



8th International Scientific Conference

»Challenges in the turbulent economic environment and organizations' sustainable development«

- 21st May 2024 -

8.30 – 9.00

REGISTRATION – FEB, RAZLAGOVA 14 (GROUND FLOOR)

9.00 – 9.10

OPENING ADDRESSES – LECTURE ROOM P1.4

9.10 – 9.40

KEYNOTE SPEECH 1 – LECTURE ROOM P1.4

THE ROLE OF HUMAN-MACHINE DICHOTOMY IN DEPICTING NEXT BALANCES IN SUSTAINABLE DEVELOPMENT

Professor Dr. Francesco Caputo, University of Naples, Italy

9.40 – 10.20

KEYNOTE SPEECH 2 – LECTURE ROOM P1.4

RESPONSIBLE VENTURING: HOW TO CREATE DESIRABLE FUTURES THROUGH SUPEREROGATORY MANAGEMENT

Professor Dr. Matthias Fink, Johannes Kepler University Linz, Austria

10.20 – 11.00

Coffee Break

11.00 – 12.45

Parallel Sessions – Paper Presentations

Sustainability	Management and Leadership	Digitalization	Marketing	Finance	Online presentations
Lecture room P1.4	Lecture room P1.5	Lecture room P0.1	Lecture room P0.2	Lecture room P0.3	Lecture room S3.3
CHAIR: Anna Spoz	CHAIR: Judita Peterlin	CHAIR: Iztok Palčič	CHAIR: Snezana Mojsovska Salamovska	CHAIR: Fisnik Morina	CHAIR: Nino Papachashvili
<i>Sustainable Awareness in Supply Chain Planning under Uncertainty</i> Ana Cristina dos Santos Amaro	<i>Measuring the Emotional Intelligence of Entrepreneurs</i> Yuliia Fedorova, Anna Pilková, Juraj Mikuš, Marian Holienka, Dmitro Momot	<i>Navigating the Automation Conundrum in the Modern Workplace</i> Tomáš Sigmund	<i>Nowadays's Questions of Place Marketing</i> Krisztina Pecze, Beáta Kádár, Regina Zsuzsánna Reicher	<i>Silver Integration and Sustainability in the Banking Business: An ESG Approach for Age-Inclusiveness in Retail Baking – Results of the Study</i> Magdalena Markiewicz, Joanna Bednarz	<i>Achieving Competitive Advantages and Innovative Dynamics From Synergic Approach to Tackle Grand Challenges – The Business Diplomacy's Perspective</i> Anh Tuan Tran
<i>The Role of the Circular Economy in the Labour Market and Employment Rate in the European Union</i> Gergely Zoltán Macher, Cecilia Szigeti	<i>The Agile Competencies at the Hungarian Managers</i> Attila Kurucz, Adrienn Dernóczy-Polyák	<i>Unraveling the Layers of Digital Competitiveness in the Economic Systems</i> Sabrina Kalinkova	<i>Navigating Green Consumer Behavior: Insight from Slovenian Consumers on Environmentally Sustainable Product Purchase Intention</i> Nika Rakuša, Borut Milfener	<i>Assessment of the Fiscal Sustainability in Africa Using the Panel Unit Root and Cointegration Tests</i> Nejc Fir	<i>Cyclicality Influence on the Global Trends of Turbulence for Business</i> Vasylyna Podliesna
<i>The Emergence and Relevance of Different CSR Motivational Factors Among Hungarian SMEs</i> Zsuzsanna Győri, Regina Reicher, Anita Kolnhofer-Derecskei	<i>Examining the Key Role of the Onboarding Process from the Perspective of HR and the Experience of Employees</i> Marianna Süveges, Attila Kurucz	<i>Planning the Development of the Cosmetics Company Afrodita d.o.o. with the Introduction of Blockchain Technology</i> Lena Prosen, Jernej Belak	<i>Exploring Price Unfairness in Multi-Chanel Retailing and its Impact on Complaint Behaviour</i> Domen Malc, Aleksandra Pisnik	<i>Prediction of Residential Real Estate Selling Prices Using Artificial Neural Networks</i> Ljiljana Matić, Vesna Ranković, Tijana Geroski, Zoran Kalinić	<i>Effects of Scaling Agile for Software Delivery</i> Hemant Sharma, Nimisha Singh

Country-Level Sustainability Indicators in Central and Eastern Europe: Integrating UN SDGs and Ecological Footprint to Identify Meaningful Clusters and Assess Regional Performance

László Radácsi,
Cecilia Szigeti

The Transformation of Polish Entreprises Towards Sustainable Development

Anna Spoz

Work Values, Expectations, and Motivation of Students as Future Employees

Zlatko Nedelko,
Zijada Rahimić,
Vojko Potočan,
Munira Šestić

Health-Promoting Leadership Interventions

Julita Majczyk,
Zlatko Nedelko,
Anna Nowacka,
Julia Ostęp

Review of Research Instruments for Assessment of Organizational Culture of Health in Knowledge Based Organisations

Agata Basińska-Zych

Sustainable Leadership Skills Development – Learning from Bees

Judita Peterlin

Process of Digitalization as Outsourcing Challenge for the International Companies in the Republic of North Macedonia

Ceneta Telak
Durmishi,
Snezana Bilic,
Andrijana
Bojadzievska
Danevska

Patient Perceptions and Sustainable Healthcare: Understanding Digital Anxiety in Turbulent Economic Environment

Silvester Krčméry

Use of Artificial Intelligence in Slovenian Manufacturing Companies

Iztok Palčič,
Klemen Kovič

Price Patterns in Vienna's Hospitality: Analyzing the Impact of Ratings, Reviews, and Proximity on Hotel Rates

Stefan Eibl,
Andreas Auinger

The Impact of Artificial Intelligence on Consumer Behaviour Management

Nataliia Parkhomenko

Artificial Intelligence in Retail Stores: Evaluation of Readiness to Adopt AI Technologies Among Consumers

Nina Kolar,
Aleksandra Pisnik

Comparative Review of Marketing Performance Management Models – Classical Models vs Digital Marketing Models

Snezana Mojsovska
Salamovska,
Fiona Jusufi

Insurtech: Reshaping Insurance in a Turbulent Economic Environment

Jonida Lamçja
Methasani

Strategic Insights: How Environmental, Social, and Governance Factors Shape Portfolio Investments

Fisnik Morina,
Saimir Dinaj

Voices in the Storm: Analyzing Public Discourse on Sustainability During Economic Turbulence Using Data Mining and NLP

Ceren Cubukcu
Cerasi,
Yavuz Balcioglu

Do Fossil Fuel Subsidies Make or Break Sustainable Development? Unravelling Air Pollution Dynamics through Regression Analysis in Slovenia and North Macedonia

Violeta Cvetkoska,
Bojan Kitanovikj,
Mihael Vlaisavljevikj,
Damjan Stojkovski,
Bojana Mitrevska,
Teodora Dimishkova

Public-Private Partnership to Promote Circular Economy (Case of Georgia)

Nino Papachashvili,
Tamta Mikaberidze,
Solomon Pavliashvili

Lunch Break

Venue: Nana Bistro & Kavarna (Glavni trg 16)

Parallel Sessions - Paper Presentations

13.00 – 15.00

15.00 – 16.45

Sustainability	Sustainability practices	Sustainability in HEIs	Management and Economics	Mobility and Transport	Online presentations
Lecture room P1.4	Lecture room P1.5	Lecture room P0.1	Lecture room P0.2	Lecture room P0.3	Lecture room S3.3
CHAIR: Judit Bernadett Vágány	CHAIR: Kristina Grumadaite	CHAIR: Tamás Szemlér	CHAIR: Attila Kurucz	CHAIR: Stefan Bongard	CHAIR: Monika Stümpelová
<i>Integration of the SECAP Method in Sustainable Brownfield Rehabilitation Planning</i> Petra Szakonyi, Agnes Frank	<i>Sustainable Fashion is »In« and Fast Fashion is »Out« - a Corpus-Driven Analysis of Media Narrative Regarding the Fashion Industry's (Un-) Sustainability in English</i> Nataša Gajšt	<i>Greenhouse Gas Emission of Universities: Changes and Challenges on the Way to Greenhouse Gas Neutrality</i> Britta Groß	<i>Legal Problems with Restoration of the Rule of Law in Poland After the Elections of October 15, 2023</i> Michał Sójko, Alojzy Pilich	<i>A Departure From Customary Practice – Options to Reduce the Use of Materials in Tramway Track</i> Cecilia Szigeti, Herta Mária Czédli, Róbert Horváth, Zoltán Major	<i>Challenges and Opportunities Nature-Based Solutions for Urban Adaption in the Economic Environment</i> Herta Czédli, Zoltán Major, Zsolt Varga, Cecilia Szigeti
<i>The Effect of Stakeholders on Sustainability Disclosure Quality: A Theoretical Framework</i> Ersin Firat Akgul, M. Banu Durukan Sali	<i>Sustainability Practices in European Football Clubs</i> Aljaž Kocet	<i>A Survey of Sustainable Mental Health Among Students at Higher Education Institutions of Economics in Budapest</i> Judit Bernadett Vágány, Szilvia Késmárki-Gally	<i>Business – NGO Partnerships in Hungary: A Longitudinal Study</i> László Radácsi	<i>Possible Applications of Modern Technologies to Reduce Disruption on the Railway Network</i> Cecilia Szigeti, Zoltán Major, Herta Mária Czédli, Róbert Horváth	<i>The Future of Employees' Learning: Understanding Generation Z Attitudes Towards Artificial Intelligence</i> Branka Poljašević, Simona Šarotar Žižek, Ana Marija Gričnik
<i>Beyond Financials: Understanding the Implications of NFRD and CSRD on Non-Financial Reporting</i> Matic Čufar, Andreja Primec, Jernej Belak	<i>Revitalization in Hackesche Höfe</i> Staša Kolar, David Pučko	<i>The Role of Psychological Mental Health of First-Year Students Influences Sustainable Environment (Case: Hungarian Economic Universities)</i> Judit Bernadett Vágány, Szilvia Késmárki-Gally	<i>Assessment of the Development of the Circular Economy in the EU Countries</i> Dainora Gedvilaite	<i>Creating a More Accurate Model: Options to Reduce the Use of Materials in Tramway Track Structures</i> Cecilia Szigeti, Herta Mária Czédli, Róbert Horváth, Zoltán Major	<i>AI-driven Strategies for Sustainable Business Development: Lessons and Innovations Post-2008 Economic Crises</i> Ahmet Lökçe , Liza Alili Sulejmani

Scenario Planning for Effective Change Management Towards Organizations' Sustainable Development

*Andrijana Danevska,
Snezana Bilic,
Ceneta Telak
Durmishi*

Sustainability and Development of an Organisation – Case Example

*Nomi Hrast,
Tjaša Štrukelj*

Understanding the Impact of the Ecological Transition on the Human Capital of University Students: A Cross-Country Analysis

*Walter Vesperi,
Ineza Gagnidze,
Tetiana Sobolieva*

Hybrid Institutions as an Attempt to Understand Economic Transformation

Janusz Wdzięczak

Adoption of Sustainability-Oriented Innovation: Case of Shared Mobility in the Czech Republic

*František Sudzina,
Antonín Pavlíček*

Renewable Energy in Hungary: Awareness, Challenges, and Opportunities

András Szeberényi

Biogas – Is It a Tool to Manage Organic Waste, or Reduce Risk of Energy Supply, to Fight against Climate Change, or Simply a New, Local Energy Source to Develop?

*Judit Bernadett
Vágány,
Cecília Szigeti,
Péter Csiba*

Sustainability Trends in Fine Dining Restaurants: A Complex System Approach

*Kristina Grumadaite,
Sebin Thomas Babu*

Clustering Students for Effective Communication Based on Enrollment Choices – Why Do Students Choose the University?

*Adrienn Dernóczi-
Polyák,
Veronika Keller*

Application of ProACT Model in Innovation Decision-Making

*Dejana Zlatanović,
Jelena Nikolić,
Milica Dukanac*

Life Cycle Analysis of Passenger Cars with Electric Drive (BEV)

*Stefan Bongard,
Merle Wieggers*

Effective Employment Policy as a Component of Strengthening Sustainable Development (Case of Georgia)

Marine Tavartkiladze

CEE Universities and Sustainable Development Goals: Specific Patterns?

Tamás Szemlér

The Importance of Effective Communication in Lean Transformation Success – Insights from a Hungarian Manufacturing Study

*Attila Kurucz,
László Buics*

New Meaning of CSR in Business: Support for Ukraine's Economic and Societal Resilience in Wartime

Tetiana Burlay

Exploring Gender and Age Dynamics in Social Media Marketing: A Questionnaire-Based Analysis

Monika Stümpelová

16.45 – 17.10

CONFERENCE CLOSE – REFLECTIONS ON THE TOPICS COVERED
(Lecture room P1.4)

17.30

NETWORKING
Venue: The Old Vine House (Vojašniška ulica 8)

- 22nd May 2024 -

Faculty of Economics and Business (Razlagova 14, Razlagova 20)

Lectures (TSM), presentations (ST), and workshops by participants

16.00 – 17.30

National Liberation Museum (Ulica Heroja Tomšiča 5)

(meeting point: FEB, Razlagova 14 at 15.45)

17.30 – 18.30

City guided tour (meeting point: National Liberation Museum at 17.30)

19.00

Buffet dinner with DJ
Venue: Nana Bistro (Glavni trg 16)

- 23rd May / 24th May 2024 -

Faculty of Economics and Business (Razlagova 14, Razlagova 20)

Lectures (TSM), presentations (ST), and workshops by participants