



**16th Annual International Conference on
Economics and Business
CHALLENGES IN THE CARPATHIAN BASIN
Towards a new sustainability?**

10-12th of May, 2023

10th May, 2023 (Wednesday), 16,00-18,00 (GMT +2). room 01 (Aula Magna)

Electronic commerce and sustainability - Conference workshop. Host: ATTILA Szőcs, PhD.

11th May 2023 (Thursday) 10,00 AM - 20,00 PM (GMT +2)

8:30 – 10:00 **Registration**

10:00 - 10:30 **Opening ceremony, room 01 (Aula Magna)**

10:30 - 13:00 **Plenary presentations, room 01 (Aula Magna)**

ATTILA FÁBIÁN: Green University - Sustainability in practice

ZSOLT SÁNDOR: Consumer Search

JÓZSEF FOGARASI: An Overview on the Economic Effects of Climate Change

GÁBOR KÜRTHY: The connection between the management of the 2008 crisis and today's inflation

ÁLMOSS TELEGDY: The Effects of a Disability Employment Quota when Compliance is Cheaper than Defiance

13:00 - 14:00 **Lunchbreak**
 14:00 - 19:00 **Presentations in parallel sessions**
 19:30 - **Dinner**

12th May 2023 (Friday) 09,00 AM - 18,00 PM (GMT +2)

Guided excursion to Bálványosfürdő / Băile Bálványos and Kézdivásárhely city / Târgu Secuiesc (optional).

Session 1: Agriculture and rural economics. Room 12

Session chairman: Elek Sándor - Péter Emőke-Katalin

	Name	Title of presentation
1	Borda Áron József	The main obstacles to generational change in agriculture
2	Elek Sándor, György Ottília, Illyés László, Péter Emőke Katalin	Family farms in Hargita county
3	Füzesi István	The potential of farm shops to increase consumer confidence in food
4	György Ottília	Clusters of EU countries based on sustainable production and consumption indicators
5	György Ottília	Labour market implications of the transition to a circular economy
6	Lengyel Péter, Füzesi István, Pancsira János	Network analysis of international trade: a bibliographic study
Coffee break 16:00 – 16:30		
7	Nagy Szeréna	Use of drones, robots in agriculture, especially in Szeklerland
8	Pancsira János	Analysis of the international coffee trade network
9	Földi Kata	Research of online food shopping habits in Hungary
10	Nagy Szeréna	An analysis of the economic structure in Romania and in some European Union Member States
11	Péter Emőke Katalin	The role of learning in short food supply chains in the Csíkszereda area
12	Péter Emőke Katalin	The situation of members of commonages in the Kézdivásárhely area

Session 2: Capital market, corporate finance and financial analysis. Room 16

Session chairman: Varga József – Fejér-Király Gergely

	Name	Title of presentation
1	Arie Fitty Valdi	Panel estimating exports and imports of the automotive industry on economic growth: Evidence of Austria, Hungary, and Romania
2	Bareith Tibor	The impact of macroeconomic factors on food price inflation: the case of Hungary
3	Bíró Bíborka Eszter, Bíró Boróka Júlia	Agriculture and food industry in time of crisis. The financial analysis of BUNGE Ltd
4	Cseh Balázs	Comparative analysis of municipal and territorially based waste management public service systems
5	Mátyás László, Péter Emőke Katalin	Linear and parabolic regression methods for the study of a fuel price and an exchange rate in 2022
Coffee break 16:00 – 16:30		
6	Szentesi Ibolya	New ways of showing and analysing changes in income and assets through the adoption of international accounting standards.
7	Varga József, Cseh Balázs	„Fiqh al-Muamalat” An Economic Ethical and Financial Perspective of Islamic Banking Transaction Rules
8	Grébel Szabolcs	Reflections on the relationship between geopolitics and capital markets
9	Tangl Anita	Lean tools in corporate investment decision-making
10	Bareith Tibor, Parádi-Dolgos Anett, Plánteke Katalin	The results of the financial awareness survey of the Hungarian population

Session 3: Management 1. Room 11

Session chairman: Lázár Ede – Kádár Beáta

	Name	Title of presentation
1	Antal Tímea	First steps - Compliance and artificial intelligence

2	Antal Tímea	Plan-Do-Check-Act in the light of compliance
3	Csiszárik-Kocsir Ágnes	Measuring user satisfaction in architectural megaprojects of global significance
4	Kádár Beáta, Gergely Orsolya	What doesn't kill you, makes you stronger? The situation of female entrepreneurs after a long crisis period from Romania according to a desk research and expert interviews
5	Paulikné Varga Barbara	The appearance of competition in health care in Hungary, the community of practice
6	Tóth József	Circular business models in Europe

Coffee break 16:00 – 16:30

Session 4: Management 2. Room 18

Session chairman: Madaras Szilárd – Tánczos Levente József

1	Csiszárik-Kocsir Ágnes	Innovation activity in Hungarian SMEs based on the results of a primary research
2	Oláh Judit, Popp József	Sustainable business model is the driver of the circular economy
3	Varga János	SMEs as the innovation flagships - where are the real economic drivers?
4	Pankotay Fruzsina Magda	Sustainable hotel processes: optimization opportunities to avoid wastes through a lean approach
5	Ciobota Catalin	Digitization of internal processes/procedures in the entity
Coffee break 16:00 – 16:30		
6	Madaras Szilárd	The innovation capacity of Romanian companies
7	Molnár Tamás, Dániel Zoltán András	Characteristics of environmentally conscious SMEs in Hungary, with a focus on generational differences
8	Németh Eszter Júlia	The Universities' third missionary response to the global challenges

Session 5: Marketing and turism. Room 20

Session chairman: Nagy Benedek – Szőcs Attila

	Name	Title of presentation
1	Bagdi Róbert	Recovery from the coronavirus epidemic based on statistical data using the example of Szeged and its region destination
2	Kóródi Márta	Analysis of the Characteristics of Types of Tourists Based on their Experience Behavior
3	Kóródi Márta	Specific Features of the Service Profile of Qualified Medical Spa Hotels in Hungary
4	Földi Kata	Qualitative research of food shopping behavior from the point of view of today's retailer
5	Csorba László	Dynamics of values and norms among economic students and their parents
6	Kápolnai Zsombor	Sales of local products by shopping communities in Hungary
Coffee break 16:00 – 16:30		
7	Bíró Bíborka Eszter, Bíró Boróka Júlia	Post-COVID evolution of an online food delivery system in Romania
8	Kádár Beáta	Place marketing as a research topic - secondary research results on international publications
9	Nagy-Kercsó Katalin	Towards sustainability on a sea of eco-labels. Leading or misleading?
10	Wengritzky Zsuzsanna	Competition vs. Cooperation: do subsidies with government-set eligibility threshold values behave as focal points on the Hungarian ev market?
11	Gergely Norbert	A look back at the pandemic period, the reorganisation of tourism offer in Szeklerland
12	Honti Tamás	The role of exchange in non-business marketing through the example of political marketing

Session 6: Business informatics and operational research. Room 21**Session chairman: Makó Zoltán – Illyés László**

	Name	Title of presentation
1	Illyés László	Some set theory considerations on a classical database using design and query from three conceptually different databases: relational, document-oriented and graph
2	Makó Zoltán	Reference point equilibrium
3	Salamon Júlia	Strong correlated equilibriums in interval valued games
4	Biró Piroska	The task annotation capability of the ProgCont system in practice
5	Garda-Mátyás Edit	Quadratic functions fulfilling an additional condition along the hyperbola $xy = 1$
Coffee break 16:00 – 16:30		
6	Pál László	Numerical methods for parameter estimation of random coefficient demand systems
7	Illyés László	Graph database for connected competences for the Zöld Kakas Special Educational Institute
8	Madaras Szilárd, Ágoston Norbert	A rule-based expert system for financial investment decisions in Romania

Session 7: Regional disparities and territorial problems 1. Room 22**Session chairman: Geréb László - Rácz Szilárd**

1	Nistor Laura, Bálint Gyöngyvér	A Contingent Valuation Study of the Clean Environment in the case of Ethnic Hungarians from Romania
2	Gyulai Tamás	Territorial Innovation Development by Smart Urban Actions
3	Horeczki Réka	New types of working spaces in rural Hungary
4	Dániel Zoltán András, Porkoláb Patrícia	Reclaimed brownfield sites - a (more) positive demographics
5	László Geréb	The economy of Szeklerland after 2000: forwards or backwards?
Coffee break 16:00 – 16:30		

6	Rácz Szilárd	Development processes of Central and Southeast European cities from a geoeconomic perspective
7	Csata Andrea	Analysis of the impact of EU funding in Romania using a complex indicator

Session 8: Regional disparities and territorial problems 2. Room 23

Session chairman: Kassay János - Hajdú Zoltán

1	Bajor Tibor	The expected impact of the restructuring of the railway system in Ukraine on Central Europe
2	Kassay János	EROI based approach of the changing geopolitical reality
3	Hajdú Zoltán	Hungarian-Romanian Neighbourhood and State Borders in the Spatial Movements of Ukrainian War Refugees
4	Náhlik András	The way of selective waste - from motivation to preparation for processing
5	Nagy Dávid	Development opportunities for Danube freight shipping and the evaluation of the results of the Strategy for the Danube Region
Coffee break 16:00 – 16:30		
6	Kele Tünde Ilona	Current challenges to achieve economic growth
7	Szabó Mariann, Bozsoki Fruzsina	Redevelopment of the Historical Public Slaughterhouse in Budapest – residents' perceptions based on an online survey