI Slop in Baby-Care Advertising

Anna Széphegyi-Jónás[1], Alíz Zsuzsanna Molnár[2]

[1]Obuda University, Keleti Károly Faculty of Business and Management
jonas.anna@uni-obuda.hu

[2]John von Neumann University
molnar.aliz@uni-obuda.hu

Abstract: In 2025, Merriam-Webster named "slop" the Word of the Year—a term that has become a symbol for low-quality digital content mass-produced using artificial intelligence (Merriam-Webster, 2025). While the costs of AI-driven advertising production may be lower, this cost advantage can be called into question if poor visual execution undermines consumer trust.

This research examines the impact of visual quality and AI labeling in advertisements on perceived product safety, advertising credibility, brand trust, and purchase intention.
Following a pre-test of the visual quality of six advertising creatives, we conducted a randomized, 2 × 2, independent-groups vignette experiment involving 551 respondents. The study involved a total of four experimental conditions, differentiated based on the visual quality of the presented stimulus (high/low) and the presence or absence of an AI disclosure. All advertising stimuli were created using generative AI without manual post-editing; thus, the actual AI origin remained constant across all conditions.

The results indicate that higher advertising quality was associated with more favorable product safety ratings (mean difference = 0.339; $F(1, 486) = 15.21$; $p < 0.001$; $\eta p^2 = 0.030$). Conversely, the inclusion of an AI disclosure was associated with significantly lower safety ratings (mean difference = −0.432; $F(1, 486) = 24.66$; $p < 0.001$; $\eta p^2 = 0.048$). Both factors had a significant effect on advertising credibility and brand trust ($p < 0.001$), whereas, for purchase intention, only the effect of visual quality proved significant. The interaction between advertising quality and AI disclosure ($p = 0.498$), as well as the moderating role of motherhood ($p = 0.209$), were not significant. The regression model explaining purchase intention accounted for 26.4% of the variance ($R^2 = 0.264$).

Keywords: AI slop, artificial intelligence, advertising quality, AI labeling, perceived product safety, advertising credibility, brand trust, motherhood, consumer behavior

Healthy Eating Self-Assessment, Food Consumption and Nutrition Label Reading: Evidence from a Cross-Sectional Consumer Survey

Arsela MesiniAnxhela Luzi[1], Elena Kokthi

[1]University of Agriculture AlbaniaUniversity of Agriculture Albania
luziangela.al@gmail.com

Abstract: Abstract: Understanding whether consumers' dietary self-assessments correspond to their reported food choices can inform nutrition communication. This cross-sectional study examined healthy eating self-assessment, consumption frequencies and nutrition label reading among 366 adult respondents to an Albanian-language electronic survey. Participants were recruited through non-probability sampling and completed a 32-question questionnaire. Spearman correlations were calculated for dietary self-assessment and the importance assigned to healthy choices against twelve behaviours, with Benjamini–Hochberg adjustment across 24 comparisons. More favourable self-assessment was associated with greater reported consumption of vegetables ($\rho = 0.318$), fruit ($\rho = 0.293$) and pulses ($\rho = 0.280$), and lower consumption of sugar-sweetened beverages ($\rho = -0.318$), fast food ($\rho = -0.311$) and highly processed packaged products ($\rho = -0.298$). Label reading showed the largest correlation with self-assessment among the behaviours examined ($\rho = 0.392$). These associations remained significant after adjustment (adjusted $p < 0.001$). The findings suggest coherence between dietary self-assessment and several reported practices, supporting further investigation of communication connecting food choices with nutrition information. However, non-probability sampling, unadjusted associations and self-reported measures limit generalisability and do not establish objective dietary adequacy or causal effects.

Keywords: Keywords: consumer behaviour; dietary self-assessment; food consumption; nutrition labels; nutrition communication

SOC Maturity Models and the Blind Spot of Cloud Financial Security: Extending Assessment Frameworks for Economic Denial of Sustainability

Azar Mamiyev[1], Kornélia Lazányi[2]

[1]Obuda University
azarmamiyev@stud.uni-obuda.hu

[2]Wekerle International University
lazanyi.kornelia@wsne.hu

Abstract: We examined the taxonomic structure of the twenty control families of NIST SP 800-53 Revision 5 and the seventeen domains of the Cloud Security Alliance (CSA) Cloud Controls Matrix v4 and found no control that treats cost or billing as a security-relevant signal. The gap is structural: Security Opera- tions Centers (SOCs) and the maturity models that govern them, including SOC-CMM, MITRE's 11 Strategies of a World-Class Cybersecurity Operations Center, and the NIST Cybersecurity Framework, were specified within a confidentiality, integrity, and availability threat model rooted in on-premises infrastructure. The migration to cloud-native and serverless architectures in- troduces a fundamentally different attack surface: the billing layer. Economic Denial of Sustainability (EDoS) and Denial of Wallet attacks exploit pay-per-use pricing to inflict financial damage without triggering traditional availability alerts. This paper conducts a structured gap analysis across fourteen SOC- CMM capability dimensions, eleven of which report no coverage of cost-based threats and three of which record only partial coverage, and proposes a targeted extension that incorporates cloud cost monitoring as a first-class SOC capability, defines a six-level maturity ladder for financial threat detection, and introduces a new BL (Billing) control family with five subcontrols suitable for compliance audit. The proposal is illustrated through a quantitative cost-dynamics analysis of a canonical Denial of Wallet attack on a serverless workload.

Keywords: Security Operations Center, SOC maturity model, SOC-CMM, Economic Denial of Sustainability, Denial of Wallet, cloud financial security

From Abandoned Mines to Sustainable Energy Storage: A Techno-Economic Assessment of CAES Implementation in Banská Štiavnica

Bence Hernádi

University of Pannonia
hernadi.bence87@gmail.com

Abstract: The increasing integration of renewable energy sources highlights the need for large-scale energy storage solutions. Compressed Air Energy Storage (CAES) offers opportunities to improve grid flexibility while potentially repurposing abandoned mining infrastructure. This study examines the technical, economic, and environmental feasibility of implementing a CAES system in the former mining galleries of Banská Štiavnica (Selmecbánya), Slovakia, a UNESCO World Heritage Site.

The research combines geological and engineering assessments with conceptual system design, equipment selection, environmental considerations, and preliminary economic calculations. Particular attention is given to underground storage stability, pressure retention, geological characteristics, and the integration of wind energy generation with compressed air storage.

The preliminary economic assessment estimates investment costs of HUF 28–35 billion, potential annual revenues of HUF 4–7 billion, and an indicative payback period of 6–10 years, depending on market conditions. These estimates remain subject to further technical validation and financial assessment. Geological uncertainties, environmental risks, and cultural heritage protection requirements are identified as key implementation challenges.

The findings provide a preliminary framework for evaluating the potential reuse of abandoned mining infrastructure for energy storage, supporting sustainable infrastructure development and renewable energy integration.

Keywords: compressed air; energy storage; abadoned mines; infrastructure reuse

From Marginal Deception to Financial Crime: The Victim-Offender Balance in Romance Fraud Research

Benjámin Forgács

Eötvös Loránd University
bnjmn@student.elte.hu

Abstract: A segment of fraud built on emotional manipulation, in which offenders exploit trust, affection, fear, or urgency rather than technical weaknesses, has become a prominent form of cyber-enabled crime. Romance fraud has shifted from a marginal online deception to a significant cyber-enabled financial crime, in which offenders use digitally mediated relationships, emotional manipulation, and fabricated identities for financial gain. Prior reviews note limited empirical and experimental work, while romance fraud increasingly overlaps with investment schemes. Whether research attention is balanced between victims and offenders, however, has not been systematically assessed. This study proposes a bibliometric analysis of romance scam research in OpenAlex (1975-2025), using the SAAS framework (Search, Appraisal, Analysis, and Synthesis), focuses on the conceptual change of the research field. Using publication trends, keyword co-occurrence, and abstract analysis, we examine (1) the field's temporal development, (2) its major research areas, and (3) the balance between victim-focused and offender-focused work. By showing where evidence is concentrated and where it is thin, the study can direct future research toward gap areas and inform prevention strategies. Findings are expected to inform future research directions and add contributions to the prevention strategy.

Keywords: romance scam, emotional manipulation, cyber-enabled fraud, victim-offender balance, bibliometric analysis

Missing in Action: The Absence of Artificial Intelligence in Vocational Education Output Requirements

Norbert Ferenczi

Obuda University
ferenczi.norbert@cegled.hu

Abstract: he rapid integration of artificial intelligence (AI) into modern industries has created an urgent demand for a digitally competent workforce. However, a significant gap persists between labor market expectations and vocational education and training (VET) regulations. This study investigates the presence and role of AI-related competencies within the regulatory framework of vocational education, specifically focusing on Vocational and Output Requirements (Képzési és Kimeneti Követelmények – KKK) and central curricula.

The primary hypothesis posits that the current regulatory level lacks explicit mandates or standardized guidelines regarding AI, resulting in pedagogical uncertainty and fragmented educational practices. Through document analysis of national educational frameworks and curricula, our findings indicate that AI competencies are largely absent from mandatory regulatory documents, remaining relegated to technology-neutral phrasing or optional institutional initiatives. Consequently, educators lack clear directives on what, how, and to what extent AI should be integrated into specific vocational training programs. This study highlights the necessity of embedding AI-driven competencies structurally into VET frameworks to bridge the widening chasm between formal education and real-world industrial needs..

Keywords: Vocational Education and Training (VET), Artificial Intelligence (AI), Curriculum Development, Educational Policy, Competency Frameworks

Understanding Locals' Attitudes Toward International Students Through Reddit- A Case of Hungary

Luca Utassy[1], Carlo Johnson[2]

[1] Széchenyi István University, Budapest International College
luca.utassy@budapestcollege.hu

[2]Budapest International CollegeN/A
Carlo.trevor.johnson@gmail.com

Abstract: The internationalization of Hungarian higher education has generated considerable research on international students' experiences, yet the attitudes of the host population remain largely unexplored, particularly in Central and Eastern Europe. This study addresses this gap through open-ended responses to researcher-posted prompts in fourteen Hungarian online communities. Of 418 comments collected, 346 from 239 distinct users were analyzed using qualitative content analysis informed by Integrated Threat Theory and the Bogardus social distance tradition.

The comments reveal strikingly divided attitudes. Around a quarter of comments are positive and a similar are negative, while the rest express neutral or mixed views. The most common view is conditional acceptance- Hungarians expect integration and respect for local norms in return. Attitudes also vary by topic: cohabitation and dormitory competition are consistently negative, while direct personal experiences are almost exclusively positive. Negative perceptions are not equal for all international students either, they rather follow nationality-based hierarchies. Perceived threats are primarily symbolic, concerning hygiene, noise, public conduct, and adaptation, alongside realistic concerns about dormitory places and higher education resources. Almost no commenters reported intergroup anxiety.

While the Reddit sample is not representative of Hungarian residents, it offers insight into the reasoning behind host community attitudes, and provides a foundation for a subsequent large-scale quantitative survey.

Keywords: international students, host community attitudes, integrated threat theory, Hungary, qualitative content analysis

Brand Visibility in Generative Search: A GEO Study of ChatGPT and Gemini in the Hungarian Facial Skincare Market

Zolta Csák[1], Réka Saáry[2], Orsolya Szigeti[3]

[1]Obuda University
csak.zolta@uni-obuda.hu

[2]Obuda University Keleti Károly Faculty of Business and Management
saary.reka@kgk.uni-obuda.hu

[3]Obuda University Keleti Károly Faculty of Business and Management
szigeti.orsolya@uni-obuda.hu

Abstract: The rapid adoption of Large Language Models (LLMs) in everyday life is changing how consumers search for information when considering a product. Alongside traditional search engines such as Google and Bing, consumers can now use LLMs to find products and brands. This raises questions about which brands gain visibility in AI-generated recommendations and how consistent these recommendations are.

This study aims to examine the visibility of facial skincare brands available in Hungary in recommendations generated by ChatGPT and Gemini, focusing on the consistency of brand recommendations and the web sources cited.

The method involves asking predefined Hungarian-language consumer questions repeatedly and analysing the responses through systematic content analysis using predefined coding rules. The analysis focuses on brand mentions, recommendations and source citations, comparing the two platforms and repeated responses to the same questions.

The study will identify similarities and differences in brand visibility, recommendation consistency and source citation patterns. It is expected to contribute to the understanding of generative engine optimisation (GEO) by examining brand visibility in Hungarian-language recommendations within the facial skincare market.

Keywords: generative engine optimisation; brand visibility; facial skincare; AI-generated recommendations; content analysis

Project Risk Management in African Mega projects: A Documentary Analysis of the The proposed Dangote refinery in Lamu, Kenya

Modibe Ernest[1], Wataka Diana[2], Zsuzsanna Deák[3]

[1]Obuda University
modibefreddy27@gmail.com

[2]Obuda University
dianalukela@gmail.com

[3]Obuda University Keleti Károly Faculty of Business and Management
deak.zsuzsanna@kgk.uni-obuda.hu

Abstract: Mega projects in Africa often face financial, political, environmental, social and operational risks. These challenges show why effective project risk management matters for project performance, sustainability and long-term development outcomes. This study examines project risk management in African mega projects through a case study of the proposed Dangote-backed oil refinery in Lamu, Kenya. It aims to identify the key risks facing the project, assess how these risks are being identified and addressed, and evaluate what current risk management practices imply for the project's implementation and sustainability. The study focuses on financial, political, regulatory, social and infrastructural risks. It uses a qualitative documentary research design, analyzing secondary sources including academic literature, policy documents, project and government reports, environmental assessments and media reports. These documents will be examined through thematic analysis to identify recurring patterns in risk factors, risk management strategies and gaps in existing approaches. The study is expected to improve understanding of how large-scale projects in Africa are managed and to offer practical insights for strengthening risk management in future mega projects.

Keywords: Project risk management; mega projects; Africa; Dangote refinery; Lamu; Kenya; documentary research; thematic analysis

Changes in the Most Characteristic Structural Elements of Hungarian Cultural Consumption Between 2018 and 2025

Balázs Gyenge[1], Ádám Horváth[2]

[1]Obuda University Keleti Károly Faculty of Business and Management
gyenge.balazs@uni-obuda.hu

[2]Obuda University Keleti Károly Faculty of Business and Management
horvath.adam@uni-obuda.hu

Abstract: This study aims to examine the concept and key characteristics of cultural consumption in light of current consumer trends. The theoretical framework of the paper is grounded in three prominent models of cultural stratification—the homology, individualization, and omnivore-univore theories—with a particular focus on their domestic adaptation, the prevalence of the omnivore-univore dimension, and the evolution of Hungarian cultural taste. To analyze the domains grouped by traditional and modern elements of culture, secondary statistical data (KSH, NMHH, MAHASZ, MKKE) were utilized. Through these components of cultural consumption data, it was possible to examine the changes, key trends, and performance of the supply side of culture. The findings highlight persistent spatial and social disparities in cultural consumption. While digital platforms generally enhance accessibility and overall consumption volume, physical venues continue to exhibit a marked concentration in the capital and a pronounced urbanization gradient. Finally, the study emphasizes that the successful survival of traditional institutions lies in hybrid, experience-based adaptation that integrates online and offline spheres.

Keywords: cultural marketing; cultural services; consumer behavior; cultural consumption; cultural inequalitie

Latest trends in e-government in the academic literature

Csilla Ilona Mizser

Obuda University Keleti Károly Faculty of Business and Management
mizser.csilla@uni-obuda.hu

Abstract: The objective of this research is to present the development of e-government in Hungary, its current trends, and its potential future milestones. This study examines the impacts of digitalization and the directions of digital leadership. Today, the outcomes of e-government development are becoming increasingly visible. The article primarily seeks to address the following questions: what are the most relevant concepts within e-government, and what are the advantages and disadvantages of its various components from the user's perspective? Furthermore, which approach—digital, in-person, or a hybrid model—is most optimal for the delivery of public administrative services? By synthesizing the latest international and domestic academic literature and research, this study aims to contribute to the field's development by providing a more comprehensive overview. The subject matter affects a broad segment of society and offers valuable insights for both practitioners and theorists working on the advancement of this topic.

Keywords: public administration, e-administration, e-government, digitalization, digital leadership

The effect of organizational knowledge processes on organizational innovation activity: a conceptual research model

Emőke Rozsályi[1], Péter Karácsony[2], Csilla Csomós[3]

[1]Obuda University
rozsalyi.emoke@stud.uni-obuda.hu

[2]Obuda University Keleti Károly Faculty of Business and Management
karacsony.peter@uni-obuda.hu

[3]Obuda University
csomos.csilla@stud.uni-obuda.hu

Abstract: In a rapidly changing and unpredictable economic environment, innovation is not only an opportunity for growth for organizations, but has also become a key factor in sustainable competitiveness. Knowledge absorption capacity enables organizations to identify, acquire, absorb, and utilize external knowledge, while internal knowledge sharing ensures the effective flow of organizational knowledge. Management practices and the encouragement of innovative behavior among employees directly contribute to the success of these processes. The aim of this research is to develop a conceptual model that explores the impact of knowledge-based organizational processes, as well as management and employee practices that support innovation, on an organization's innovation activity. The methodological foundation of the research is a systematic review of the literature. The main outcome of the study is the creation of an integrated research model and the formulation of related hypotheses that link external knowledge acquisition, internal knowledge sharing, knowledge absorption capacity, and innovation capacity to organizational innovation activity.

Keywords: knowledge absorption capacity, knowledge sharing, innovation capacity, organizational innovation activity, conceptual research mod

From Monolithic Systems to Composable Commerce: An Investment Economics Model of MACH Architectures

Pál Fehér-Polgár

Obuda University Keleti Károly Faculty of Business and Management
feherpolgar.pal@kgk.uni-obuda.hu

Abstract: The evolution of e-commerce systems has reached a critical milestone. Rapidly changing consumer expectations and the proliferation of omnichannel retailing have highlighted the technological and economic limitations of traditional, monolithic platforms. Maintaining these monoliths today results in escalating technical debt and exacerbating vendor lock-in. This study aims to demonstrate that the transition to MACH-based (Microservices, API-first, Cloud-native, Headless), so-called "composable" architectures is not merely an IT necessity, but a fundamental strategic paradigm shift in the economics of IT investments. The paper proposes a novel, multi-pillar conceptual model for the comprehensive evaluation of corporate investments. First, the framework examines the structural realignment of the Total Cost of Ownership (TCO) from fixed capital expenditures (CAPEX) toward flexible operational expenses (OPEX). Subsequently, it extends and applies Real Options Theory to IT infrastructure to theoretically quantify the strategic surplus value derived from technological modularity, such as accelerated time-to-market and the value of switching options. Finally, the new economic model elucidates how MACH-based systems mitigate investment risks, thereby securing a long-term, sustainable competitive advantage in the digital marketplace for scalable enterprise organizations.

Keywords: e-commerce, Microservices, API-first, Cloud-native, Headless, MACH Architectur, Real Options Theory

How can we prepare for retirement? The opportunities and risks of the Hungarian pension system.

Gábor Gyarmati
Obuda University Keleti Károly Faculty of Business and Management
gyarmati.gabor@uni-obuda.hu

Abstract: It is unclear how long the Hungarian pension system will remain in place. The population is ageing, there are fewer and fewer young people, and in many cases they find it difficult to find work. Not everyone can afford to pay into voluntary pension funds. Due to changes in real wages and the price indexation of pensions, pension levels vary significantly between different cohorts. What could be the solution? What measures can we take to prepare for this?

Keywords: Retirement, pension, Hungary

Safety challenges of hydrogen mobility

Gábor Hasulyó
University of Miskolc, Institute of Mining and Energy
gabor.hasulyo@uni-miskolc.hu

Abstract: Global decarbonization efforts and the expectations of the REPowerEU strategy have accelerated the rollout of hydrogen infrastructure across Europe. The fundamental prerequisite for the widespread adoption of this technology is public acceptance, which directly depends on the guaranteed safety levels of these systems. The physical and chemical properties of hydrogen—such as its wide flammability range and minimal ignition energy—require highly specialized risk management during the operation of refueling stations.

Past events, such as the 2019 explosion at the Sandvika station in Norway, have highlighted that failures in high-pressure hydrogen systems can instantly result in the formation of a critical explosive vapor cloud. Accurate gas dispersion modeling plays a key role in preventing such incidents.

The focus of this research centers on Computational Fluid Dynamics simulations conducted around hydrogen refueling stations. The modeling comprehensively demonstrates how dynamically changing environmental factors, particularly wind speed and wind direction, influence the dispersion trajectory, concentration profile, and localized formation of ignition zones of the escaping hydrogen gas.

Furthermore, the simulation results expose a critical regulatory deficiency. The current standard and legal framework fails to properly account for the aerodynamic anomalies induced by wind effects. As a conclusion, this presentation proposes a new approach for integrating optimized detector layouts into technical regulations, thereby guaranteeing safety even in meteorologically challenged environments.

Keywords: Hydrogen sector, Process safety, Gas dispersion modeling, Wind speed effects, Technical standardization

Depressive Symptoms and Driver State in SAE Level 1 to 3 Driving Automation

Patrik Viktor[1], Gabor Kiss[2]

[1]Obuda University Keleti Károly Faculty of Business and Management
viktor.patrik@uni-obuda.hu

[2]Obuda University, Bánki Donát Faculty of Mechanical and Safety Engineering
kiss.gabor@bgk.uni-obuda.hu

Abstract: Driving automation changes the responsibilities of vehicle users without eliminating the relevance of their mental state. This paper develops a research framework for examining depressive symptoms, perceived driver state, trust and intended use across SAE Levels 1 to 3. A targeted literature synthesis integrates evidence on depression and cognition, human interaction with driving automation, and technology acceptance. The resulting framework distinguishes continuous supervision at Levels 1 and 2 from readiness to resume driving at Level 3. It specifies a questionnaire study targeting 300 to 500 analysable responses, with validated symptom measurement, matched automation scenarios and a staged statistical analysis. An original sensitivity calculation shows that this sample range can detect approximate zero-order correlations of 0.161 to 0.125 at 80% power and a two-sided significance level of 0.05. These are planning calculations, not observed participant results. The contribution is a testable model connecting symptom burden with perceived functional difficulty and automation acceptance, while separating self-report from objective driving competence. The framework supports human-centred innovation and defines the additional behavioural evidence required before driver-monitoring applications can be justified.

Keywords: depressive symptoms; driver state; driving automation; trust in automation; technology acceptance; research design

Wellbeing Awareness and Subjective Wellbeing among Employees: A Questionnaire Study

Anikó Gáll

Óbuda University
gall.aniko@uni-obuda.hu

Abstract: This study examines whether wellbeing awareness is associated with employees' experienced subjective wellbeing, exploring whether awareness of wellbeing-related concepts is reflected in their lived wellbeing. A cross-sectional questionnaire survey was completed by 133 Hungarian employees. Wellbeing awareness was assessed using a nine-item exploratory set of statements rated on a five-point scale. Subjective wellbeing was measured using the 23-item PERMA-Profiler, covering the five PERMA dimensions and additional indicators. The questionnaire also asked respondents about wellbeing-related practices available in their workplaces. The association between wellbeing awareness and PERMA wellbeing was examined using Spearman's rank correlation. The analysis found a positive, statistically significant, weak-to-moderate association ($\rho = .348$, $n = 132$, $p < .001$), indicating that higher wellbeing awareness tended to co-occur with higher subjective wellbeing. This cross-sectional association does not establish causality. The findings suggest that wellbeing awareness may be a relevant correlate of subjective wellbeing among respondents and provide a basis for further research into how wellbeing-related knowledge, lived wellbeing, and workplace practices relate to one another.

Keywords: wellbeing awareness; subjective wellbeing; PERMA; employees; workplace wellbeing practices

Evaluating human-cobot collaboration in Industry 5.0: A PLS-SEM approach to evidence-based HRM, cognitive trust, and employee well-being

Hima Parameswaran

City University Ajman
h.parameswaran@cu.ac.ae

Abstract: Industry 5.0 is a human-centric and resilient manufacturing environment in which collaborative robots, or cobots, work side-by-side with humans to complement human talents. Therefore, beyond state-of-the-art technology, successful human-cobot interaction also requires employee welfare and HRM grounded in solid scientific evidence. Previous studies have largely focused on job completion, automation, and technical efficiency but have not fully integrated scientifically validated ergonomics, psychology, and HRM. This study addressed this gap by developing and testing a PLS-SEM model of the relationships among employee performance and the Evidence-Based Performance Management System (EBPMS), HR Analytics Driven Task Allocation (HRATA), and Perceived Cobot Interaction Quality (PCIQ). The study examined algorithmic ergonomics as a moderator and cognitive trust and psychological ownership as mediators in this study. Regarding the methodology, this research used a quantitative, cross-sectional survey of HR professionals and operators working with collaborative robots in automated logistics and smart manufacturing facilities in the United Arab Emirates. The author examined validity, reliability, and direct, mediating, and moderating effects with SmartPLS 4 and 5,000 bootstrap resamples. The results show that EBPMS has a major role in Cognitive Trust (β=0.602), HRATA on Psychological Ownership (β=0.612), PCIQ on Utilization Self-Efficacy (β=0.628), and Cognitive Trust on Digital Well-Being (β=0.541). Algorithmic Ergonomics moderated the relationship between Cognitive Trust and Digital Well-Being (β=0.138, p=0.002). The mediation effects were significant (β=0.326; β=0.182). The findings show the impact of HRM practices on well-being and performance in Industry 5.0.

Keywords: Industry 5.0, Human-Robot Collaboration, Evidence-Based Performance Management, Psychological Ownership, Cognitive Trust, Digital Well-Being, SmartPLS, Partial Least Squares Structural Equation Modeling, Algorithmic Ergonomics, Organizational Excellence

Psychological and Emotional Levers in Innovation-Driven Organisations: A Research Plan for a Mixed-Methods Case Study

Kamal Huseynzade

Obuda University
kamalhuseynzade98@gmail.com

Abstract: Video assistant refereeing (VAR) seeks to improve decision accuracy in football, yet its perceived benefits may coexist with disruption of match rhythm and supporter emotions. This study examines perceived fairness, trust, transparency, viewing frequency, and preferred improvements using an online questionnaire administered in Hungary between 26 September and 21 October 2026 (N = 152). Five hypotheses were assessed using Spearman rank correlations, Mann–Whitney U tests, paired Wilcoxon tests, and a Friedman test. Perceived fairness was positively associated with improved match experience ($\rho = .600$, $p < .001$), although substantial proportions of respondents who recognised fairness benefits also reported disrupted rhythm and diminished spontaneous goal celebration. Trust in VAR officials correlated only weakly with perceived transparency ($\rho = .248$, $p = .002$), but more strongly with information reliability ($\rho = .630$, $p < .001$). More frequent viewers reported greater disruption. Television-based VAR communication was rated more favourably than stadium communication (both paired comparisons $p < .001$). Real-time stadium-screen information received the highest descriptive support among five improvements ($M = 4.04$). The findings suggest that fairness, information credibility, transparency, and emotional continuity should be distinguished in accounts of VAR acceptance. The convenience sample limits population-level generalisation and causal interpretation..

Keywords: emotional levers, managerial influence, psychological capital, innovation management, mixed methods

The Relationship Between Leader Mentalization, Psychological Safety, and Innovation

Péter Karácsony[1], Ildikó Petőné Csuka[2], Zsuzsanna Kaposvári[3]

[1]Obuda University Keleti Károly Faculty of Business and Management
karacsony.peter@uni-obuda.hu

[2]Obuda University, Alba Regia Faculty
csuka.ildiko@amk.uni-obuda.hu

[3]Óbudai Egyetem
kaposvarizs0603@gmail.com

Abstract: This paper reviews how leader mentalization may be related to psychological safety in the workplace and, through it, to employees' creative participation and organizational innovation. It presents the theoretical background of mentalization, the possible mediating role of trust, and related approaches such as mindfulness, wise leadership, and ambidexterity. Particular attention is paid to the applicability of the MentS and O'Donovan psychological safety scale. The review outlines a theoretical model in which leader mentalization and psychological safety may support speaking up, learning, and creative work. The relationships discussed in the literature do not establish a proven cause-and-effect chain.

Keywords: mentalization, psychological safety, leadership innovation management, MentS scale, O'Donovan scale

Accounting in the age of artificial intelligence: a systematic review of innovation, automation and future perspectives

Krajnik Izabella[1], Demeter Robert

[1]Babes-Bolyai University
izabella.krajnik@econ.ubbcluj.ro

Abstract: The increasing integration of Artificial Intelligence (AI) into business environments is fundamentally reshaping contemporary accounting practices, redefining traditional processes and expanding the analytical capabilities of accounting professionals. Beyond routine task automation, AI technologies are creating new opportunities for intelligent data processing, financial information management, predictive analysis, and strategic decision-making. Sutton, Holt, and Arnold (2016) emphasize the continued development of AI research in accounting, highlighting its growing relevance to the evolution of accounting information systems. Similarly, Kokina and Davenport (2017) demonstrate how cognitive technologies and intelligent automation are transforming professional activities and the organization of accounting-related processes. This study aims to systematically examine the evolution and integration of artificial intelligence in modern accounting, identifying its principal applications, operational benefits, professional implications, and emerging challenges. The research adopts a Systematic Literature Review (SLR) approach, drawing on relevant academic publications retrieved from internationally recognized scientific databases, particularly Scopus and Web of Science. The methodological framework is designed to identify and critically evaluate the existing body of knowledge, following transparent selection criteria and a structured literature synthesis.

Keywords: artificial intelligence; accounting; digital transformation; accounting automation; intelligent accounting systems.

Convenience or Trust? Generational Differences in the Adoption of Digital Banking and Fintech Services in Uzbekistan

Khusanjon Ashuraliev

Obuda University
khusanashuraliev@gmail.com

Abstract: Over the past few years, banking in Uzbekistan has moved online at a fast pace. Mobile banking apps and payment services such as Click and Payme are now part of everyday life for many people, yet we still know little about who actually uses them and why. This paper looks at how different generations in Uzbekistan accept digital banking and fintech services, and what encourages or holds them back. The study builds on the Technology Acceptance Model (TAM). Data are collected through an online questionnaire in Uzbek, Russian and English, asking users about perceived usefulness, ease of use, trust, perceived risk and how often they use these services. Responses from Generations Z, Y and X are then compared using descriptive statistics and group comparison tests. My expectation is that younger users adopt digital services more easily and care most about convenience, while older users are more cautious and put trust and security first. The results aim to help banks and fintech companies design services that work for every age group, and add to the still small body of research on financial innovation in Central Asia.

Keywords: digital banking; fintech; technology acceptance; generational differences; financial innovation; Uzbekistan

Financial Consciousness in the Digital Age: Analyzing Everyday Money Use and Financial Attitudes in High School and Higher Education

Peregi Adrienn

Obuda University, Szechenyi Istvan Roman Catholic High School
peregi.adrienn@uni-obuda.hu

Abstract: The rise of digital financial services and fintech solutions ha radically changed the money management habits of younger generations.

The purpose of my study is to analyse the financial attitudes and everyday digital money use of high school and university students (Generation Z and Alpha) in a pilot research.

Data collection was conducted via an online questionnaire among students of a high school in Hatvan (n=25) and students of Óbuda University in Salgótarján (n=25).

The results show while cashless payment methodes are used confidently and on a daily basis (Apple Pay, Revolut, Skrill) short- and long-term financial planing, budgeting and the willingness to save, remains at a low level.

The research points out that being good with technology does not mean being financially conscious. This proves that we need practical and experience-based financial education in both high schools and universities.

This survey prepares the ground for my future doctoral research program.

Keywords: Financial literacy, Digital financial services, Financial planning, Cashless payments, Digital Money Habits, Generations Z and Alpha

The impact of education marketing activities on international students' satisfaction and loyalty in Hungary

Pham Thi Hoai Thuong[1], Orsolya Szigeti[2]

[1]Obuda Univeristy
phamthihoaithuong0511@gmail.com

[2]Obuda University Keleti Károly Faculty of Business and Management
szigeti.orsolya@uni-obuda.hu

Abstract: This study examines the impact of education marketing activities on international students' satisfaction and loyalty in Hungary. In the context of increasing global competition in higher education, understanding the factors that drive student retention and advocacy is crucial for emerging educational destinations. The research framework is built upon Jonathan Ivy's 7Ps marketing mix framework adapted for higher education.

The objectives of the study are to assess the impact of four selected marketing mix elements including educational programme as the programme dimension, people, process, and physical evidence, affect student satisfaction, determine the satisfaction-loyalty relationship, evaluate the mediating role of satisfaction, and propose practical institutional recommendations. Using a quantitative approach, data were collected via an online survey of 250 international students in Hungary and analyzed using Cronbach's Alpha, EFA, and Multiple Linear Regression in SPSS to test six hypotheses.

Findings show that all four selected marketing mix elements positively and significantly influence student satisfaction, with people having the strongest impact, followed by process, programme, and physical evidence. Additionally, student satisfaction positively drives loyalty and acts as a vital mediator. Hungarian higher education institutions should prioritize cross-cultural staff development, digitalize administrative services, innovate curricula, and upgrade campus infrastructure.

Keywords: Higher Education Marketing, Marketing mix, Student Satisfaction, Student Loyalty, International Students, Hungary

How does the size and growth strategy of a smash burger business influence the optimal choice of legal form in Hungary?

Richárd Pap[1], Róbert Tamás Deres, Noémi Kovács,

[1]Obuda University, John von Neumann Faculty of Informatics
richard_pap@stud.uni-obuda.hu

Abstract: This article examines how business size and growth strategy affect the choice of legal form for a smash burger business in Hungary. It follows a hypothetical venture, Budapest Smash Burger, from its first restaurant to a chain of three to five outlets and then to expansion through franchising or external investment. Five legal forms are compared using seven weighted criteria, while sector statistics and six selected restaurant businesses provide a comparison with Hungarian practice. The analysis suggests that a limited liability company can be appropriate from the first outlet when two founders share ownership and take on substantial operating commitments. As the business grows, financing and management arrangements become more important, but franchising and national scale do not automatically require a share company. Illustrative scores show how investor requirements can change the ranking. The findings depend on explicit assumptions and should be read as a practical decision framework rather than evidence that one legal form produces better business performance.

Keywords: legal form; Hungary; smash burger; growth strategy; franchising

Women-led Enterprises and Design Innovation: Transitioning women-led micro enterprises into high growth, innovation heavy enterprises

Poloka Abigail Kabomo[1], **Orsolya Szigeti**[2]

[1]Obuda University
PolokaAbigail@stud.uni-obuda.hu

[2]Obuda University Keleti Károly Faculty of Business and Management
szigeti.orsolya@uni-obuda.hu

Abstract: This study aims to investigate the role of design led innovation in transitioning women-led micro enterprises into high growth, innovation heavy enterprises, as well as to determine what characteristics are possessed by the enterprises with a potential to grow and scale up. Various researchers have identified innovation as a significant mechanism for sustainability, growth and resilience, indicating the success of design-led innovation practices in driving sustainable long-term growth in revenue and company performance. Given that scholars have noted how women-led enterprises engage in contextualised innovation by using necessity-driven, incremental and sustainability-oriented strategies, it is imperative that we study the growth potential of women-led entrepreneurship in connection to innovation. A narrative literature review was conducted using a structured search strategy across Google Scholar, Web of Science and Scopus. A total of 32 academic publications were identified and critically examined to synthesise existing theoretical perspectives, identify relevant research gaps and establish the conceptual foundation of the study. The findings indicate that women-led start-ups that invest more heavily in innovation tend to experience faster growth than those that invest less, demonstrating a positive relationship between innovation investment and business growth. Furthermore, these findings suggest that women-led start-ups can outperform their male-led counterparts in terms of growth. The findings also highlight certain traits that reoccur in various studies for the characteristics possessed by women-enterprises that have a potential to grow are; strong growth intention and commitment, entrepreneurs who have a pull into entrepreneurship compared to those who feel pushed into entrepreneurship, entrepreneurs with resources, education and networks. The results of this study call for further research on design innovation in women entrepreneurship.

Keywords: Narrative literature review, women-led enterprises, innovation, enterprise growth, micro enterprises

The Impact of Artificial Intelligence on the Tasks of Controllers

Roland Budai[1], Piroska Dobos[2]

[1]Obuda University, Reviatum Kft.
contact@reviatum.hu

[2]Obuda University Keleti Károly Faculty of Business and Management
dobos.piroska@uni-obuda.hu

Abstract: In today's fast-paced and volatile economic landscape, traditional controlling—which predominantly relies on historical data and static variance analyses—often fails to provide adequate support for agile, real-time managerial decision-making. Conventional reporting cycles inevitably introduce delays in the flow of critical information, creating significant bottlenecks when modern market participants must respond to dynamic economic shifts on a daily or even hourly basis. The relevance of this research stems from the pressing organisational need to transcend conventional retrospective data examination and embrace sophisticated tools capable of anticipating future operational trends. Within this evolving paradigm, artificial intelligence does not seek to supersede established controlling frameworks; rather, it acts as a powerful complement. By integrating proactive, predictive modelling with traditional retrospective analytics, organisations can drastically enhance their strategic foresight. Consequently, the overarching objective of this research is to comprehensively investigate the practical applications of artificial intelligence within the controlling domain. Furthermore, it aims to theoretically and empirically explore the resultant methodological transformations and shifts in professional responsibilities through rigorous scholarly literature analysis.

Keywords: Artificial Intelligence; AI; controlling; Predictive analytics; Predictive modelling; decision-making; Methodological transformation; Strategic foresight

Vehicle-Approval Disagreements under the UN 1958 Agreement: Decision Rights, Implementation and Cybersecurity Governance

Roland Csongvai[1], Péter Pál Bakucz

[1]Obuda University, Doctoral School on Safety and Security Sciences
csongvai.rolan@gmail.com

Abstract: A vehicle approval accepted across borders can become controversial when authorities disagree about the requirements it should satisfy. Who can resolve that disagreement, and what evidence shows that the resulting action was taken? We examine these questions under the United Nations 1958 Agreement, combining legal analysis with a structured review of 148 session reports and 63 supplements or corrigenda. Four groups of approval-related issues show that agreement on a rule's meaning, a decision on an approval's status and evidence of implementation are different outcomes. A collective request for withdrawal does not, by itself, establish that the issuing authority withdrew the approval. Conversely, an incomplete public record does not remove a legal duty to act. We explain how negotiation and technical review operate alongside binding requirements, and why compromise cannot waive mandatory safety obligations. For UN Regulation No. 155 on vehicle cybersecurity, we propose a documentation protocol linking each approval and management-system certificate to the responsible authority, decision and implementing action. The framework clarifies accountability and the basis for reliance between authorities; it does not demonstrate improved cybersecurity or increased stakeholder trust.

Keywords: vehicle type approval; mutual recognition; decision-making authority; alternative dispute resolution; institutional confidence; vehicle cybersecurity; UN Regulation No. 155

Innovative Leadership Orientations and Innovation Management Practices in Hungarian Family Firms

Samaya Mammadli[1], Szilárd Berke[2]

[1]Obuda University
samamemmedli02@gmail.com

[2]Obuda University, Keleti Károly Faculty of Business and Management
berke.szilard@kgk.uni-obuda.hu

Abstract: This study investigates how innovative leadership orientations manifest themselves in innovation management practices within Hungarian family firms. Building on ambidextrous leadership, family-driven innovation, and socioemotional wealth theory, it examines how leadership mindsets, values, and family-specific characteristics shape innovation-related decision-making.

The research adopts a qualitative, exploratory approach combining semi-structured interviews and Q-methodology. Approximately 20–30 interviews are planned across 10–15 Hungarian family firms to explore concrete innovation decisions and reported managerial practices. Q-methodology will identify shared subjective orientations toward innovation management. The findings will be integrated to examine relationships and differences between leaders' expressed orientations and their reported practices.

The study aims to contribute to leadership and innovation management literature by providing a context-specific understanding of how subjective leadership orientations relate to innovation management practices in family firms. Its findings may also offer practical insights for family-business leaders seeking to understand and reflect on their innovation-related decision-making..

Continuous Assessment as an Early Indicator of Academic Performance in University Mathematics

Rozália Hanna Szatmáry

Obuda University-
szatmary.rozalia0801@gmail.com

Abstract: Continuous assessment is widely used in higher education to monitor student progress and provide repeated information about academic performance throughout a course. In university mathematics, early assessment results may also provide valuable indicators of later achievement, course completion, or academic risk. However, the extent to which continuous assessment data can support reliable early identification of students at risk, and the methods most appropriate for this purpose, remain open questions. This paper reviews existing research on the relationship between continuous assessment and later academic outcomes, with particular attention to university mathematics and related higher-education contexts. It examines how assessment data have been used in statistical and machine-learning approaches, how early prediction has been operationalised, and how predictive performance has been evaluated. The review also considers methodological limitations, including model validation, generalisability, interpretability, and the practical value of increasingly complex predictive methods. Based on the identified patterns and research gaps, the paper aims to outline directions for future empirical research on early academic-risk prediction from continuous assessment data.

Keywords: continuous assessment; student performance prediction; academic risk; literature review

Fairness, Trust, and the Matchday Experience: Supporter Perceptions of Video Assistant Refereeing in Football

Schmidt Zoltán Ferenc, Péter Szikora[1]

[1]Obuda University, Keleti Károly Faculty of Business and Management
szikora.peter@kgk.uni-obuda.hu

Abstract: Video assistant refereeing (VAR) seeks to improve decision accuracy in football, yet its perceived benefits may coexist with disruption of match rhythm and supporter emotions. This study examines perceived fairness, trust, transparency, viewing frequency, and preferred improvements using an online questionnaire administered in Hungary between 26 September and 21 October 2026 (N = 152). Five hypotheses were assessed using Spearman rank correlations, Mann–Whitney U tests, paired Wilcoxon tests, and a Friedman test. Perceived fairness was positively associated with improved match experience ($\rho = .600$, $p < .001$), although substantial proportions of respondents who recognised fairness benefits also reported disrupted rhythm and diminished spontaneous goal celebration. Trust in VAR officials correlated only weakly with perceived transparency ($\rho = .248$, $p = .002$), but more strongly with information reliability ($\rho = .630$, $p < .001$). More frequent viewers reported greater disruption. Television-based VAR communication was rated more favourably than stadium communication (both paired comparisons $p < .001$). Real-time stadium-screen information received the highest descriptive support among five improvements ($M = 4.04$). The findings suggest that fairness, information credibility, transparency, and emotional continuity should be distinguished in accounts of VAR acceptance. The convenience sample limits population-level generalisation and causal interpretation.

Keywords: *video assistant referee; football supporters; perceived fairness; transparency; trust; match experience; sport management*

Credit Depth, Structural Thresholds and Value Creation: A Non-Linear Model of Domestic Credit and FDI in Developing Southeast Asian Economies

Sheena Phothisane

Corvinus university of Budapest
sheena.phothisane@stud.uni-corvinus.hu

Abstract: Credit expansion is often treated as a universal driver of investment and modernization in developing Southeast Asia. This paper argues that the link between credit and value creation is non-linear and runs through three regimes. In the first, a sub-critical regime, credit is absorbed by transaction frictions and limited financial inclusion. The second, a productive-growth regime, begins at a lower inflection threshold. The third is an overheating regime beyond an upper saturation boundary, where marginal returns to credit turn negative: the "dark side" of financial overheating.

The paper formalizes these regimes in a piecewise value-creation function and estimates both thresholds for domestic private credit and foreign direct investment (FDI). It uses an unbalanced panel of nine ASEAN economies over 2000–2024, built from the ADB Key Indicators and the Penn World Table, with capital formation as the measurable proxy for value creation. Two complementary two-way fixed-effects specifications with Driscoll–Kraay standard errors are used: a quadratic model that identifies the saturation boundary, and a pooled quantile-bin model that tests the regimes without imposing symmetry. Each threshold is then identified through a search over candidate cutoffs, with confidence intervals from a bootstrap sample that resamples whole countries. A head-to-head comparison tests whether FDI has a steeper initial effect and a higher saturation boundary than domestic credit.

The paper extends the threshold and "too much finance" literature from growth to investment and to frontier ASEAN economies. It informs a policy choice: whether to lower entry thresholds through digital infrastructure and financial inclusion or to contain overheating with macroprudential tools.

Keywords: credit depth; financial thresholds; foreign direct investment; capital formation; non-linearity; ASEAN

Hybrid Federated Intrusion Detection Frameworks for Secure Smart Cities

Shreya Anchlia

Obuda University
shreya.anchlia@stud.uni-obuda.hu

Abstract: The basic state of the ecosystem attributed to smart cities is that they have a highly interconnected urban environment and several IoT elements forming it. And this interconnection is the reason why they are at threat of becoming a victim to ever evolving and modern cyber threats. In the attempt to counter these emerging and surprise threats, smart cities are utilizing the Intrusion detection systems. However, using conventional security measures may prove to be insufficient when detecting complex nature of cyber-attacks. The traditional centralization approach for IDS suffers from scalability problems, latency, privacy preservation issues and adaptation problems within a scalable smart city environment. This paper gives a focused review of the proposed architecture of the Hybrid Federated IDS for secure smart cities. In this work, the framework combines federated learning, XAI and edge intelligence techniques to solve privacy preservation, scalability and real-time intrusion detection problems. The architecture proposes the development of a framework that allows federated learning to train models on the smart city nodes without exposing local sensitive information in contrast to traditional centralized IDS methods. The paper gives a comparison between centralized, distributed and federated IDS methods based on several factors like privacy preservation, scalability, latency, explainability and deployment. Current research challenges regarding HF-IDS include using old datasets, adversarial attacks, high communication costs and limited interpretability. Future research ideas include the development of intelligent federated IDS for smart cities. The work gives important contributions to intelligent engineering systems through computational intelligence.

Keywords: Smart cities, intrusion detection systems, federated learning, explainable AI, cybersecurity, intelligent systems, edge computing

From Institutional Pressure to Implementation Capability: An Integrative Synthesis of Organizational Green IT Adoption

Shreya Anchlia

Obuda University
shreya.anchlia@stud.uni-obuda.hu

Abstract: Green information technology (Green IT) is sometimes described as a viable way to reduce the green footprint of organizational computing. However, the process of adoption is more complex than simply selecting energy-efficient equipment, as it involves interpreting external expectations, building internal motivation, preparing for adoption and converting adoption commitments into operating practices. This paper provides an integrative synthesis of the organizational research on Green IT adoption. It is based on literature on institutional pressure, motivational factors, organizational readiness, Green IT practices and strategic alignment and environmental performance. Instead of reporting on a new empirical study or a protocol-driven systematic review, the paper outlines the similarities and differences among the recurring explanations in the selected sources and outlines them in the five-stage adoption pathway: recognition, motivation, readiness assessment, implementation and performance review. The synthesis implies that Green IT can be made salient in an organization context through institutional pressure, but it is crucial to ensure that its implementation is sustained if the organizations can link the green element to the business goals, technical and managerial capabilities and measurable results. The pathway provides a useful framework for planning and assessing adoption, as well as the need for additional empirical testing in various organizational and regulatory environments.

Keywords: Green IT, organizational adoption, institutional pressure, organizational readiness, environmental performance, strategic alignment

Student Decisions and Institutional Branding: Generation Z's Further Study Preferences

Szilvia Paulina Balint[1], Attila Pataki-Juhasz[2]

[1]Obuda University
szilviab13@outlook.com

[2]Obuda University Keleti Károly Faculty of Business and Management
pataki.juhasz.attila@uni-obuda.hu

Abstract: According to international literature, Generation Z's decisions about further study are increasingly shaped by labour market prospects, opportunities for competence development, institutional credibility and digital information sources. Soft skills, practice-oriented programmes and personalised career paths play a prominent role. The competitiveness of higher education institutions is increasingly determined by their measurable support for student development.

The aim of the research is to explore Generation Z's higher education preferences, institution-selection criteria and future orientation. Through a marketing lens, the authors examine which factors lead young people to choose a higher education institution, and what role is played by the institutional brand, the range of programmes, labour market prospects, digital communication channels and information gathered on social media. The questionnaire survey covers expectations towards institutions, information-seeking habits, communication preferences and attitudes towards the use of artificial intelligence. It also examines how soft skills, such as communication, problem-solving, adaptability and digital collaboration relate to further study decisions. The results may contribute to a deeper understanding of student decision making and offer practical guidance for higher education institutions in shaping more effective student recruitment, branding, communication and service development strategies in the future.

Keywords: Generation Z; higher education choice; institutional branding; student recruitment; soft skills; digital communication; artificial intelligence

Beyond Human vs. Robot: A Systematic Review of Hotel Service Robots and HR Challenges

Szintia Adriána Silling[1], Krisztina Dajnoki, Péter Czine

[1]University of Debrecen
sillingszintia@gmail.com

Abstract: This review examines service robot acceptance in hotels across cultural contexts from the perspectives of managers, employees and guests, comparing Hungarian findings with international studies.

Following PRISMA 2020, international studies were identified in Scopus, Web of Science and ScienceDirect (n=134), while Hungarian-context studies were searched in Google Scholar (n=147). After screening and full-text assessment, 34 international and 3 Hungarian studies were included.

International findings show that managers adopt robots to address labour shortages and wage costs, while employees initially fear job loss and workplace loneliness. Robots are accepted as complementary resources relieving back-of-house tasks. Guest acceptance depends on culture, anthropomorphism and post-pandemic hygiene expectations. All three perspectives converge on a hybrid model where robots handle routine tasks and humans provide empathy and complaint handling.

Hungarian findings mirror this hybrid model. Managers see robots as task-relieving tools rather than substitutes for skilled staff. Guests are generally open to robots but mostly reject a robotized reception due to lack of personal contact. Key differences are that Hungarian managers favour digital self-service over physical robots, and many guests would still stay in a robotized hotel at a lower price.

Overall, acceptance hinges on robots complementing humans. Managers should adapt robotization to local expectations.

Keywords: service robots, hotels, HR, guest experience, systematic review

Female unemployment and unemployment gender gap in Poland between 2004 and 2025

Joanna Rakowska, Wiktoria Żołnierzak[1]

[1]Warsaw University of Life Sciences
s228565@sggw.edu.pl

Abstract: Research into female unemployment and the gender unemployment gap is essential for understanding persistent labour market inequalities and their socioeconomic consequences. Thus, the study aims to identify the extent of female unemployment and its trends in Poland between 2004 and 2025: the magnitude and evolution of the gender unemployment gap, and differences in the structure of female and male unemployment by level of education, work experience and age. The study is based on qualitative secondary data from Statistics Poland. The methods include a comparative analysis of the unemployment structures of women and men based on these criteria, as well as the feminisation rate across different age groups, educational levels, and the duration of work experience of the unemployed. Total unemployment in Poland decreased from nearly 3 million in 2004 to 888 thousand in 2025, with women accounting for 52% and 50%, respectively. Female unemployment fell more (by 72%) than male unemployment (by 69%), causing the unemployment feminisation rate to decline from 109,6 to 98,3 women per 100 unemployed men. The structure of unemployment among women by age, educational attainment, and duration of work experience differed significantly from that of men across the same categories in both 2004 and 2025.

Keywords: Female unemployment, unemployment gender gap, Poland

The Dao of Pay Transparency: A Daodejing-Based Interpretation of the EU Pay Transparency Directive

Yuetong Meng

Corvinus University of Budapest
yuetong.meng@stud.uni-corvinus.hu

Abstract: The EU Pay Transparency Directive (Directive (EU) 2023/970) represents a significant step towards addressing gender-based pay inequalities, yet its effectiveness also depends on how organisations translate legal requirements into everyday management practices. What these obligations mean in practice will depend partly on managerial judgement and established workplace norms. This paper reads the Directive alongside the Daodejing to explore how classical Daoist ideas might offer ethical guidance for its implementation. Through interpretive textual analysis, it examines themes of restraint, balance and responsiveness in the Daodejing, considering how these ideas might inform employers' approaches to pay transparency. The purpose is not to replace legal obligations with philosophical principles, but to examine the choices that remain after those obligations have been defined. In particular, the paper considers how managers interpret rules, communicate pay decisions and respond to concerns about fairness. It suggests that ethical guidance matters alongside formal compliance, especially where legal requirements leave room for managerial discretion. By bringing the Daodejing into conversation with contemporary European employment regulation, the paper presents pay transparency not only as a legal duty, but also as a question of responsible organisational practice.

Keywords: Pay Transparency, Daodejing, Directive (EU) 2023/970,Corporate Governance

Artificial Intelligence and Sustainable Economy Meet to Support the Digital and Green Transitions

Zsolt Mihály Szabó

Obuda University Doctoral School on Safety and Security Science
szabo.zsoltmihaly@uni-obuda.hu

Abstract: The digital and green transition (Twin Transition) is one of the most important economic and social processes of our time. The European Union, international organizations and companies increasingly recognize that sustainable development, competitiveness and technological innovation are not separate goals, but mutually reinforcing factors. Artificial Intelligence (AI) plays a key role in this process, as it can optimize energy use, support the circular economy, reduce emissions, facilitate the operation of smart cities and increase the efficiency of industrial systems. At the same time, the increasing energy and resource demand of AI also creates new sustainability challenges. The study presents the relationship between AI and the sustainable economy, analyzes the opportunities and risks, and presents practical examples of the possibilities for successfully implementing the digital and green transition. The research shows that responsible AI application and appropriate regulatory frameworks support long-term economic, environmental and social sustainability.

Keywords: artificial intelligence (AI), sustainable economy, twin transition, circular economy, smart cities

Trust and Security in Financial Transactions in the Age of Artificial Intelligence: A Survey-Based Study of User Attitudes

Judit Schubert

Obuda University Doctoral School on Safety and Security Science
schubertj1983@gmail.com

Abstract: Artificial Intelligence (AI) has become one of the most influential technological innovations in the financial sector, increasingly supporting transaction processing, customer identification, fraud detection, and the provision of personalized financial services. At the same time, the adoption of AI-based systems raises new challenges regarding user trust and perceptions of transaction security.

The aim of this study is to explore how users of financial services evaluate the security of AI-supported financial transactions and to identify the factors that influence their trust in such systems. The research is based on a questionnaire survey examining respondents' financial habits, digital competencies, knowledge and attitudes toward artificial intelligence, as well as their perceptions of data security and privacy.

The analysis investigates the relationship between trust and perceived security and highlights the factors that may facilitate or hinder the acceptance of AI-based financial solutions. The findings can support financial institutions, fintech companies, and regulatory bodies in designing services that simultaneously promote technological innovation, strengthen user trust, and enhance transaction security..

Keywords: artificial intelligence, financial transactions, digital trust, financial security, fintech, user attitudes, survey research.

Understanding Innovation Perceptions in Formula 1 Through Digital Fan Engagement and Consumer Segmentation

Lili Belkovics[1], István Takács[2], Krisztina András[3]

[1]Obuda University Keleti Károly Faculty of Business and Management
belkovics.lili@uni-obuda.hu

[2]Kodolányi János University
takacs.istvan@kodolanyi.hu

[3]Óbuda University, Alba Regia Faculty
andras.krisztina@amk.uni-obuda.hu

Abstract: This paper examines how Formula 1 fans evaluate different areas of innovation and how these evaluations relate to digital engagement and fan identification. The study draws on two independent online surveys conducted in 2025 (N = 272) and 2026 (N = 663). The data were analysed using comparative statistical tests, Spearman rank correlations and cluster analysis. The results show statistically significant differences in the evaluation of the innovation areas examined. More favourable evaluations were more consistently associated with digital engagement than with fan identification. Cluster analysis identified three fan groups in each sample, characterised by different levels of engagement and differing evaluations of several innovation areas. The findings suggest that consumer responses to Formula 1 innovations vary across fan groups and are related to their digital engagement and consumption characteristics. These results should be interpreted with caution, given the non-representative, cross-sectional nature of the samples and the exploratory status of the digital engagement measure.

Generative AI in Accounting Research: From Research Assistant to Research Instrument - A Comparative Exploratory Study and Framework for Responsible Use

Juna Dafa[1], Rezarta Perri[2]

[1] University of Tirana, Faculty of Economy
junadafa@gmail.com

[2]University of Tirana, Faculty of Economy
rezartaperri@feut.edu.al

Abstract: *Purpose:* This paper examines the responsible use of generative artificial intelligence in accounting research, including its applications, evaluations, associated risks, and documentation requirements.
Design/methodology/approach: An exploratory qualitative analysis of responses to four standardized questions generated by the AI models: ChatGPT, Claude, Elicit, and Perplexity. In total, the dataset consisted of 16 platform-question-response pairs. We used a structured thematic framework to identify recurring recommendations concerning task-appropriate selection, evaluation, safeguards, and transparent reporting.
The analysis highlights the need to choose AI tools based on the research task, verify their outputs, apply appropriate safeguards, and document their use. It distinguishes between AI as a research assistant and AI as a research tool. Where AI outputs are observations, classifications, variables, or analytical results, validation and documentation should be strengthened.
Research Limitations and Implications: The present study examined recommendations generated by the platform, rather than independently measuring platform performance. The findings provide a basis for further empirical evaluation of responsible AI use in accounting research.
Practical implications: The suggested SELECT–EVALUATE–SAFEGUARD–DOCUMENT (SESD) framework provides researchers with a task-oriented and risk-proportionate approach to AI deployment in the accounting research process.
Originality/value: This study connects AI-generated recommendations to the methodological requirements of accounting research and presents a framework that distinguishes between AI assistance and the use of AI outputs as evidence in research.

Keywords: generative artificial intelligence, accounting research, research methodology, construct validity, research integrity, reproducibility, human supervision

The Role of Controlling in the Strategic Adaptability of Family Businesses

Ferenc Katona

Obuda University Keleti Károly Faculty of Business and Management
katona.ferenc@kgk.uni-obuda.hu

Abstract: The aim of this research is to explore the relationships between controlling activities and the strategic adaptability of family businesses. The study focuses on the organizational presence of controlling, the reasons for its implementation, the perception of controlling functions, as well as the competitiveness and strategic orientation of the businesses. The research is based on a questionnaire-based data collection, during which I examine controlling-related practices, the enterprises' capabilities relative to their competitors, and their past and future strategic priorities. The study's central hypothesis is that more advanced controlling practices are positively correlated with the enterprises' perceived market adaptability. To explore these relationships, I plan to conduct descriptive statistical, correlation, and regression analyses. The study may contribute to a better understanding of the strategic role of controlling, particularly with regard to the long-term competitiveness of family businesses.

Conceptual Models of AI Acceptance in Business Decision-Making

Máté Prorok[1], János Varga[2], Mariann Békésy[3]

[1]Obuda University Keleti Károly Faculty of Business and Management
prorok.mate@uni-obuda.hu

[2]Obuda University Keleti Károly Faculty of Business and Management
varga.janos@kgk.uni-obuda.hu

[3]Obuda University Keleti Károly Faculty of Business and Management
bekesy.mariann@uni-obuda.hu

Abstract: This paper examines how theories of technology acceptance relate to the use of AI in business decision-making and whether that use improves decisions. We conduct a conceptual comparison of the Technology Acceptance Model and the Unified Theory of Acceptance and Use of Technology, then map their constructs onto Herbert Simon's intelligence, design and choice phases. We use a procurement decision to trace how perceived usefulness, organizational support and trust enter at different points in the same decision. The resulting framework distinguishes willingness to consult a system, reliance on an individual recommendation and the quality of the final business decision. It yields three propositions about expected usefulness, access to verification and the allocation of decision authority. We outline a study that could test these relationships using independent initial judgments, recommendation quality and the cost of final decisions. The framework provides a basis for investigating human–AI complementarity across operational and strategic tasks.

Keywords: technology acceptance; business decision-making; bounded rationality; human–AI collaboration; appropriate reliance; decision support

Organized by Óbuda University, Hungary