Research Report

2022

Annual Summary

Based on HSB data, as of 31th December 2022.

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UNIVERSITY OF PÉCS
Faculty of Business and Economics

Impressum

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Welcome from the Dean

Dr. András TAKÁCS, Dean

Since its establishment, the Faculty of Business and Economics of University of Pécs has been one of the best classified higher education institutions in the field of economics in Hungary. In accordance with the mission of the Faculty, its remarkable position in rankings shows that excellence of our professors and students is acknowledged by the educational and job markets.

An important segment of this excellence is the nationally and internationally recognized research activity of our colleagues. This both ensures up-to-date curricular content in our classrooms and the quality-driven connection to the broader economic environment.

When established, the School's goal was to develop professional education of business experts. This goal determines the lines of research conducted by the faculty, which continuously developed over the years adapting to the challenges of different eras. In addition to the standard areas of business and management science as finance, operations, marketing and leadership, research on development policies, innovation and entrepreneurial ecosystems emerged as part of the research portfolio reflecting the local role of the School and the University.

Within these thematic areas, and accommodating current global and local challenges, our research activity currently focuses on production and business systems and models that contribute to efficient, but at the same time sustainable development that can integrate environmental and social aspects as well.

In line with the vision of the School's founders, an important aspect of our everyday work is performance-orientation, motivating and acknowledging excellence – this framework led to the establishment of a Research Motivation System (RMS) in 2013. This system orients the research activity of our faculty towards internationally recognized, highly visible forums and publications with strong quality filters and scoring mechanism, also providing financial acknowledgment for the most outstanding scientific achievements.

This Research Report is an integral part of our research motivation framework. In addition to recording the different aspects of the School's annual research results, it also gives an account of those research activities and events that provide the background and basis for these results.

Our Scientific activity in Numbers

339
Publications registered in HSB

45
Publications in national journals listed by HAS

GMB A	GMB B	GMB C	GMB D	Other
9	11	7	2	16

52
Publications in international journals listed by Scopus

D1	Q1	Q2	Q3	Q4
5	14	15	14	4

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

18/56
Academic papers evaluated for THE – WUR by subject
FBE/total UP publication

25
Books, monographies

88
Book chapters in essay collections

Summary of the Research Director

Dr. Tamás SEBESTYÉN, Director of Research

There are two goals behind compiling an annual research report for the Faculty of Business and Economics, University of Pécs (UPFBE). First of all, it summarizes the research activities and results of UPFBE and through this, it serves as a guide for our academic and business partners and organizations who are interested in our research results and activities. On the other hand, this report is an integral part of the performance evaluation system of UPFBE, recording the scientific aspect of faculty performance and providing a feedback of this performance, towards the collective and faculty management as well.

The Report briefly summarizes the publication results of UPFBE as fundamental and internationally comparable indicators of scientific achievements. Then, the structure of the Report follows the steps of research processes. It introduces the research teams and thematic areas that are active at UPFBE, also describing those research projects which currently receive external funding and frame our research activities. After this, the Report lists the research results published in scholarly publications and finally devotes space for those events that connects scientific activities at UPFBE into the national and international networks.

As our doctoral programs are integral part of the scientific activity of the School, the Report also records their activity in terms of listing graduated PhD students together with their thesis topics. On a similar basis, the publication records also contain research results from our doctoral students.

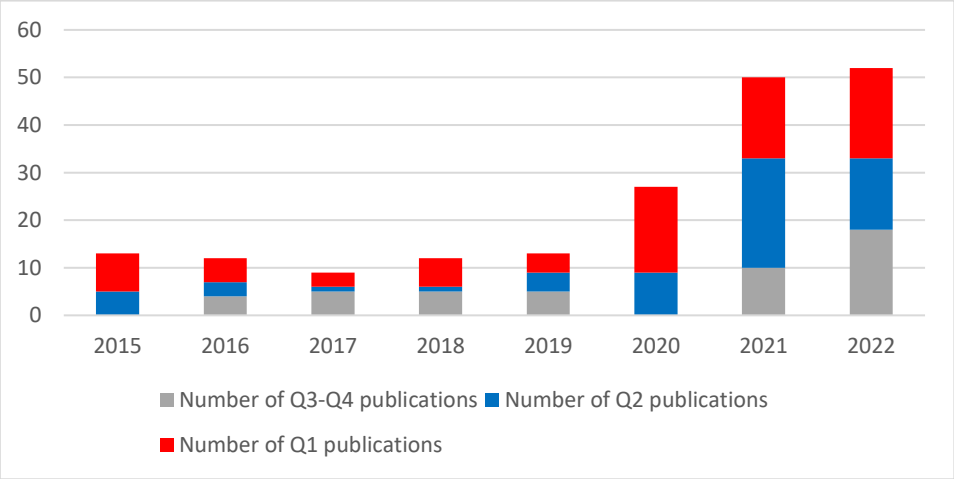
The Report gives account of the scientific publication and activity of 80 UPFBE colleagues in 2022. The basis for the report in terms of publications was the Hungarian Science Bibliography (HSB), as of 8th January, 2023. Based on this information, the publication list of UPFBE increased by 339 titles over 2022. Out of this, 45 titles were published in the listed journals of the IX. Section of the Hungarian Academy of Sciences, and 52 titles were published in academic journals listed by Scopus. Among the latter, we count 14 Q1 and 5 D1 level publications. These journal articles are augmented by 25 books and monographies as well as 88 book chapters. These publications resulted from the continuous and high quality efforts of 8 different research teams supported by 5

research projects providing external funding and 4 conferences along with several workshops and summer schools.

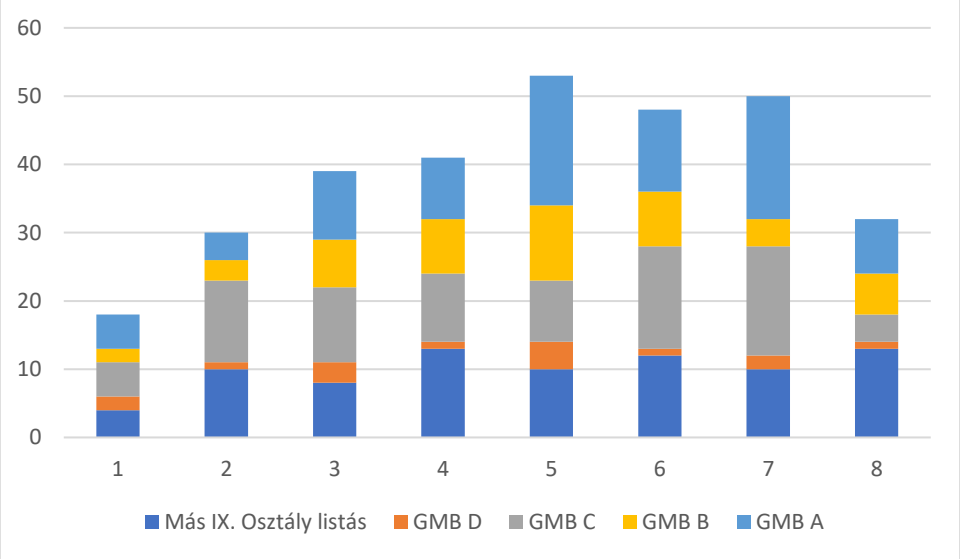
The research activities of the UPFBE, as well as the collection, organization and publication of research related information and data is supported by the School's Research Office. This Research Report was also compiled with the support of Dr. Kármen Kovács, associate professor and Veronika Szabóné Stubnya research coordinator, members of the Research Office.

Trends in publications

The number of publications between 2015-2022 written by the authors of the Faculty of Business and Economics, University of Pécs detailed by quartiles of journals listed by Scopus.



The number of publications between 2015-2022 written by the authors of the Faculty of Business and Economics, University of Pécs detailed by ratings of journals listed by the IX. Section of the Hungarian Academy of Sciences.



Research groups

1. Regional Innovation and Entrepreneurship Research Centre

The goal of the Regional Innovation and Entrepreneurship Research Center (RIERC) is the improvement of the efficiency of the workshop character of the research activities pursued for more than a decade at the Faculty of Business and Economics of the University of Pécs (FBE of UP), with positive feedbacks from the international and Hungarian professional circles, and the reinforcement of the visibility as a group. RIERC integrates four research groups operating at the FBE of UP for many years and continuously interconnected in several fields. These are the following:

1.) Research group of regional innovation (econometrics examinations, analysis of innovation networks, agent based innovation researches).

2.) Group of regional business studies (elaboration of REDI, Regional Entrepreneurship and Development Index; researches on GEM (Global Entrepreneurship Monitor).

3.) Research group of small business competitiveness (small business and regional competitiveness surveys, elaboration of the small business competitiveness index).

4.) Research group for modelling development policies (working out of models analysing the economic impacts of regional innovation and sectoral policy interventions).

The work of the four research groups has been supported by several international and Hungarian research projects over the last decade and a half.

2. Flow Management Research Group

From mid - 2010, the Department of Leadership and Organizational Sciences of the PTE has knowingly developed the research activities of its staff by embracing bottom-up initiatives. Till now, our research results were identified with the name of the Department. Nevertheless, in this year the FLOW Management Research Group was founded, which got its name after the psychological concept of the highly focused mental state conducive to productivity, described by the world-famous, Hungarian-origin scientist, Mihály Csíkszentmihályi.

The purpose of FLOW Management Research Group is to explore and investigate the empirically-based relevant leadership topics of the 21st-century management theories', especially related to higher education.

1.) Career Plans and Employment Expectations – UP FBE – Körber Joint Research Project:

The research is carried out in cooperation between The Faculty of Business and Economics, University of Pécs and Körber Hungária Kft, for the second time now. The operational tasks of the investigation are performed by the Flow Management Research Group of the Department of Leadership and Organizational Sciences. Then the Group reports the results to Körber Hungária Kft. The research is based on the strategic cooperation between the Faculty of Economics of the University of Pécs and Körber Hungária Kft., which has been implemented primarily in education. The Flow Management Research Group conducts research together with Körber Hungária Kft. to get to know the general career plans of the students, their job search ideas, their expectations of employers in general, and their opinions regarding employment in the manufacturing industry. They also want to assess how well students know Körber Hungária Kft. And what they think about it as an employer.

2.) Covid-Research:

The aim of the project is to digest the present aspects of digital and non-presence forms of higher education and employment with the help of online questionnaire surveys. Our goal is to gain feedback on the current situation and the actual practice of the companies. We hope our feedbacks can support the actors of the economy, and we can build-up recommendations based on current best practices. We know that in this situation, the motivation of employees, the cohesion of a well-established team will challenge companies, as the changed circumstances, working in the home office at home can give rise to unprecedented difficulties and problems, which are a challenge for both employees and employers. The ability of a team to remain efficient and effective in the changed way of operation and the smooth running of the work, processes can be key to the survival of many companies.

3.) CRANET Research

The purpose of CRANET Research Network has not changed since its inception. The objective was and is to gather hard evidence, in the local language, about how Human Resource Studies (HRM) policies and practices vary between countries and to see how they change. Unfortunately, a worldwide change waved through the globe in 2020 according to a pandemic situation including CRANET Research Network as the organisation's yearly conference in June 2020 instead of the Norwegian Bergen was staged online. Likewise, the second CRANET-meeting organized by both universities UPFBE and HUALS. The meeting was covered the fields and results of the CRANET-research of the two parties, the UPFBE and HUALS.

4.) Supporting mental health in organisations: developing future business leaders:

The worldwide pandemic, COVID-19 concerned the wellbeing of many nations and countries in the world, over and above required a lot of urgent and serious provisions were made by

governments for improving cost efficiency. The aim of our project is to develop a vocational training which provides the knowledge to improve the skills, features and attitudes helping the leaders of the field of business to prep themselves for protecting their mental health in hopeless times similar caused by Covid-19.

3. EconNet Research Group

The EconNet team has been forming at the Faculty of Business and Economics, University of Pécs since 2016, conducting research on different aspects of economic networks, primarily in the field of connecting the network structure of economic agents with the stability and robustness of economic systems. Tamás Sebestyén, the leader of the team defended his PhD in 2011 in the same subject. Later on, several researchers were attracted to join the research, thus developing the activities in the form of an organized set of researchers and activities, gaining more embeddedness and fundraising capabilities. The formal aspects of the team were grounded by a grant under the New National Excellence Program in 2016, then a University of Pécs grant in its TalentSpot allowed for activities to be organized as a research group, with 6 members. After this, the Higher Education Institutional Excellence Program and the Research Area Excellence Program (both running at UPFBE) provided funding for the research team, while a successful application for the 'OTKA' grant in 2021 resulted in a much broader financial background for a four years period, opening the possibility for long-run planning for the team.

Highlighted research papers of the team:

Braun, E., Braun. E., Gyimesi, A., Iloskics, Z., Sebestyén, T. (2023): "Exposure to trade disruptions in case of the Russia–Ukraine conflict: A product network approach."
THE WORLD ECONOMY, In Press, DOI: 10.1111/twec.13417

Longauer, D., Sebestyén, T. (2022). "Hálózatformálódás, aszimmetria és egyensúly monopolisztikus versenyben."
SZIGMA, 53(2), 137-166.

Braun, E., Sebestyén, T. (2022). "Hány fecske csinál nyarat? A nem teljes hálózati szerkezet és az attitűd hatása az együttműködésre."
KÖZGAZDASÁGI SZEMLE, 69(7-8), 869-901., DOI: 10.18414/KSZ.2022.7-8.869

Sebestyén T., Szabó B. (2022). "Market interaction structure and equilibrium price heterogeneity in monopolistic competition."
NETNOMICS, 22, 259–282, DOI: 10.1007/s11066-022-09155-5

Braun, E., Sebestyén, T., & Kiss, T. (2021). "The strength of domestic production networks: an economic application of the Finn cycling index."
APPLIED NETWORK SCIENCE, 6, Article number: 69, DOI: 10.1007/s41109-021-00411-5

4. Centre of Excellence in Economic and Business Studies (GKK)

The Centre of Excellence in Economic and Business Studies (GKK) of UPFBE was established in 2018 to support the work of various research groups and research projects at the Faculty. It has provided the organisational framework for the research conducted within the framework of the Institutional Excellence Programme for Higher Education and the Sub-Programme for Institutional Excellence of the Thematic Excellence Programme.

The primary focus of GKK-related research in these programmes is the role of domestic companies in the re-industrialisation of the nation, to which the research teams organised on the traditional competence and knowledge base of the Faculty contribute in different sub-areas, such as. optimisation of production systems, the structure and dynamics of global value chains, consumer behaviour analysis, foreign exchange risk management, labour market changes, the competitiveness of small and medium-sized enterprises, the development of university entrepreneurial ecosystems or the propagation channels of macroeconomic shocks.

The Faculty's mission is to integrate, in addition to internationally recognised basic research, the impulses and challenges coming from the corporate sector, specifically from business organisations in the region, into both its teaching and research activities. In this spirit, a number of projects have been and are being implemented at the JRC to channel the research potential, competences and knowledge of the faculty towards the business sector and other actors in the region, thus hopefully contributing to increasing productivity and the pace of economic development. These efforts will be brought together by the Business Innovation Platform linked to the GKK.

Present research projects run by GKK are listed below:

1. Small business competitiveness:

Supervisor: Prof. Dr. László Szerb, professor

The research team is investigating the competitiveness of domestic and international micro, small and medium-sized enterprises (MSMEs) using a self-developed questionnaire. The competences of MSMEs are measured along ten dimensions. The methodology and data set are suitable for identifying the unique strengths and weaknesses of small firms based on their competencies. The dataset can be complemented with a set of competitiveness indices and rankings combined with regional and institutional factors, which can be used as a basis for businesss and economic policy recommendations.

Highlighted research papers of the group:

Lafuente, E., Szerb, L., Rideg, A. (2020): „A system dynamics approach for assessing SMEs' competitiveness."
JOURNAL OF SMALL BUSINESS AND ENTERPRISE DEVELOPMENT, 27(4): 555-578.
DOI: 10.1108/JSBED-06-2019-0204.

Lafuente, E., Leiva, J. C., Moreno-Gómez, J., Szerb, L. (2020): „A nonparametric analysis of competitiveness efficiency: The relevance of firm size and the configuration of competitive pillars.”
BRQ BUSINESS RESEARCH QUARTERLY, 23(3): 203-216.
DOI: 10.1016/j.brq.2019.02.002.

Lafuente González, E. M., Szerb, L. (2021): „Understanding resource-based competitiveness: Competencies, business processes and alternative performance assessment.”
COMPETITIVENESS REVIEW, 31(3): 353-360.
DOI: 10.1108/CR-05-2021-165.

Lukovszki, L., Rideg, A., Sipos, N. (2021) „Resource-based view of innovation activity in SMEs: an empirical analysis based on the global competitiveness project.”
COMPETITIVENESS REVIEW: AN INTERNATIONAL BUSINESS JOURNAL, 31(3): 513-541.
DOI: 10.1108/CR-01-2020-0018.

Lányi, B., Hornyák, M., Kruzslicz, F. (2021) „The effect of online activity on SMEs' competitiveness.”
COMPETITIVENESS REVIEW: AN INTERNATIONAL BUSINESS JOURNAL, 31(3): 477-496.
DOI: 10.1108/CR-01-2020-0022.

2. Managerial Information Systems:

Supervisors: Dr. Gábor Rappai, professor, Dr. Krisztián Szűcs, associate professor

Related to this group are research topics based on advanced statistical, econometric tools for the analysis of complex databases, which focus mainly on mapping patterns in purchasing decisions or exploring novel relationships, including from a sport-economics perspective.

Highlighted research papers of the group:

Fűrész, D. I., Rappai, G. (2022) „Information leakage in the football transfer market.”
EUROPEAN SPORT MANAGEMENT QUARTERLY, 22(3): 419-439.
DOI: 10.1080/16184742.2020.1797847.

Gyimesi, A., Kehl, D. (2021) „Relative age effect on the market value of elite European football players: a balanced sample approach.”
EUROPEAN SPORT MANAGEMENT QUARTERLY
DOI: 10.1080/16184742.2021.1894206

Lányi, B., Hornyák, M., Kruzslicz, F. (2021) „The effect of online activity on SMEs' competitiveness.”
COMPETITIVENESS REVIEW: AN INTERNATIONAL BUSINESS JOURNAL, 31(3): 477-496.
DOI: 10.1108/CR-01-2020-0022.

Nagy, Á., Németh, P., Kemény, I., Szűcs, K. (2022) „Webrooming és showrooming Magyarországon: Omnichannel vásárlói magatartás a sportcikkek piacán.”
VEZETÉSTUDOMÁNY-BUDAPEST MANAGEMENT REVIEW, 53(7): 79-93.
DOI: 10.14267/VEZTUD.2022.07.07.

Nagy, Á. A., Hornyák, M., Fűrész, D., Erdős, S. (2021). „Úton a körforgásos gazdaság felé. Szisztematikus irodalomelemzés.”
Közgazdasági Szemle, 68(10): 1109-1129.
DOI: 10.18414/KSZ.2021.10.1109.

3. Behavioural finance and management:

Supervisors: Dr. Zoltán Schepp, professor, Dr. Zsófia Vörös, scientific senior researcher

Generating data through questionnaire surveys and laboratory experiments, the research group investigates the personality traits and cognitive processes associated with market entry decisions, entrepreneurial success, and innovation. This line of research is mainly focused on questions related to entrepreneurial overconfidence, optimism, effectuation and alertness. The other key research line of the group concentrates on the personal characteristics behind particular financial behaviours and well-being. For instance, we study what information influences the choice of brokers to follow on social trading platforms and under what conditions herding occurs in stock markets.

Highlighted research papers of the group:

S. Gubik, A., Vörös, Zs. (2023) „Why Narcissists May Be Successful Entrepreneurs: The Role of Entrepreneurial Social Identity and Overwork."
JOURNAL OF BUSINESS VENTURING INSIGHTS, 19, e00364.
DOI: 10.1016/j.jbvi.2022.e00364.

Erdős, S., Papp, T., Vörös, Zs. (2022) „The effects of community-based signals on investment decisions in copy trading."
JOURNAL OF BEHAVIORAL AND EXPERIMENTAL ECONOMICS, 97, 101847.
DOI: 10.1016/j.socec.2022.101847.

Vörös, Zs., Szabó, Z., Kehl, D., Kovács, O. B., Papp, T., Schepp, Z. (2021) „The forms of financial literacy overconfidence and their role in financial well-being."
INTERNATIONAL JOURNAL OF CONSUMER STUDIES, 45(6): 1292-1308.
DOI: 10.14267/VEZTUD.2022.07.07.

Szerb, L., Vörös, Zs. (2021) „The changing form of overconfidence and its effect on growth expectations at the early stages of startups."
SMALL BUSINESS ECONOMICS, 57: 151-165.
DOI: 10.1007/s11187-019-00297-9.

Vörös, Zs., Lukovszki, L. (2021). „The effects of subclinical ADHD symptomatology on the subjective financial, physical, and mental well-being of entrepreneurs and employees."
JOURNAL OF BUSINESS VENTURING INSIGHTS, 15, e00240.
DOI: 10.1016/j.jbvi.2021.e00240.

4. Financial Accounting:

Supervisors: Dr. András Takács, professor, Dr. Zoltán Schepp, professor

The research team focuses on corporate financing issues, the role of the banking sector in this, the financial performance and intrinsic value of companies, the relationship between financial and capital market performance, as well as the effects of ESG (especially cleaner production) on financial performance and investor acceptance (stock market performance). The team also deals with the changes in corporate and banking practices as a result of COVID.

Highlighted research papers of the group:

Ulbert, J., Takács, A., Csapi, V. (2022) "Golden ratio-based capital structure as a tool for boosting firm's financial performance and market acceptance."
HELIYON, 8(6), e09671.
DOI: 10.1016/j.heliyon.2022.e09671.

Várkonyi, P., Takács, A. (2022) „A hazai kis- és középvállalati szektor vállalatértékelési sajátosságai."
KÖZGAZDASÁGI SZEMLE, 69(10): 1195-1212.
DOI: 10.18414/KSZ.2022.10.1195.

Takács A. (2021) „Differences in stock price drivers in case of global manufacturing and servicing companies."
INTERNATIONAL JOURNAL OF BUSINESS EXCELLENCE, 25(3): 320-333.
DOI: 10.1504/IJBEX.2021.119461.

Takács A., Ulbert J., Fodor A. (2020) „Have investors learned from the crisis? An analysis of post-crisis pricing errors and market corrections in US stock markets based on the reverse DCF model."
APPLIED ECONOMICS, 52(20): 2208-2218
DOI: 10.1080/00036846.2019.1686114.

Takács A., Szücs T., Kehl D., Fodor A. (2020) „The effect of fair valuation on banks' earnings quality: empirical evidence from developed and emerging European countries."
HELIYON, 6(12), Paper: e05659
DOI: 10.1016/j.heliyon.2020.e05659.

5. Human Resource Management

Supervisor: Dr. Zsuzsanna Vitai, professor

The human resource management research group is an active member of the research project "Increasing the role of domestic companies in the re-industrialization of the national economy". The group conducts research in 5 teams:

• leadership and trust,

• the effect of entrepreneurial overconfidence on company competitiveness,

• leadership, decision making and organizational theory,

• the effect of changed working conditions on employment,

• the effect of digitalization on organizational structure, the presence of power in the organization and on decision making.

The HRM Group conciusly examines several different fileds in order for an overarching research on human resource management.

Highlighted research papers of the group:

Kispál-Vitai, Zs., Németh, J. (2022) „Hasonlóság, vagy közeli kapcsolat? Az EEM és az ügynökelmélet analógiái."
VEZETÉSTUDOMÁNY, 53(8-9): 76-88.
DOI: 10.14267/VEZTUD.2022.08-09.06.

Wood, G. Kispál-Vitai, Zs. (2021) „Concepts, Practices and Trends in SHRM.", pp. 74-98.
In: Ed.: Rees, G., Smith P.(2021) „Strategic Human Resource Management: An International Perspective.", SAGE Publications, London, Anglia.

Vitai, Zs., Benke, M. (2021) „Motivation to Learn? An Advanced Exploratory Study of Learning Motivation of Central-East European Business Students."
MARKETING ÉS MENEDZSMENT 55(2): 27-35.
DOI: 10.15170/MM.2021.55.02.03.

6. Macro- and sectoral economics, impact modelling:

Supervisor: Dr. Tamás Sebestyén, professor

Using methods in economic modelling, the group studies the resilience and adjustment capability of production and market systems, their reaction to different shocks, and the spread of these shocks at different levels of the economy. There is special emphasis on questions related to the structural aspects of supply and production networks, how different characteristics of economic structure are associated with the spread of and adjustment to shocks. The group develops and applies the GMR economic impact model which is suited for simulating the potential effects of alternative technologies and the reconstruction of production systems and networks.

Highlighted research papers of the group:

Erdős, K., Baczur, R., Kehl, D., Farkas, R. 2022) "When post-merger price effect becomes smoothed over time: a case of a gasoline market merger."
Energy Economics, 105, 105682.
DOI: 10.1016/j.eneco.2021.105682.

Varga-Csajkás, A., Sebestyén, T., Varga, A. (2022) "Dynamics of collaboration among high-growth firms: results from an agent-based policy simulation."
ANNALS OF REGIONAL SCIENCE, 70, 353-377.
DOI: 10.1007/s00168-022-01150-w.

Braun, E., Sebestyén, T., Kiss, T. (2021) „The strength of domestic production networks: an economic application of the Finn cycling index."
APPLIED NETWORK SCIENCE, 6, article number: 69.
DOI: 10.1007/s41109-021-00411-5

Iloskics, Z., Sebestyén, T. (2021) „A sokkterjedés szerkezeti jellemzőinek változásai a fejlett gazdaságok között."
STATISZTIKAI SZEMLE, 99(7), 661–699.
DOI: 10.20311/stat2021.7.hu0661.

Braun, E., Kiss, T., Sebestyén, T. (2020). „A magyar járműipar kapcsolati szerkezetének vizsgálata." KÖZGAZDASÁGI SZEMLE, 67(6), 557–584.
DOI: 10.18414/KSZ.2020.6.557

7. ESG Finance:

Supervisors: Dr. Viven Csapi, associate professor, Dr. Zoltán Schepp, professor

ESG (environmental, social and governance) factors are receiving increasing attention in the financial sector, as more and more investors and companies consider them important. The international and domestic research carried out by our research team will allow us to measure the impact of ESG pillars from different perspectives and make recommendations to companies based on the results. Our questionnaire-based domestic study is a particularly important element of the research, as SMEs are present in large numbers in the Hungarian economy and taking ESG aspects into account gives them the opportunity to become more competitive and better adapted to the changing market environment. The methods and tools used in the data collection and analysis allow for a broad assessment of the ESG performance of companies, and the results of the research will allow us to develop our own index and ranking, which will provide companies with concrete recommendations to improve their performance. The results of the research will be of interest not only to market participants, but also to various decision-makers (e.g. investors, government), as they will provide an opportunity to make more responsible decisions by taking ESG aspects into account.

Highlighted research papers of the group:

Tóth-Pajor, Á., Kuti, M. (2023) „Stakeholder prioritization in the ESG practices of European listed firms." - Under Review.

Putzer, P., Márkus, G., Csapi V. (2023) „Measuring SME's ESG performance through competitiveness."
SMALL BUSINESS ECONOMICS - Under Review.

Csapi, V., Gaál, A., Posza, A. (2023) „Effects of ESG Practices on Firms' Flexibility Value"
JOURNAL OF SUSTAINABLE FINANCE AND INVESTMENT - Under review

Tóth-Pajor Á. – Ulbert J. –Csapi V. (2023) „Golden Ratio-Based Target Leverage and the ESG Performance of Listed Firms.", - Under Review.

Csapi V. - Gaál A. (2023) „Overview of ESG Certification of Small and Medium-Sized Enterprises in Hungary Regional Statistics." - Under Review.

8. Operations management:

Supervisors: Dr. Zsuzsanna Hauck, associate professor, Prof. Dr. József Vörös, professor

The research group aims to point out critical factors in light of developing the domestic indutsry. It involves an international outlook when doing so, investigating the role of foreign owned companies, the absorbtive capacity of domestic compaies and the quality of connections between the two spheres. Emphasis is put on global value chains and learning effect embedded in them, including the dynamic optimization of the location of production

capabilities. In our models focusing on quality, dynamic pricing questions are also raised as well as the role of quality-optimizing inventory management in shaping production performance.

Highlighted research papers of the group:

Hauck, Zs., Rabta, B., Reiner, G. (2022) "Impact of early inspection on the performance of production systems – Insights from an EPQ model."
APPLIED MATHEMATICAL MODELLING, 107: 670-687.
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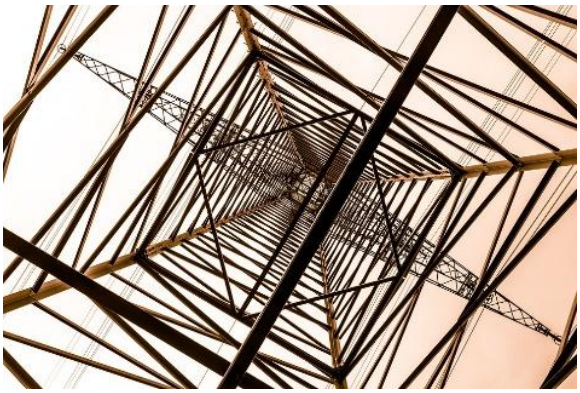
Ongoing projects

1. The role of domestic companies in the reindustrialization of the national economy

Supervisor: Prof. Dr. József Vörös, professor



As our previous project entitled 'increasing the role of domestic companies in the process of reindustrializing the country' has proved to be successful, this proposal is a continuation of the previous one. Reindustrialization is a prevailing topic and by the end of the previous phase we had doubled the number of publications in the first class (Q1) professional journals. Our young colleagues have attended post-graduate courses in excellent institutions like Harvard Business School, MIT Sloan Management School, London School of Economics, and by a contract with HBS we are able to provide the best teaching material for our students for years. So, it seems to be reasonable to base the foundations of the new project on these pillars: we will continue enrolling our young colleagues to best universities, extend the usage of demanding teaching materials, and prevail our enhanced research activity.

At the same time, the accelerated changes due to pandemic, the development of artificial intelligence/digitalization, and environmental changes draw boarder line between the previous phase and the new one as these events have been causing so dramatic changes that must be considered in all research tracks. To mention some research tracks:

- The pandemic has increased or decreased the role of industrial activities in economic growth.
- Producing primary information by using questionnaires and running experiments on the personality characteristics and decision-making and thinking styles leading to productive entrepreneurship in a dynamic economic environment involving uncertainties.
- Study how laypeople and professionals make complex financial/consumption decisions, observe the applied information search processes and the considered information cues to formally describe information search and decision-making strategies that may lead to good financial/consumption decisions in the novel digital environments.
- Research focusing on clean production, ESG (Environmental, Societal, Governance) and circular economy issues, investigates the impact of these new considerations on evaluating the pure value of production activities, on the pure financial performance and the judgement of companies by financial markets (stock exchange).

2. The chances and opportunities for the development of smart destinations and smart tourism in Hungary with special regard to the challenges of the post-pandemic period

Supervisor: Dr. János Csapó, professor

Smart tourism is one of the newest and most innovative trends in tourism development of our time, the development of which has already started in many places abroad – even in internationally prominent tourist destinations – but its development and embeddedness in Hungary can only be found at the level of mention. One of the pillars of this can of course be detected in the initial works of domestic researchers. The other main direction is the start of the development of data-driven tourism and sector management, which is also recognised by the Hungarian Tourism Agency in 2021. Within this framework, from November 2021, the tourist accommodation and tourist attractions will be channelled to the so-called National Tourism Data Service Centre (NTAC), which will provide Hungary's most comprehensive, real-time big data to support the Agency's work and the development of Hungarian tourism. The research of this database will also open up many new opportunities for background analyses of Hungarian tourism.

The overall research aim is to explore the chances and opportunities for the development of smart tourism in Hungary and in the tourist destinations of Hungary. The main questions of our research are:

- RQ1: Can smart tourism and smart destinations be developed in our country, and if so, how and in what form?
- RQ2: What role can smart tourism and the development of smart destinations play in the re-launch and re-design of domestic tourism?
- RQ3: What needs and attitudes can be identified on the consumer side for domestic smart tourism and smart tourism in general?

Research objectives and expected results:

- Explore the theoretical foundations and the international and national research background of smart tourism through a systematic literature review.
- A complex exploration of the theoretical and practical background and application possibilities of smart tourism, exploring international models, identifying and presenting good practices, taking into account the results of the EU's Smart Tourism Communities programme.
- Developing and providing methodological basis for the development of smart tourism strategies at destination level, especially in the 11 tourist areas defined by the Hungarian Tourism Agency.
- Developing and providing methodological and practical bases for the introduction and dissemination of smart tourism at enterprise and entrepreneurial level, in particular by strengthening networking.
- A representative survey of consumer attitudes towards smart tourism.

3. With resilient systems against climate change

Supervisor: Dr. Tibor Kiss, associate professor

A The question beyond the research is what are the main features of the production systems, which are considered as the most advanced sustainable systems of our age? The research demonstrates examples of resilient micro-regional economic systems, which fulfil the requirements of the blue and the circular economy.

- Mushroom production in Belgrad (Serbia): An ecological innovative production model for mushroom production.
- Energy production in El Hierro (Spain): El Hierro can be a worldwide benchmark island in implementing energy self-sufficiency and autonomy systems.
- DYCLE (Diaper Cycle, Berlin) – production circle around a totally recyclable diaper: it is converted into black soil, which is used for growing fruit trees and fruits are converted to baby food and juice.
- N17 Brewery (Galway, Ireland) – a beer factory by blue economy principles. This factory produces more than eight products, including mushrooms, dog biscuits, fish.

These cases will be fully processed with the following outputs:

- A system dynamics (or the appropriate) model to cover the general framework of the case;
- Calculation of the Fitness of Evaluation indicator (for the resilience of the system);
- The popular Business Generator Canvas is further developed for a blue canvas. Each model will be demonstrated by this canvas.
- A detailed Hungarian language documentation for further usage.

The project aims to publish 112 blue business cases and clusters in Hungarian language online. The research results are continuously published on the theblueeconomy.hu page.

4. Examining the competitiveness of Hungarian small businesses

Supervisors: Prof. Dr. László Szerb, professor

While small units constitute the vast majority of the business sector, our knowledge about the small and medium-sized businesses is limited. To close the gap in small business research, we have developed a unique questionnaire that is a useful tool to measure small business competitiveness.

Up to now, we have collected data on 1200 Hungarian and 700 other country businesses. We plan to continue this data collection in 2021 and 2023. The small business competitiveness index consists of ten pillars -human capital, product, domestic market, networks, technology, decision-making, strategy, marketing, internationalization, and online presence – representing ten features of small business operation. In this project, we would like to examine five important aspects of competitiveness.

By analyzing the composition of these pillars, we could provide useful suggestions on small business stakeholders on how to improve the competitiveness of their business. By collecting additional data about the environment of SMEs, we are able to provide useful policy suggestions to local policymakers on how to improve the institutional, local business atmosphere. We are also planning to shed light on the connection between competitiveness and business financial performance. Small businesses export intensity is much lower than large firms, so we aim to identify the key factors of internationalization and export. Finally, we would like to develop new complex performance measures for family businesses that are more appropriate to quantity family business characteristics and compare them to other nonfamily types of ventures.

5. Development of hydrogen-based, resilient city-region protocol and IoT monitoring system for economic

Supervisor: Dr. Zsolt Bedő, associate professor

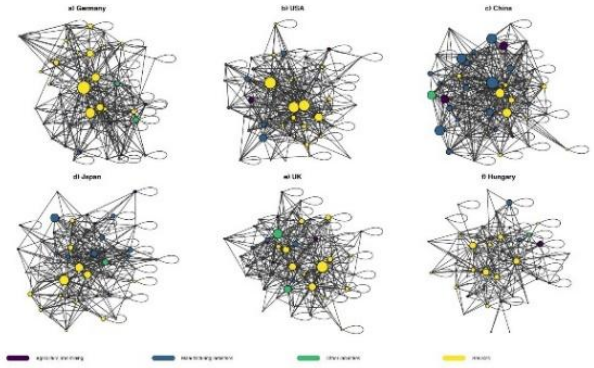
The increasing frequency of global shocks requires continuous adaptation from economic actors, irrespective of them being individuals, companies or settlements. Resilience as a skill has gained value as this characteristic ensures the responsiveness of an economic unit in face of a shock related to energetics, natural resource, raw material or any kind of other input factors.

Many new solutions, technologies emerge that try to solve this issue, however the quick implementation of one single new technology does not necessarily lead to the expected changes if the economic and social embedding of the given technology is not adequate. The same is true for the widely cited hydrogen technology today. If the company or settlement choosing the costly hydrogen technology does not fit it into existing value chains and production processes, then its social and economic impact will be suboptimal. Ongoing research at the UPFBE addresses this current problem through developing a protocol with the help of which experts are able to formulate advices with respect to moving towards hydrogen-based operations at the city-region or company levels. This includes the 'circular' way of thinking as well if it is relevant in the given situation.

Beyond formulating advices, the research develops an IoT framework which can be used to monitor resilience at the level of the unit deciding to use hydrogen-based technology. With this framework, the unit is able to continuously measure the impact of technological and economic interventions and prove its the ESG development towards potential financing agencies and authorities which is closely related to the original goal, that is resilience.

6. Risks, efficiency and development in global and national production networks

Supervisor: Dr. Tamás Sebestyén, professor



Pointing to the relationship between the (network) structure of complex systems and their aggregate performance (output, efficiency, vulnerability, resilience), recent advances in economics call for considering the (global) economic system as a complex one. Recent developments in slowing globalization, strengthening protectionism and a restructuring towards more locally organized production networks raise the question of changing gains and risks arising from the changing network configuration.

The main aims of this project:

- to enrich our knowledge about the role of these structural characteristics of global production networks,
- the possible efficiency gains arising from an enhanced division of labour,
- the (systemic) risks arising from particular patterns of shock propagation as well as the specific challenges,
- constraints and possibilities provided by the structure of these networks for countries and sectors to move towards activities with higher value added.

These aims are pursued by developing a measurement tool which is suitable for the assessment of these risks and gains through integrating positional and structural indicators with contagion model simulations, and we use this tool in assessing the previous questions. The research team and results can be followed on the EconNet webpage.

Doctoral Schools

1. PhD Program in Business Administration

The IPhD Program in Business Administration is a unique PhD Program of the Doctoral School of Business Administration which was founded in 1994 at UPFBE, and as such, it is a nationally accredited doctoral program in Hungary. It merges the advantages of contact-based and distance education drawing on the contribution of nationally and internationally recognized experts. Among eminent research on general business administration, firm objectives and organization, the School's research activity also focusing on entrepreneurship, firm performance, production, and marketing. The doctoral program provides courses and support for PhD student to accomplish their work and research in the fields of science fit in the profile of the Doctoral School.

Successful Doctoral Defences of DSBA in 2022:

Musztyné-Bátfai Boróka Viktória (2022-12-01):
„A kontextus jelentősége a HRM gyakorlatában – Regionális és szektorális sajátosságok három egymást követő Cranet felmérés tükrében.".
Témavezető: Poór József

Szécskainé-Németh Julianna (2022-11-21):
„A humán tőke értékelése és az emberi erőforrás javadalmazása."
Témavezető: Vitai Zsuzsanna

Horváth Gergely (2022-06-10):
„A vendégelégedettség, az élmény és a lojalitás kapcsolatának vizsgálata a hazai szállodákban."
Témavezető: Gonda Tibor

Venczel-Szakó Tímea (2022-06-09):
„Munkavállalói elégedettség a home office-ban. A COVID-19 járvány hatása az otthoni munkavégzésre."
Témavezető: Jarjabka Ákos

Uzsoki Máté (2022-05-24):
„A piaci kockázat mérése neurális hálózattal és statisztikai modellekkel."
Témavezető: Bugár Gyöngyi

Cziglerné Erb Edina (2022-02-17):
„A reziduális jövedelem modell elméleti háttere, valamint gyakorlati alkalmazhatóságának vizsgálata nemzetközi tőzsdei vállalatok adatain."
Témavezető: Takács András

2. PhD Program in Regional Development

The International PhD Program in Regional Development belongs to the Doctoral School of Regional Policy and Economics (DSRPE) and as such, it is a nationally accredited doctoral program in Hungary. It's focusing on European regional politics, development of settlements, rural regions and environment. The doctoral program provides courses and support for PhD student to accomplish their work and research in the fields of science fit in the profile of the Doctoral School.

Successful Doctoral Defences of DSRPE in 2022:

Lakócai, Csaba (2022-10-21):
„A helyi fizetőeszközök működésének lokális körülményei Franciaországi esettanulmány, különös tekintettel Auvergne-Rhône-Alpes régióra és Lyon városára."
Témavezető: Nováky Erzsébet – Barancsuk János

Iloskics, Zita (2022-09-23):
„Sokk-terjedési mintázatok a világgazdaságban - Az üzleti ciklusok szinkronizáltságának szerkezeti jellemzői és csatornái"
Témavezető: Sebestyén Tamás

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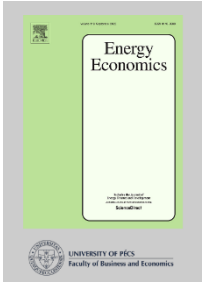

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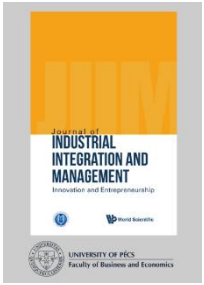

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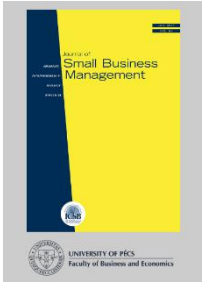

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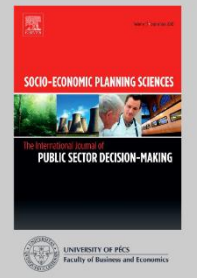

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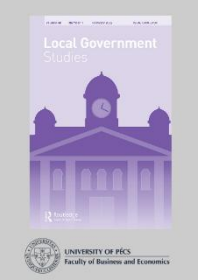

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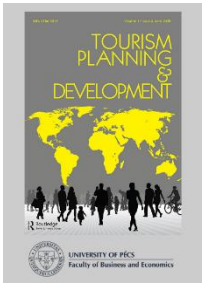

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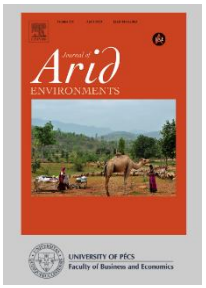

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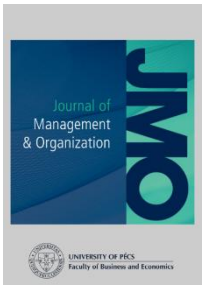

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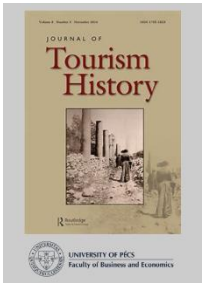

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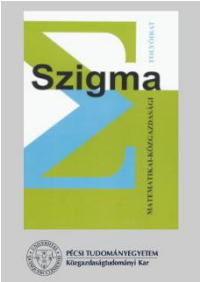

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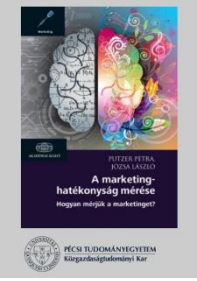

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Conferences and other academic events

28-29 April

XIV. Conference for Finances in Pécs: „The Challenges of Post-Covid Economy"

The Faculty of Business and Economics University of Pécs (UPFBE) organized the 14th annual CFP meeting with other professional partners in hybrid way on 28-29 April, 2022. After three plenary meetings professionals in the field of finances and accounting exchanged the latest expertise and newest information on the topic during several lectures of five sections. With all that, the participant had the opportunity besides finding out the lates research results on the topic but letting their questions answered. The goals of the CFP are to help building and strengthening connections between professionals, giving an exquisite opportunity for communication, and promoting for professionals to learn and gain more credits. The programme of the conference can be read *here*.

3rd December 2021, and 29th April 2022.

2021/22 academic year in-house SSA Conference

The annual in-house Conference of Scientific Student Association is the best opportunity for students with ambitions, curiosity and interests above and beyond ordinary to blossom out their capabilities. Not only the committee of SSA, but the School's teachers and researchers are working hard to provide the students the opportunity to work on their chosen projects and research topic and write their dissertation in the manner of SSA's committee specified in the Regulations. Moreover, the students present their results and research work to the committee, the audience and participants at the annual conference of SSA and the best qualified papers are let to the national SSA conference organized every two years. Our students rightly earned several top and excellent places on the 36th National SSA Conference in Komárno. Congrats to them!

6-7 May

PhD Student's Summer School (PSSS), Pécs, 2022.

A Hungarian Society of Economics (HSE) and Faculty of Business and Economics University of Pécs (UPFBE) organize the PhD Student's Summer School in Pécs since 2013. The goals of PSSS are to give opportunity for PhD students and doctorands of Hungarian Doctoral Schools of Economics to meet, present and discuss their results through small lectures and talks to inspire each other to step on the right way to go on with their scientific research work, so later on obtain more advanced results, papers and doctoral thesis. Therefore, participants blurring the boundaries between "usual" economic sciences and "modern" mainstream topics of research.

13 May

1st Omnichannel Day: about the consumer journey in an omnichannel environment – hybrid workshop.

Omnichannel Research Group (ORG) is a research collaboration between the Faculty of Business and Economics University of Pécs (UPFBE) and Corvinus University of Budapest, so it has members from both institutions. Hence on 13 May, the 1st Omnichannel Day was organized under both University's banner, with the sponsorship of the IX. Section of the Hungarian Academy of Science. During the Workshop Carlos Flavián (professor of Marketing at University of Zaragoza) lectured about the background of omnichannel marketing, besides high skilled researchers of the ORG presented the latest results of their projects. The hybrid workshop gave utmost information and insight to strategies for openminded business experts, professionals and scientists researching marketing and consumer's behavior.

3-4 July:

3rd Ferenc Farkas International Scientific Conference: "Management Revolutions" / 3. Farkas Ferenc Nemzetközi Tudományos Konferencia: "Menedzsment forradalmak"

We commemorated Dr. Ferenc Farkas for the third time on 3 and 4 June 2022, with the „Management Revolutions" titled biennial conference, organized by University of Pécs Faculty of Business and Economics and it' s Department of Leadership and Organizational Sciences. The aim of the conference is to preserve the scientific heritage of Professor Ferenc Farkas besides presenting the newest scientific research results in line with his fields. During the hybrid conference over 80 remarkable presentations in 13 sessions held the attention of the participants in the field of management.

22-26 August:

61st ERSA congress: „Disparities in a Digitalising (Post-Covid) World - Networks, Entrepreneurship and Regional Development"

The "Disparities in a Digitalising (Post-Covid) world – Networks, Entrepreneurship and Regional Development" titled Congress was the 61st in line and was held in hybrid form in Pécs. The European Regional Science Association (ERSA) is the supranational grouping of national regional science associations across Europe. Some of the main objectives of the organization are enhancing regional science across Europe, stimulating research and the implementation of solutions, providing members with state-of-the-art knowledge. As acting adequate with their aim, establishing added-value programs to support young scientists ERSA fostering valuable exchanges at an international level, and help moving forward professional research developments through projects as well. The audience of the conference came all over the world in person or even online. The abstract book of the Congress can be found online *here*.

29 August – 8 September:

POLISS summer school

POLISS (Policies for Smart Specialisation) is an Innovative Training Network funded by the EU Framework Programme for Research and Innovation bringing together 7 European Universities and 13 Partners with the aim of contributing to the improvement of the EU's Smart Specialisation Policy and sustainable development for elevating competitiveness and cooperation with dismantle inadequacy. POLISS acts from the beginning of the process by helping the knowledge transfer to knowledge management, in other words from school to industry. More than 20 PhD student were participated in the summer school at University of Pécs, but several colleagues of 7 other university were joined online as well. More detailed memoir is available about the event on the internet.

30 September

Researcher's Night 2022

Researcher's Night is a national programme with spectacular presentations, exoteric lectures, also, resultful experiments to demonstrate the excellent, day-by-day work of scientist all across the country, in research institutions and universities. On the last Friday of September 2022, our School organised four high-standard programme in which our researchers presented their excellent work to the audience with the complete complacency of the visitors.

10 November

VII. Consumption Interdisciplinary Symposium: „ Humans in the jungle of life – fears, adaptation, consumption"

In 2022 University of Pécs Faculty of Business and Economics organised the Consumption Interdisciplinary Symposium for the 7th time. This year with the title of „Humans in the jungle of life – fears, adaptation, consumption". The scope of the event was sharing the research results and scientific knowledge in the topic, with drawing attention to newest findings and descriptive models. The programme helped the professionals of the field to improve their connections and communication even if it means long debates on inter- or multidisciplinary topics. More detailed information about the event and the abstract book are available on the internet.