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Our Scientific activity in Numbers

70
Publications registered in HSB*

9
Publications in national journals listed by HAS**

GMB A	GMB B	GMB C	GMB D	Other
3	-	-	1	5

27
Publications in international journals listed by Scopus

D1	Q1	Q2	Q3	Q4
4	10	2	8	3

23	*Business and Economics* Subject Area
2	*Social Sciences and Decision-making* Subject Area
2	*Other relevant* Subject Area

20/32
Academic papers evaluated for THE – WUR by subject FBE/total UP publication

7
Books, monographies

2
Book chapters in essay collections

* HSB: Hungarian Science Bibliography
** HAS: Hungarian Academy of Science

Academic Papers listed by Scimago

SJR index revealed

Dairo, A., Szűcs, K. (2025) ”Adaptive learning engine for driving marketing channel performance: a machine learning approach”	3,336
JOURNAL OF RESEARCH IN INTERACTIVE MARKETING, online first. DOI: 10.1108/JRIM-02-2024-0098 Scopus: 85214842532	D1
Komlósi, É., Calispa, E., Bodor, Á., Grünhut, Z., Schepp, Z. (2025) ”Values and subjective well-being of European entrepreneurs: a configurational analysis across technological levels”	2,316
REVIEW OF MANAGERIAL SCIENCE, online first. DOI: 10.1007/s11846-025-00868-z Scopus: 105000034380	Q1
Csapó, J., Végi, Sz. (2025) ”Digital entrepreneurship landscapes in Navigating the nexus of innovation and insight: an umbrella review and thematic clustering of smart tourism evolution”	1,703
CURRENT ISSUES IN TOURISM, online first. DOI: 10.1080/13683500.2025.2462973 Scopus: 85218038982	D1
Nagy, Á., Csóka, L., Gyimesi, A., Kehl, D., Németh, P., Szűcs, K. (2025) ”Online media and fuel panic buying: unraveling causality under fixed prices in Hungary”	1,645
JOURNAL OF MARKETING THEORY AND PRACTICE, online first. DOI: 10.1080/10696679.2025.2449923 Scopus: 85214405646	Q1
Apostol, S., Hernández-Rodríguez, E. (2025) ”Digitalisation in European regions: unravelling the impact of relatedness and complexity on digital technology adoption and productivity growth”	1,262
INDUSTRY AND INNOVATION, Open access. DOI: 10.1080/13662716.2024.2423731 Scopus: 85208972625	D1
Wibisono, E., Sebestyén, T., Szabó, N. (2025) ”Economic impact of smart specialization policy in the context of multilevel governance: the Hungarian case”	1,115
EUROPEAN PLANNING STUDIES, online first. DOI: 10.1080/09654313.2025.2474119 Scopus: 86000558305	Q2

Vörös, Zs., Kehl, D. (2025) ”Digitalisation in angling tourism: Introducing new technologies to a traditional tourism product” SOCIAL RESPONSIBILITY JOURNAL, online first. DOI: 10.1108/SRJ-09-2023-0503 Scopus: 105001073253	0,899 Q1
Kocsis, B. (2025) ”Neural network-based prediction of decommissioning costs for SMRs” ANNALS OF NUCLEAR ENERGY, online first. DOI: 10.1016/j.anucene.2025.111392 Scopus: 105000974511	0,897 Q1
Bate, A., Pittaway, L., Danka, S. (2025) ”Unveiling the influence of national culture on entrepreneurship: systematic literature review” JOURNAL OF ENTREPRENEURSHIP IN EMERGING ECONOMIES, online first. DOI: 10.1108/JEEE-09-2023-0398 Scopus: 85209774988	0,866 Q1
Bugár, Gy., Somogyvári, M. (2025) ”Fundamental principles to design an ethical payment system” HUMANITIES AND SOCIAL SCIENCES COMMUNICATIONS, 12(1), Paper: 29. DOI: 10.1057/s41599-025-04603-7 Scopus: 86000116078	0,81 Q1
Vörös, Zs., Lukovszki, L., Rideg, A., Sipos, N. (2025) ”The mediating role of social and entrepreneurial self-efficacies in the relationship between entrepreneurial social identities and intention” JOURNAL OF SMALL BUSINESS AND ENTERPRISE DEVELOPMENT, 32(8): pp. 1-17. DOI: 10.1108/JSBED-12-2023-0608 Scopus: 86000632915	0,809 Q1
Bate, A., Pittaway, L. (2025) ”The effect of entrepreneurial orientation on SME business performance in Ethiopia: The configurational approach” JOURNAL OF ENTREPRENEURSHIP, 33(3): pp. 439-484. DOI: 10.1177/09713557241281630 Scopus: 85207531176	0,609 Q2
Vasvári, T., Pocsai, E. (2025) ”Borrowing dynamics of Hungarian local governments: a decade of experience” REGIONAL STATISTICS, 15(1): pp. 131-167. DOI: 10.15196/RS150107 Scopus: 85218862182	0,4 D1

Szerb, L., Czigler, E., Horváth, G. (2025) ”The digital entrepreneurship ecosystem in the Central Eastern European countries” FORESIGHT AND STI GOVERNANCE, 18(4): pp. 18-32. DOI: 10.17323/2500-2597.2024.4.18.32 Scopus: 85212515752	0,373 Q1
Isfianadewi, D., Utami, T., Kusumaningrum, S. (2025) ”The role of green supply chain management and green innovation towards the sustainable firm performance of eco-print businesses in Indonesia” INTERNATIONAL JOURNAL OF SUSTAINABLE DEVELOPMENT AND PLANNING, 20(2): pp. 721-730. DOI: 10.18280/ijsdp.200221 Scopus: 86000345975	0,284 Q3
Jabeen, S. (2025) ”Decoding consumer sentiments: advanced NLP techniques for analyzing smartphone reviews” REVISTA DE ADMINISTRACAO CONTEMPORANEA, 28(4): Paper: e240102. DOI: 10.1590/1982-7849rac2024240102.en Scopus: 86000345975	0,281 Q3
Al-Najjar, A. (2025) ”Insight into banking sector performance in Jordan – A quantitative study for the period 2011-2021” MONTENEGRIN JOURNAL OF ECONOMICS, 21(1): pp. 57-66. DOI: 10.14254/1800-5845/2025.21-1.5 Scopus: 85214787208	0,269 Q3
Gyurkó, Á., Gonda, T. (2025) ”Regional situation and performance evaluation of tourism development in the Pécs-Villány tourism area” DETUROPE: THE CENTRAL EUROPEAN JOURNAL OF REGIONAL DEVELOPMENT AND TOURISM, 16(3): pp. 36-56. DOI: 10.32725/det.2024.010 Scopus: 85217114855	0,254 Q3
Gál, Z., Singh, D. (2024) ”Impact of FDI on economic growth, re-industrialisation and regional disparities in emerging Europe – the case of the Hungarian regions” INTERNATIONAL JOURNAL OF BUSINESS EXCELLENCE, 34(3): pp. 305-334. DOI: 10.1504/IJBEX.2021.10041944	0,233 Q3
Jabeen, S. (2025) ”Exploring the impact of AI-based advertisements and retailer reputation on consumer trust on online shopping behaviour” INTERNATIONAL JOURNAL OF SERVICES ECONOMICS AND MANAGEMENT. DOI: 10.1504/IJSEM.2024.10068132	0,214 Q4

Kaposi, Z., Gonda, T. (2025) ”The beginnings of tourism development on Lake Balaton: the role of the Count Hunyady family in the development of Balaton tourism” JOURNAL OF TOURISM HISTORY, 17(1): pp. 17-89. DOI: 10.1080/1755182X.2024.2448956	0,201 Q2
Lázár, E., Szűcs, K. (2024) ”Measuring customer experience in mobile apps: A systematic literature review” TRZISTE, 36(2): pp. 247-266. DOI: 10.22598/mt/2024.36.2.247	0,168 Q3
Daashinkhuu, G. (2025) ”Belgium digital entrepreneurship ecosystem based on digital platform economy index 2020” CORVINUS JOURNAL OF SOCIOLOGY AND SOCIAL POLICY, 15(2): pp. 203-233. DOI: 10.14267/CJSSP.2024.2.9 Scopus: 105000720207	0,123 Q4

Academic Papers listed by HAS

Sorted by HAS rating, first in business and economics and other areas

Iloskics, Z., Gyimesi, A., Braun, E. (2024) „Az Európai Unió kereskedelmi kitettségének átrendeződése az orosz–ukrán konfliktus hatására” STATISZTIKAI SZEMLE, 103(1): pp. 48-84. DOI: 10.20311/stat2025.1.hu0048	A Q3
Takács, A., Dobay, B. (2025) „A vagyonérték és a hozamérték közötti priorizálás az európai tőzsdei részvények árazási gyakorlatában” STATISZTIKAI SZEMLE, 103(1): pp. 5-20. DOI: 10.20311/stat2025.1.hu0005 Scopus: 85216950665	A Q3

Begimkulov, E., Kuti, M. (2025) „A banki digitalizáció hatása a pénzügyi stabilitásra Közép-Ázsiában” PÉNZÜGYI SZEMLE/PUBLIC FINANCE QUARTERLY, 71(1): pp. 87-106 DOI: 10.35551/PFQ_2025_1_5 Scopus: 105002598373	D
English version: Begimkulov, E., Kuti, M. (2025) „The impact of bank competition on stability in Central Asia: The moderating role of bank digitalization” PÉNZÜGYI SZEMLE/PUBLIC FINANCE QUARTERLY, 71(1): pp. 87-106. DOI: 10.35551/PFQ_2025_1_5	Q4
Mészáros, B., Németh, P., Csapó, J. (2024) „A Z-generáció fogyasztói attitűdjének vizsgálata a sötét turizmusban az önkéntelen szemmozgás alapján” VEZETÉSTUDOMÁNY, 56(1): pp. 26-40. DOI: 10.14267/VEZTUD.2025.01.03	A
Wilhelm, R. (2024) „A turisztikai szezonalitás mérésének módszertani lehetőségei és azok alkalmazása a Balaton térségében” TURIZMUS BULLETIN, 25(1): pp. 25-34. DOI: 10.14267/TURBULL.2025v25n1.3	D

Other HAS lists

Lendvai, T., Balogh, V., Tésits, R., Alpek, L. (2025) „A külföldi működőtőke-áramlás trendjei és lenyomatai Közép- és Nyugat-Dunántúlon” MODERN GEOGRÁFIA, 20(3): in press.	B
Lendvai, T., Balogh, V., Tésits, R., Alpek, B. (2025) „Financial and spatial analysis of the economic performance of international automotive companies in Hungary (2008–2020)” MODERN GEOGRÁFIA, 20(3): in press. DOI: 10.15170/MG.2025.20.03.02	B
Mészáros, B. (2025) „A fogyasztói magatartás vizsgálata a sötét turizmusban: Egy szisztematikus irodalomkutatás eredményei” MODERN GEOGRÁFIA, 20(1): pp. 23-43. DOI: 10.15170/MG.2025.20.01.02	B
Szalai, K., Csóka, L., Máté, É., Pirisi, G., Prisztóka, Gy., Marton, G. (2025) „Investigating the framework conditions for everyday physical education in schools of the southern Transdanubia region” MODERN GEOGRÁFIA, 20(1): pp. 45-64. DOI: 10.15170/MG.2025.20.01.03	B