

# Research Report

## 2025

Annual Summary

Based on HSB data, as of 31<sup>st</sup> December 2025.

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<https://ktk.pte.hu/en>



**University of Pécs**  
Faculty of Business  
and Economics

# Impressum

## Research report

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# Welcome from the Dean



Prof. 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 business and economics in Hungary. In line with the mission of the Faculty, its remarkable position in rankings shows that the excellence of students and faculty is recognized by the educational and job markets.

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



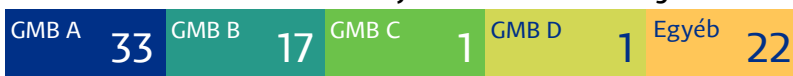
## 338

Publications registered in HSB<sup>1</sup>



## 74

Publications in national journals listed by HAS<sup>2</sup>



## 82

Publications in international journals listed by Scopus



64	<i>Business and Economics Subject Area</i>
13	<i>Social Sciences and Decision-making Subject Area</i>
5	<i>Business and Economics Subject Area</i>

## THE

## 63/83

Academic papers evaluated for THE<sup>3</sup> – WUR<sup>4</sup> by subject  
FBE/total UP publication



## 19

Books, monographies



## 31

Book chapters in essay collections

<sup>1</sup> HSB: Hungarian Science Bibliography  
<sup>2</sup> HAS: Hungarian Academy of Science  
<sup>3</sup> THE: Times Higher Education  
<sup>4</sup> WUR: World University Rankings

# The impact of our scientific activity



## 3 513 / 42 145

Independent citations registered in HSB (2025 / total)



## 1 143 / 5 817

Independent citations registered in Scopus (2025 / total)



## 30

Scopus-listed publications assigned to Sustainable Development Goals (SDG, 2025)



4	SDG 1	<i>No poverty</i>
3	SDG 2	<i>Zero hunger</i>
1	SDG 4	<i>Quality education</i>
1	SDG 5	<i>Gender equality</i>
13	SDG 8	<i>Decent work and economic growth</i>
6	SDG 9	<i>Industry, innovation, and infrastructure</i>
8	SDG 10	<i>Reduced inequalities</i>
10	SDG 12	<i>Responsible consumption and production</i>
4	SDG 16	<i>Peace, justice and strong</i>
7	SDG 17	<i>Partnership for the goals</i>



## 5

Research partnerships with companies and other organizations



## 34

Professional articles, blogposts, interviews

# Summary of the Research Director



Prof. 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 (UP FBE). 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 organisations 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 feedback of this performance towards the collective and faculty management as well.

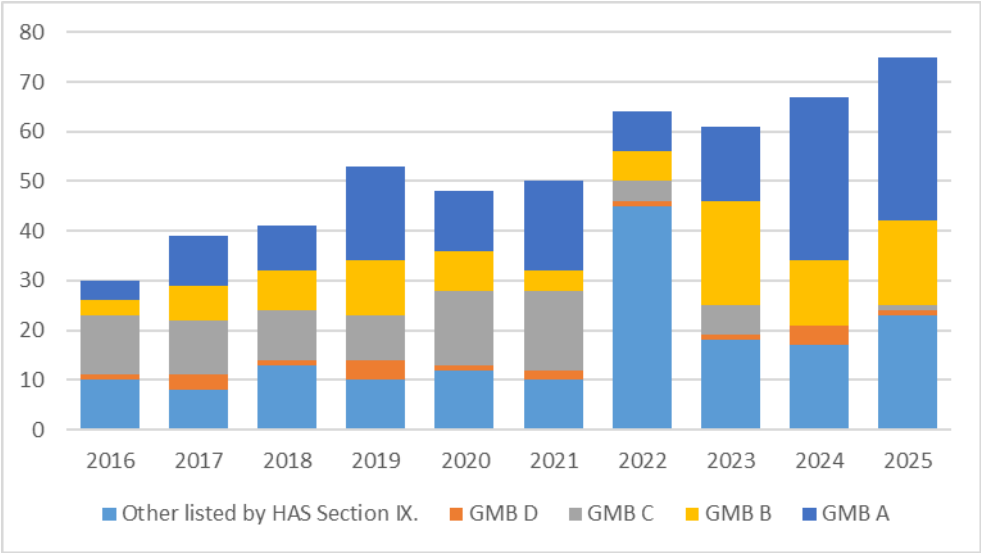
The Report briefly summarizes the publication results of UPFBE as fundamental and internationally comparable indicators of scientific achievements. Then, the structure of the Report follows the steps of research processes. It introduces the research teams and thematic areas that are active at UPFBE, 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 programmes 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.

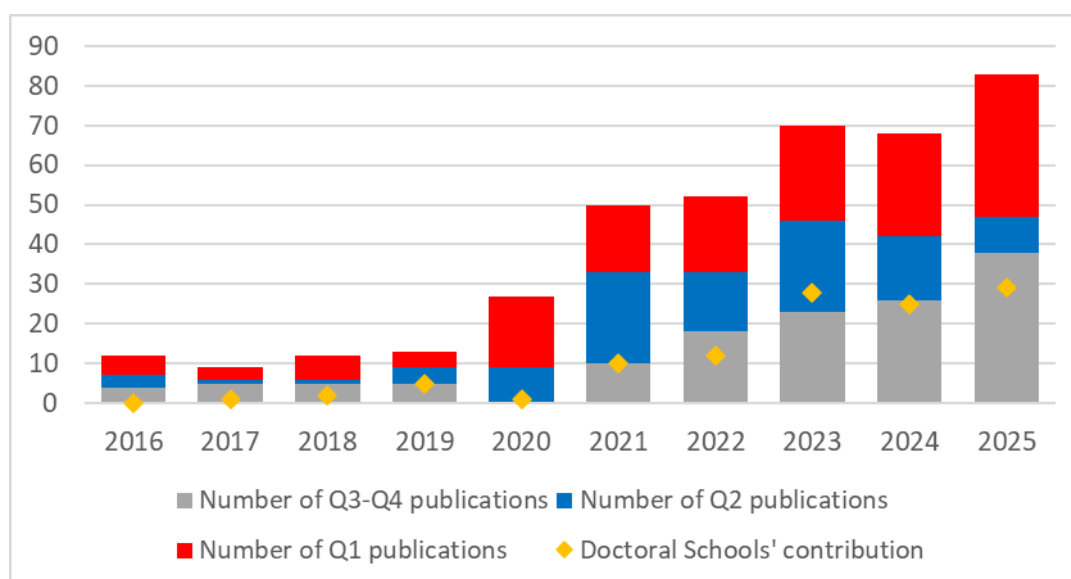
Finally, the Report includes summary data on the impact of the research activity. In addition to the number of publications, it shows information on the number of citations, and the distribution of international publications related to each Sustainable Development Goals, based on Scopus data. The Report also summarizes the corporate/external research collaborations of UPFBE that reflect the practical impact of research activities.

The Report gives account of the scientific publication and activity of 93 UPFBE colleagues in 2025. The basis for the report in terms of publications was the Hungarian Science Bibliography (HSB), as of 31st December 2025. Based on this information, the publication list of UPFBE increased by 338 titles over 2025. Out of this, 74 titles were published in the listed journals of the IX. Section of the Hungarian Academy of Sciences (Figure 1), and 82 titles were published in academic journals listed by Scopus (Figure 2).



**Figure 1.** The number of publications\* between 2016-2025 written by the authors of UPFBE and published in listed journals of the IX. Section of the Hungarian Academy of Sciences, and within these, broken down according to the categories defined by the Evaluation Committee in Business and Economics (GMB).

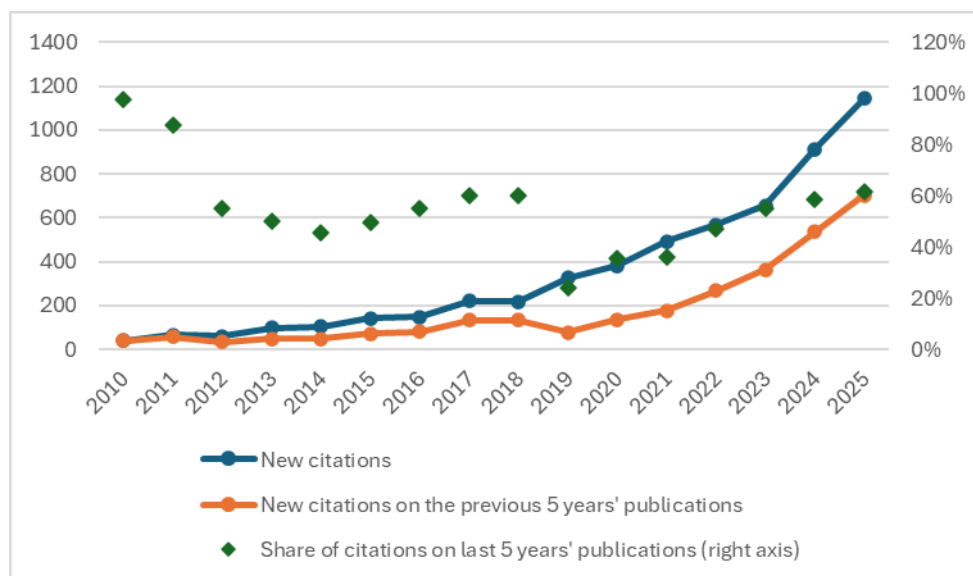
\* According to HSB data



**Figure 2.** The number of publications between 2016-2025 written by the authors of the Faculty of Business and Economics, University of Pécs detailed by quartiles of journals listed by Scopus.  
\* According to SJR indicator

Among the latter, we count 27 Q1 and 9 D1 level publications (Figure 2). These journal articles are augmented by 19 books and monographies, 31 book chapters as well as 59 abstracts or conference papers published in conference proceedings. 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. 8 research teams contributed to the research output of UPFBE, with the support of 5 research grants providing external support. 4 conferences, several workshops, seminars, and summer schools gave place to connecting UPFBE research with other institutions and researchers. 9 active corporate or external research collaborations indicate the wider impact of UPFBE’s research activities.

In 2025, the Hungarian Science Bibliography recorded a total of 3012 citations to publications written by UPFBE faculty. 49% of these citations point to Scopus-ranked journal articles with a Q1 or Q2 rating, and 14% point to journal articles listed by the Hungarian Academy of Sciences. A further 12% point to Hungarian books, book chapters, while the remaining 25% of citations cover other journal articles, English books, book chapters or other publications. An assessment of citations on a narrower basis is given by the evolution of citations recorded in the Scopus database, which only shows the links between publications listed by Scopus (Figure 3). The significant expansion of the Faculty's Scopus listed publication in recent years has significantly increased this citation indicator, which has already exceeded 1000 in 2025.



**Figure 3.** Evolution over time of the number of citations\* to publications of the Faculty of Business and Economics based on the Scopus database\*\*.

\* Both the citing and the cited publication are Scopus-indexed;

\*\* Data exported on 13.02.2025.

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. Kármén Kovács, associate professor and Veronika Csilla Szabóné Stubnya research coordinator, members of the Research Office.

# 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 research.
- 2.) Group of regional business studies: elaboration of REDI (Regional Entrepreneurship and Development Index); research 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 analyzing 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. Ongoing research project:

- - [Measuring competitiveness in the SME sector:](#)

**Research Aims:** The competitiveness of the SME sector, as measured by the Competitiveness Index (CI), has been measured using a questionnaire developed by the team. The CI questionnaire assesses ten characteristics - human capital, product(s), buyer market, business relations, decision making, technology, business strategy, marketing, internationalisation, online presence, which are among the most important business management tasks. By analysing data from 1,200 Hungarian and 700 other businesses collected in the survey, the five most important characteristics are selected to characterise competitiveness. The analysis will be used to develop a complex business development plan and a recommendation for businesses to increase competitiveness and internationalisation, as well as for the development of family businesses. The research is funded by the *National Research, Development and Innovation Office (NRDI)*.

### *Highlighted research papers of the team:*

Kovács-Szamosi, R., Gál, Z., Kovács, K. (2025) „A fintech használat karakterjellemzői a magyar lakosság körében”

GAZDASÁG ÉS PÉNZÜGY, 12(4): pp. 543-587.

DOI: 10.33926/GP.2025.4.3

English version:

Kovács-Szamosi, R., Gál, Z., Kovács, K. (2025) ”How much do Hungarians use fintech?”

ECONOMY AND FINANCE, 12(4): pp. 509-552.

DOI: 10.33908/EF.2025.4.3

Erdős, K., Bedő, Zs. (2024) “Universities and Regional Innovation in the Central- and Eastern European Context—A Hungarian Case!” DOI: 10.1007/978-3-031-41796-2\_15

In: Eds.: Dekkers, R., Morel, L. (2024) ”European Perspectives on Innovation Management”

CHAM, SVÁJC: SPRINGER NATURE. ISBN: 9783031417962.

DOI: 10.1007/978-3-031-41796-2

Scopus: 85204645898

Farkas, R. (2024) „How does spatial dependence affect cost pass-through? Evidence from the Hungarian retail gasoline market”

REGIONAL STATISTIC, 14(3): pp. 432-462.

DOI: 10.15196/rs140302

Varga, A., Sebestyén, T., Szabó, N., Szerb, L. (2024) „A vállalkozói ökoszisztémát fejlesztő szakpolitikák regionális hatásának elemzése az EU három országában”

KÖZGAZDASÁGI SZEMLE, 71(11): pp. 1141-1175.

DOI: 10.18414/KSZ.2024.11.1141

Varga-Csajkás, A., Sebestyén, T., Varga, A. (2023) ”Dynamics of collaboration among high-growth firms: results from an agent-based policy simulation”

ANNALS OF REGIONAL SCIENCE, 70: pp. 353-377.

DOI: 10.1007/s00168-022-01150-w

Erdős, K., Baczur, R., Kehl, D., Farkas, R. (2023) ”When post-merger price effect becomes smoothed over time: A case of a gasoline market merger”

ENERGY ECONOMICS, 105, Paper: 105682.

DOI: 10.1016/j.eneco.2021.105682

## 2. Flow Management Research Group



From mid - 2010, the Department of Leadership and Organisational Sciences of the UP 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. Ongoing research projects of the group:

### 1.) CRANET research

**Background:** The CRANET network, founded in Europe in 1989, of which Hungary has been a member for 22 years, is now launching its 10th international survey round in collaboration with nearly 50 countries around the world. Since its inception, the goal of the large-scale Cranet research project has been for member countries to collect and analyze data on the local characteristics of human resource management (HRM) in their own languages. This makes it possible to assess the differences in HRM policies and practices in each country and to monitor changes in this area. Since its inception, the Cranet network has produced numerous reports, publications, and events.

The CRANET survey is the world's largest scientific, independent, global HR research project, which provides answers to questions such as: Where do Hungarian HR solutions fit into global trends? What are the specific characteristics of Hungary? How have things changed in recent decades? As a member of the CRANET international research network, the Faculty of Economics at the University of Pécs has been collecting data on the state of human resource management (HR) in Hungary for the fifth time since 2004.

**Supervisor of research:** Dr. habil. Gábor Balogh

**Members participating in research:** Dr. habil. Zsófia Ásványi, Júlia Bachmann-Matisa, Dr. habil. Mónika Galambosné-Tiszberger, Dr. habil. Ákos Jarjabka, Zsuzsa Csetneki-Karoliny Mártonné, Tamás Szakadáti.

## 2.) Map of suppliers to the engineering industry in Baranya County

**Background:** The Pécs-Baranya Chamber of Commerce and Industry launched the Baranya Mechanical Engineering Supplier Map research project as part of the national program entitled "In Alliance with Entrepreneurs," in which our faculty members are also participating. The aim of the project is to map the domestic and international sales networks of small and medium-sized enterprises (SMEs) operating in Baranya County and to identify the strengths and weaknesses of supplier relationships. The results will contribute to the development of businesses in the region and strengthen their international competitiveness.

**Research objectives and implementation:** On the one hand, what competencies are needed in today's changing world for future young leaders to build trust? Furthermore, how and by what methods can higher education most effectively support the preparation and development of students for leadership roles?

- Survey of at least 50 SME sales networks in Baranya County.
- Developing and conducting an online survey to explore experiences with domestic and international partners.
- GDPR-compliant data management and processing of results.
- Data cleansing, categorization of open questions, ongoing professional consultation with the client.
- Creation of an interactive online interface that allows data to be filtered (by country, company).

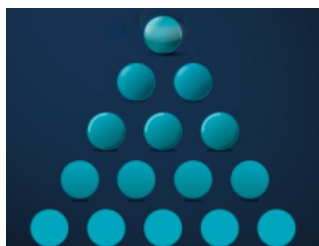
**Research and utilisation:** The outcome of the research will be a dynamically manageable online supplier map that supports the expansion of market opportunities for businesses and the work of chamber and policy makers.

**Supervisor of research:** Dr. habil. Norbert Sipos

**Members participating in research:** Dr. habil. Ákos Jarjabka, Anna Dorottya Szabó.

## 3.) Future leaders and trust:

**Background:** in today's highly uncertain and unpredictable environment, one of the most important leadership qualities is the ability to manage trust that leaders are able to build among their followers. For this reason, there has been much research into the main factors that shape the climate of trust and acceptance of leaders. Trust (at different levels, e.g. personal, organisational) has a significant economic value. Many university students are preparing to become managers.



Increasingly, the educational goals of higher education are focused on preparing future leaders in as diverse a way as possible, so that they have a solid theoretical foundation and practical knowledge on which to build further individual and corporate leadership skills and competences. Incorporating new competences and methods into higher education courses, thereby preparing higher education students effectively and efficiently for their future leadership roles.

**Research Objectives:** firstly, in today's changing world, what competences are needed for the self-confidence of future young leaders? On the other hand, how can higher education best support the preparation and development of students' leadership skills?

**Supervisor of research:** Dr. habil. Gabriella Kuráth

#### 4.) Organizational and employee well-being at the University of Pécs:

**Background:** Examination of factors influencing organizational and employee well-being in a changing labor market and employment environment. The PTE KTK VSZI Flow Management Research Group, representing PTE KTK, has been participating since 2022 in a research project on workplace well-being based on a cooperation agreement between PTE BTK, represented by the Center for Social Inclusion and Social Economy Research (which I lead) and HR-Rent Kft. in a research project on workplace well-being. The topic, represented by the FLOW Management Research Group, appeared in the 2024/2025 and 2025/2026 academic years and will appear among the research projects funded by the rector's internal grant.

**Supervisor of research:** Dr. habil. Ákos Jarjabka

**Members participating in research:** Dr. habil. Norbert Sipos, Dr. habil. Gábor Juhász.

#### 5.) Organisational culture research at the University of Pécs:

**Background:** Higher education in Hungary has undergone radical changes in the last ten years. One of the main challenges for institutions that have chosen to operate as Foundations, including UP, is how they envision their future development strategy, which is widely accepted internally. The development of a new operating model requires an assessment of the values of those working in "many-armed" science universities and a conscious shaping of an organisational culture that is aligned with the achievement of strategic goals, which will help to build understanding of the reforms, commitment to the goals and unified support for the university's current leaders and decision-makers.

**Research Implementation:** at the request of the Rector's Office of UP, the FLOW Management Research Group of UP FBE was tasked to explore the development of the organisational strategy of UP.

**Research Objectives:** to ask the target group (full-time faculty and researchers of the University) through an online interview how they perceive the current perceived organisational culture of UP.

In the light of the results obtained, the University's management intends to engage in conscious organisational culture shaping activities in the future in the changing organisational and operational environment of higher education.

Closed research projects of the group:

6.) Career Plans and Employment Expectations – UPFBE DLOS Flow Management Research Group– Körber Joint Research Project:

**Background:** The research was conducted in cooperation between the Faculty of Economics at the University of Pécs and Körber Hungária Kft. The operational tasks of the study were carried out by the Flow Management Research Group of the Department of Management and Organization. The group then reported the results to Körber Hungária Kft. The research was based on a strategic collaboration between the Faculty of Economics at the University of Pécs and Körber Hungária Kft., The research was based on a strategic collaboration between the Faculty of Economics at the University of Pécs and Körber Hungária Kft., which was primarily implemented in the field of education.

**Research Objectives:** The joint research was conducted to learn about students' general career plans, job search ideas, general expectations of employers, and opinions on employment in the manufacturing industry. The survey also sought to determine how familiar students were with Körber Hungária Kft. and what they thought of it as an employer. Körber Hungária Kft. will use the results to improve conditions in the manufacturing industry, while PTE-KTK will incorporate them into the development of its training and student services.

7.) Covid research project:

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.

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

The research, funded by the V4 countries and carried out in collaboration with several university teams, focused on the impact of the COVID-19 pandemic on social welfare. The aim of the project is to develop training to equip business leaders with the skills and attitudes to respond appropriately and effectively to the challenges and changes affecting the mental health of people in their organisations. To address the research problem posed, a semi-structured interview was recorded and transcribed with 10 students and 10 lecturers at each university between March and June 2023, resulting in a total of 80 interview data sets (40 students and 40 lecturers). Detailed analyses were conducted on the following aspects: emotions, thoughts, adaptation, stress management, experiences and the visioned future of education. Based on the conclusions drawn, a new approach to leadership development can be developed, involving higher education institutions as well as academics.

**Supervisor of research:** Dr. Brigitta Szabó-Bálint

**Members participating in research:** Dr. habil. Gábor Balogh, Dr. Judit Pótó, Dr. habil. Norbert Sipos, Dr. Julianna Szécskainé-Németh, Dr. Tímea Venczel-Szakó.

#### *Highlighted research papers of the group:*

Juhász, G., Jarjabka, Á., Sipos, N. (2025) "A munkahelyi jóllét szerepe és jelentősége a Magyarországon működő társas vállalkozások körében folytatott pilot kutatás eredményei alapján"

MARKETING ÉS MENEDZSMENT, 59(klsz): pp. 41-51.

DOI: 10.15170/MM.2025.59.KSZ.01.04

Jarjabka, Á., Sipos, N., Kuráth, G. (2024) "Quo vadis higher education? Post-pandemic success digital competencies of the higher educators – a Hungarian university case and actions"

HUMANITIES AND SOCIAL SCIENCES COMMUNICATIONS, 11(1), Paper: 310.

DOI: 10.1057/s41599-024-02809-9

Juhász, G., Sipos, N. (2024) "Examination of Factors Affecting the Improvement of Corporate Well-being among Enterprises in Hungary"

JAPAN JOURNAL OF RESEARCH, 5(12), Paper: 079.

DOI: 10.33425/2690-8077.1157

Sipos, N., Venczel-Szakó, T., Bankó, Z. (2024) „A vállalati humántőke-tényezők szerepe a KKV-k exportjában a globális versenyképességi projekt adatai alapján"

VEZETÉSTUDOMÁNY, 55(12): pp. 15-29.  
DOI: 10.14267/VEZTUD.2024.12.02

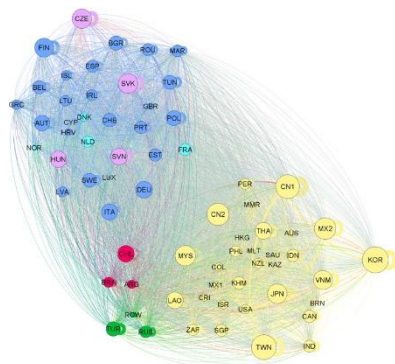
Kuráth, G., Bányai, E., Sipos, N., Venczel-Szakó, T., Konczos-Szombathelyi, M. (2023) “ Trust and communication in the context of leaders and employees”  
JOURNAL OF INTERNATIONAL STUDIES,16(3): pp. 159-174.  
DOI: 10.14254/2071-8330.2023/16-3/9

Venczel-Szakó, T., Sipos, N., Bankó, Z. (2023) “Munkavállalói elégedettség a home office-szal a Covid alatt és után”  
MARKETING ÉS MENEDZSMENT, 57(3): pp. 47-57.  
DOI: 10.15170/MM.2023.57.03.05

### 3. EconNet Team



The EconNet Research Group was established in 2016 at the Faculty of Economics of the University of Pécs. It researches various aspects of economic networks, primarily in the field of linking the network structure of economic actors with the stability and robustness of economic systems. The formal aspects of the team were established in 2016 with funding from the New National Excellence Program, and internal calls for proposals at the University of Pécs made it possible to organize the activities as a research group with six members. Subsequently, the Higher Education Institutional Excellence Program and the Regional Research Excellence Program running at the University of Pécs provided funding for the research group, while the successful submission of the 2021 "OTKA" tender resulted in a much broader financial background for several years, opening up the possibility of long-term planning for the team.



EconNet research focuses on various aspects of economic networks, with particular emphasis on the relationship between the structure of networks connecting economic actors and the stability of economic functioning. Within this field, the research group deals with issues related to the structure of global production networks (supply chains) and the relationship between efficiency and systemic risks at both the empirical and theoretical levels. The research project focuses on how individual network structures influence the efficiency of production systems and the extent of systemic risks built into them. Secondly, it examines the extent to which the shift towards more localized organization influences these efficiency advantages and risks. Finally, what are the possible paths and strategies for moving towards higher added value in global supply chains, and how are these strategies affected by the shift towards localization?

#### *Highlighted research papers of the team:*

Kiss, T., Braun, E., & Sebestyén, T. (2025) "Production network structure, specialization and unemployment: Measuring the structural resilience of national economies"

STRUCTURAL CHANGE AND ECONOMIC DYNAMICS, 72: pp. 11-28.

DOI: 10.1016/j.strueco.2024.11.009

Iloskics, Z., Gyimesi, A., Braun, E. (2025) „Az Európai Unió kereskedelmi kitettségeinek ártrendeződése az orosz–ukrán konfliktus hatására”

STATISZTIKAI SZEMLE, 103(1): pp. 48-84.

DOI: 10.20311/stat2025.1.hu0048

Sebestyén, T., Longauer, D., Iloskics, Z. (2024) „A gazdasági dualitás mérési lehetőségei input-output adatok alapján”

SZIGMA, 55(2-3): pp. 237-266.

DOI: 10.15170/SZIGMA.55.1239

Sebestyén, T., Braun, E., Iloskics, Z., Bilicz, D. (2024) „Egyetemek és vállalatok kutatási együttműködése a helyi tudástermelésben”

KÖZGAZDASÁGI SZEMLE, 71(11): pp. 1199-1221.

DOI: 10.18414/KSZ.2024.11.1199

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, 46(10): pp. 2950-2982.

DOI: 10.1111/twec.13417

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

The Center for Excellence in Economics (GKK) at the University of Pécs was established in 2018 to support the work of various research groups and projects operating within the faculty. The GCE provided/provides the organizational framework for research conducted under the Higher Education Institutional Excellence Program and then the Institutional Excellence Subprogram of the Thematic Excellence Program. The primary focus of the GKK-related research conducted within these programs is the role of domestic companies in the reindustrialization of the nation, to which research teams organized around the Faculty's traditional competence and knowledge base contribute in various sub-areas, such as the optimization of production systems, the structure and dynamics of global value chains, consumer behavior analysis, currency risk management, labor market changes, the competitiveness of small and medium-sized enterprises, the development of university entrepreneurial ecosystems, and the channels through which macroeconomic shocks spread.

The Faculty considers it as its mission to integrate internationally recognized basic research with impulses and challenges from the corporate sphere, specifically from business organizations in the region, into both its educational and research activities. In this spirit, numerous projects have been and are being implemented at GKK that enable the transfer of the faculty's research potential, competencies, and knowledge to the business sector and other players in the region, thereby contributing, we hope, to an increase in productivity and economic development. These efforts are brought together by the Corporate Innovation Platform associated with GKK.

Currently, research is being conducted within the framework of the GKK on the following topics:

### 4.1. Small Business Competitiveness:

Supervisor: 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 business and economic policy recommendations.

#### *Highlighted research papers of the group:*

Takács, A., Szerb, L., Rideg, A. (2026) "The effect of competitiveness on the equity value of SMEs" *COMPETITIVENESS REVIEW*, 36(7): pp. 1-23.  
DOI: 10.1108/CR-05-2025-0161

Autio, E., Komlósi, É., Szerb, L., Galambosné-Tiszberger, M., Park, D., Jinjarak, Y. (2025) "Digital entrepreneurship landscapes in developing Asia: insights from the Global Index of Digital Entrepreneurship Systems"

EUROPEAN JOURNAL OF INNOVATION MANAGEMENT, 28(7): pp. 2845-2872.

DOI: 10.1108/EJIM-02-2024-0121

Szabó, N. Polónyi-Andor, K., Bedő, Zs., Erdős, K. (2025) "Assessing the Economic Impacts of Transformative Activities: Embedding Entrepreneurial Ideas Into a Spatial CGE Approach in Hungary"

JOURNAL OF REGIONAL SCIENCE, 66: pp. 5-21.

DOI: 10.1111/jors.70016

Komlósi, É., Dejardin, M., Szerb, L., Páger, B. (2024) "Is a balanced entrepreneurial ecosystem essential for success? A configurational analysis of European regional entrepreneurial ecosystems"

JOURNAL OF TECHNOLOGY TRANSFER, 50: pp. 1669-1708.

DOI: 10.1007/s10961-024-10149-8

Szerb, L., Czigler, E., Horváth, G. Z. (2024) „Magyarország digitális vállalkozói ökoszisztémája a Digitális vállalkozói ökoszisztéma index alapján"

STATISZTIKAI SZEMLE, 102(6): pp. 578-606.

DOI: 10.20311/stat2024.06.hu0578

Rideg, A., Szerb, L., Varga, A. R. (2023) "The role of intellectual capital on innovation"

TEC EMPRESARIAL, 17(2): pp. 1-19.

DOI: 10.18845/te.v17i2.6695

Kiss, T., Szerb, L., Krabatné, F. Z., Rideg, A. (2023): „A hatékonyság és a vállalati kompetenciák kapcsolatának vizsgálata a magyar kisvállalatoknál DEA módszer segítségével"

SZIGMA, 54(2): pp. 83-103.

DOI: 10.15170/SZIGMA.54.1185

Lafuente, E., Ács, Z. J., Szerb, L. (2022) "A composite indicator analysis for optimizing entrepreneurial ecosystems"

RESEARCH POLICY, 51 (9): Paper: 104379.

DOI: 10.1016/j.respol.2021.104379

Szerb, L., Lafuente E., Rappai, G., Kehl, D. (2022) „Összetett indexek gazdaságpolitikai alkalmazása: a globális vállalkozói index"

SZIGMA, 52(3): pp. 213-229.

## 4.2. 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:*

Vörös, J., Kehl, D., Rappai, G. (2026) "A Sharpe-hányados-függvény és becslése neves portfóliókon"  
KÖZGAZDASÁGI SZEMLE, 73(2): pp. 148–173.  
DOI: 10.18414/KSZ.2026.2.148

Fűrész, D. I., Havran, Z., Jarjabka, Á. (2025) "A kulturális távolság mérése és modellezési lehetősége a hivatásos labdarúgók globális migrációjának példáján"  
STATISZTIKAI SZEMLE, 103(11): pp. 1025–1043.  
DOI: 10.20311/stat2025.11.hu1025

Dairo, A. O., Szűcs, K. (2025) "Adaptive learning engine for driving marketing channel performance: a machine learning approach"  
JOURNAL OF RESEARCH IN INTERACTIVE MARKETING, 22(3): pp. 419-439.  
DOI: 10.1108/JRIM-02-2024-0098

Nagy, A., Csóka, L., Gyimesi, A., Kehl, D., Németh, P., Szűcs, K. (2025) "Online media and fuel panic buying: unraveling causality under fixed prices in Hungary"  
JOURNAL OF MARKETING THEORY AND PRACTICE, Paper: 2449923.  
DOI: 10.1080/10696679.2025.2449923

Pham, T. V. A., Ákos, N., Ngo, M. T. (2024) "The influence of perceived risk on purchase intention in e-commerce – Systematic review and Research agenda"  
INTERNATIONAL JOURNAL OF CONSUMER STUDIES, 48(4), Paper: e13067.  
DOI: 10.1111/ijcs.13067

Rappai, G., Fűrész, D. I. (2024) "Domestic Competitive Imbalance as the 'Price' of Surprise in the Champions League"  
JOURNAL OF SPORTS ECONOMICS, 25(2): pp. 231–256.  
DOI: 10.1177/15270025231217968

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"  
WORLD ECONOMY, 46(10): pp. 2950–2982.  
DOI: 10.1111/twec.13417

Gyimesi, A., Kehl, D. (2023) "Relative age effect on the market value of elite European football players: a balanced sample approach"  
EUROPEAN SPORT MANAGEMENT QUARTERLY, 23(2): pp. 544-560.  
DOI: 10.1080/16184742.2021.1894206

### **4.3. Behavioural Finance and Management:**

**Supervisors:** Dr. Zoltán SCHEPP, professor, Dr. Zsófia VÖRÖS, senior research fellow

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:*

Vörös, Zs., Kovács, O. B., Papp, T. (2025) "Overplacement and Market Entry Decisions: A Modified Market Entry Game to Detect Nascent Entrepreneurs' Goal-Motivated Reasoning Amid Radical Uncertainties"

STRATEGIC CHANGE, open access.

DOI: 10.1002/jsc.2685

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

Lukovszki, L., Sipos, N., Rideg, A. Vörös, Zs. (2025) "Personality Aspects of Tax Compliance"

EUROPEAN JOURNAL OF LAW AND ECONOMICS, 59(3): pp. 457-490.

DOI: 10.1007/s10657-025-09841-3

Vörös, Zs. (2024) "Effect of the different forms of overconfidence on venture creation: Overestimation, overplacement and overprecision"

JOURNAL OF MANAGEMENT AND ORGANIZATION, 30(2): pp. 304-317.

DOI: 10.1017/jmo.2019.93

Lukovszki, L., Sipos, N., Rideg, A. Vörös, Zs. (2024) "Relationships and personality roots of entrepreneurs' value creation motivation"

INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP AND SMALL BUSINESS, 52(3): pp. 379-411.

DOI: 10.1504/IJESB.2024.138774

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, Paper: e00364.

DOI: 10.1016/j.jbvi.2022.e00364

#### 4.4. 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:*

Takács, A. (2026) "Hazai vállalatok teljesítményének alakulása és annak hatása a cégértékelési módszer kiválasztására"

KÖZGAZDASÁGI SZEMLE, 73 (1): pp. 31-49.  
DOI: 10.18414/KSZ.2026.1.31

Takács, A. (2024) "The impact of ESG components on brand value"  
JOURNAL OF INFRASTRUCTURE POLICY AND DEVELOPMENT, 8(16), Paper: 10411.  
DOI: 10.24294/jipd10411

Takács, A. (2023) "The positive effects of green technology investments on growth expectations"  
TECHNOLOGY IN SOCIETY, 75(November), Paper: 102407.  
DOI: 10.1016/j.techsoc.2023.102407

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), Paper: e09671.  
DOI: 10.1016/j.heliyon.2022.e09671

Takács, A., Dobay, B. (2023) "A vagyonérték és a hozamérték közötti priorizálás az európai tőzsdei részvények árazási gyakorlatában"  
STATISZTIKAI SZEMLE, 103(1): pp. 5-20.  
DOI: 10.20311/stat2025.01.hu0005

Takács A. (2024) „Empirikus bizonyítékok a vállalatok társadalmi felelősségvállalásának pozitív befektetői és fogyasztói megítélésére”  
STATISZTIKAI SZEMLE, 102(9): pp. 879-895.  
DOI: 10.20311/stat2024.09.hu0879

Takács, A. (2022) „A tőkestruktúra és a piaci érték közötti kapcsolat a hazai kis- és középvállalati szektorban”  
KÖZGAZDASÁGI SZEMLE, 71(9): pp. 915-929.  
DOI: 10.18414/KSZ.2024.9.915

## 4.5. 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 consciously examines several different fields in order for an overarching research on human resource management.

### *Highlighted research papers of the group:*

Benke, M. (2024) „Konfliktusmenedzsment az elméletben és gyakorlatban Thomas Kilman modellje alapján”

KÖZÉP-EURÓPAI KÖZLEMÉNYEK, 57 (2): pp. 147-164.

Kispál-Vitai, Zs., Németh, J. (2022) „Hasonlóság, vagy közeli kapcsolat? Az EEM és az ügynökelmélet analógiái”

VEZETÉSTUDOMÁNY, 53(8-9): pp. 76-88.

DOI: 10.14267/VEZTUD.2022.08-09.06

Wood, G. Kispál-Vitai, Zs. (2021) "Concepts, practices and trends in SHRM", Paper: Chapter 3, pp. 74-100.

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.

## 4.6. 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:*

Kiss, T., Braun, E., Sebestyén, T. (2025) "Production network structure, specialization and unemployment: Measuring the structural resilience of national economies"  
STRUCTURAL CHANGE AND ECONOMIC DYNAMICS, 72: pp. 11-28.  
DOI: 10.1016/j.strueco.2024.11.009

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"  
WORLD ECONOMY, 46(10): pp. 2950-2982.  
DOI: 10.1111/twec.13417

Varga-Csajkás, A., Sebestyén, T., Varga, A. (2023) "Dynamics of collaboration among high-growth firms: results from an agent-based policy simulation"  
ANNALS OF REGIONAL SCIENCE, 70: pp. 353-377.  
DOI: 10.1007/s00168-022-01150-w

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, Paper: 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: pp. 353-377.  
DOI: 10.1007/s00168-022-01150-w

#### 4.7. ESG Finance:

**Supervisors:** Dr. Vivien 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:*

Csapi, V., Ulbert, J., Tóth-Pajor, Á. (2024) "Golden ratio-based leverage targeting and the ESG performance of US and European listed firms"

RESEARCH IN INTERNATIONAL BUSINESS AND FINANCE, 71, Paper: 102469.  
DOI: 10.1016/j.ribaf.2024.102469

Putzer, P., Posza, A. (2024) "Transition from CSR to ESG in tourism – A bibliometric analysis"

ORGANIZACIJA, 57(3): pp. 249-259.  
DOI: 10.2478/orga-2024-0018

Tóth-Pajor, Á., Bedő, Z., Csapi, V. (2023) "Digitalization in entrepreneurship education and its effect on entrepreneurial capacity building"

COGENT BUSINESS AND MANAGEMENT, 10(2), Paper: 2210891.  
DOI: 10.1080/23311975.2023.2210891

Nagy, A. Z., Gaál, A. (2024) „A magyarországi kis- és középvállalkozások ESG-minősítésének kiterjesztett területi áttekintése"

ÉSZAK-MAGYARORSZÁGI STRATÉGIAI FÜZETEK, 21(3): pp. 71-81.  
DOI: 10.32976/stratfuz.2024.27

#### 4.8. Operation Management:

**Supervisors:** Dr. Dóra LONGAUER, assistant professor, Dr Tamás VASVÁRI, research fellow, Dr. József VÖRÖS, professor

The research group is dedicated to identifying pivotal factors crucial for the development of the domestic industry. Our approach encompasses a global perspective, delving into the roles of multinational companies, the absorptive capacity of domestic entities, and the quality of connections between these segments. Special attention is given to the analysis of global value chains, (re-) location strategies and the inherent learning effects within them.

This includes a thorough exploration of the dynamic optimization of production capability locations. Within our quality-focused models, we also explore dynamic pricing inquiries and examine the impact of quality-optimized inventory management on shaping production performance.

*Highlighted research papers of the group:*

Longauer, D., Vasvári, T., Hauck, Zs. (2024) "Investigating make-or-buy decisions and the impact of learning-by-doing in the semiconductor industry"

INTERNATIONAL JOURNAL OF PRODUCTION RESEARCH, 62(11): pp. 3835-3852.  
DOI: 10.1080/00207543.2023.2250009

Vörös, J. (2024) "Some properties of the maximum loss on loan portfolios"

CENTRAL EUROPEAN JOURNAL OF OPERATIONS RESEARCH, 32: pp. 155-176.  
DOI: 10.1007/s10100-022-00837-x

Hegedűs, D., Longauer, D. (2023) "Implementation of a circular supply chain model using reusable components in multiple product generations"

HELIYON, 9(5), Paper: e15594.

DOI: 10.1016/j.heliyon.2023.e15594

Hauck, Zs., Rabta, B., Reiner, G. (2023) "Coordinating quality decisions in a two-stage supply chain under buyer dominance"

INTERNATIONAL JOURNAL OF PRODUCTIONS ECONOMICS, 264, Paper: 108998.

DOI: 10.1016/j.ijpe.2023.108998

Longauer, D., Hauck, Z., Vasvári, T. (2023) "Make-or-Buy Strategies in a Multi-Stage Manufacturing Process and the Role of Learning Effect in Relocation Decisions"

COMPUTERS AND INDUSTRIAL ENGINEERING, 180, Paper: 109259.

DOI: 10.1016/j.cie.2023.109259

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: pp. 670-687.

DOI: 10.1016/j.apm.2022.03.003

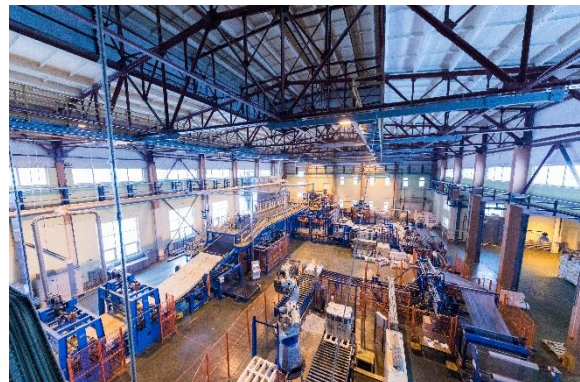
# Ongoing research projects

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

Supervisor: 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. Examining the competitiveness of Hungarian small businesses

Supervisor: 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 ten 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 quantify family business characteristics and compare them to other nonfamily types of ventures.

## 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 Belgrade (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 <https://www.theblueeconomy.hu> page.

#### 4. 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 advice 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 advice, 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 objective of resilience.

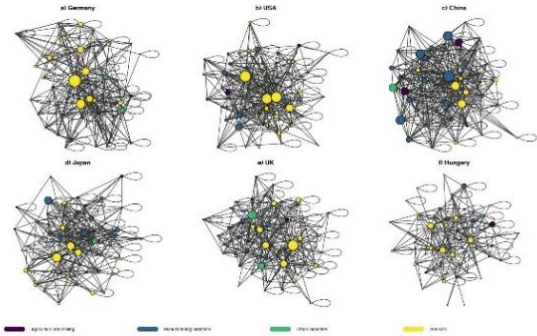
### 5. Risks, efficiency and development in global and national production networks

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.

## 6. The role of motivated reasoning and effectuation entrepreneurship in entrepreneurial behaviour and innovation (4-year research project, ID: 147233 "OTKA" K\_23 grant)

Supervisor: Dr. Zsófia VÖRÖS, senior research fellow

Entrepreneurship makes a significant contribution to inclusive economic growth, social, technological and economic innovation. However, little is known about how entrepreneurial decisions are made in an uncertain environment and the mechanisms through which certain entrepreneurial decisions lead to success and innovation. The proposed project aims to contribute to research on this topic.



Entrepreneurial behaviour is often seen as the result of decisions made in an uncertain and dynamic environment, based on subjective value judgements. The entrepreneurial life course thus unfolds in an environment where the utility of all possible alternatives for action cannot be assessed at the moment of decision, and thus utility maximisation based on neoclassical rational decision logic is not feasible.

Within the first research phase of the project, we therefore aim to operationalise entrepreneurial effectuation along the lines of general decision-making theories and link it to entrepreneurial innovation and success. The logic of entrepreneurial effectuation, by reversing the cause and effect relationships of profit-maximising decisions, takes the tools available in the hands of the entrepreneur at the moment of the decision and uses them to achieve new and acceptable goals according to the aspirational level of the decision-makers.

However, some recent studies have shown that many business decisions are made under high levels of uncertainty, where environmental information signals provide no guidance at all for assessing the outcome of possible behaviours at the time of the decision. For example, when making decisions that lead to market entry or radical innovation, entrepreneurs lack information and experience about the situations that may result from their decisions. In the absence of clear environmental cues, heuristics may not be an effective decision-making mechanism, and researchers on this topic have proposed motivated reasoning as an argument that enables entrepreneurial behaviour in such cases. Therefore, in the second phase of the project, we plan to run experiments that investigate the role of motivated thinking in entrepreneurial strategic decisions.

In summary, we want to generate new knowledge about entrepreneurial decision logics and their role in success and innovation.

## 7. 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.

## 8. Dynamic Model Of The Relationship Of Optimized Customer Behaviour And Firm Performance In The Changing Omnichannel Purchasing Environment (OTKA 146356, 2024-2026)

Supervisor: Dr. Krisztián SZÚCS, associate professor

The development of omnichannel shopping behaviour as a dynamic process is still under-researched topic in international literature. There are only a few research results on the Hungarian omnichannel buying behaviour as well, and only a few research has previously focused on customer behaviour in this environment, although this is a relevant and important area not only for the scientific research but for the companies as well.



The first and maybe the most important result of our research is to get to know better the optimized decision-making process of consumers in omnichannel environment, and to give an empirically tested review about the omnichannel behavioural patterns. With our research, we would like to develop a measuring method, a scale of omnichannel behavioural

intention. This scale is not only useful for the academic researchers but also significant and important for the managers and companies connected to omnichannel retailing. Using this scale, they will be able to get to know their consumers better and to plan better omnichannel services. According to this result, their services and e-commerce activities could be developed for achieving higher satisfaction and loyalty, which are key dimensions of performance.

Our secondary aim is to give a thorough understanding of the omnichannel behaviour from the aspect of COVID19, and to show whether the behaviours have been changed between 2021 and 2024.

**Research fellows:** Dr. Judit SIMON (CUB), Dr. Ildikó KEMÉNY (CUB), Dr. Zombor BEREZVAI (CUB), Dr. Ákos NAGY (UP)

## 9. The path from the ivory tower to the business world: The multi-level framework of academic entrepreneurship in Hungary (NKKP STARTING Project supported by a grant program, Project ID number: 153024, 4 years research)

Supervisor: Dr. Éva SOMOGYINÉ-KOMLÓSI, research associate

With the significant growth of online channels, multi-channel behaviors have also emerged in corporate and consumer behavior. These changes have accelerated even further as a result of the pandemic. The aim of the research is to examine consumers' omnichannel behavior.



In the exploratory research phase, in addition to thoroughly examining the literature, our primary task is to understand and describe the domestic situation during the pandemic, which will also serve as a basis for comparison in the coming years. We have already conducted foundational research in recent years, and we are planning a similar follow-up data

collection in the final year of the project, which will provide an opportunity to track changes in omnichannel behavior.

After finalizing the conceptual framework, our goal is to gain a detailed understanding of omnichannel consumer behavior, as typical behavioral and purchasing decision patterns can also be identified in this environment. The purchasing journey is a dynamically changing process that is influenced by situational factors (e.g., type of goods purchased), individual characteristics (e.g., demographics), and goals. Optimizing consumer decisions made during the purchasing journey and understanding them is the second pillar of our research.

The final and perhaps most important goal of our research is to validate a measurement scale that can measure the omnichannel behavior process. This is a groundbreaking result even on an international level. Creating the scale is a long, iterative process. Some of our previous results also support this goal. Using the scale, it becomes possible to measure the impact of omnichannel behavior on corporate performance.

# Doctoral schools

Number of PhD defences divided between PhD programmes:

	<b>2025</b>	<i>Sum</i>
DSBA <sup>1</sup>		
National	4	<b>8</b>
International	4	
DSRD <sup>2</sup>		
National	7	<b>11</b>
International	4	
<i>Total</i>	<b>19</b>	

<sup>1</sup>DSBA: Doctoral School in Business Administration

<sup>2</sup>DSRD: Doctoral School in Regional Development

## 1. Doctoral School in Business Administration (DSBA)

The PhD Programme in Business Administration is a unique PhD Programme of the Doctoral School of Business Administration which was founded in 1994 at UPFBE, and as such, it is a nationally accredited doctoral programme 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 organisation, the School's research activity also focusing on entrepreneurship, firm performance, production, and marketing. The doctoral programme 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 defences in 2025:

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**February**

**3**

*Czigler, Enikő*

Supervisor: Szerb, László

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„Közösségi finanszírozás mint külső hozzájáruló”

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<b>February</b> <b>6</b>	<i>Erdős, Sándor</i> Supervisors: Takács, András – Gál, Zoltán
„A szektorok közötti társas hatások befektetési döntésekben játszott szerepének kísérleti megközelítésben történő vizsgálata”	
<b>February</b> <b>12</b>	<i>Pham Thi Van Anh</i> Supervisor: Nagy, Ákos
”Investigating cultural differences, risks, and purchase intention in cross-border e-commerce: A mixed- method analysis”	
<b>March</b> <b>6</b>	<i>Ejaz Muhammad Rahim</i> Supervisor: Hauck, Zsuzsanna
”Transformative impact of Industry 4.0 technologies on the UK manufacturing sector”	
<b>March</b> <b>11</b>	<i>Mohammed Malek Ghazo</i> Supervisor: Schmuck, Roland
”Integrating organizational excellence and circular economy for sustainable business performance”	
<b>March</b> <b>27</b>	<i>Asad Ayoub</i> Supervisor: Vörös, Zsófia
”The interplay of emotional Intelligence, job performance and job satisfaction: The moderating role of work environments at orange Jordan”	
<b>April</b> <b>3</b>	<i>Prisznyák, Alexandra</i> Supervisor: Kuti, Mónika
„Bankrobotika és az AI-címkézés”	

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**December**

*Hegedűs, Dániel*

**4**

Supervisor: Hauck, Zsuzsanna

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„Újrafelhasználás lehetőségei az ellátási láncokon belül: Körkörös ellátási láncok és modellek vizsgálata”

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## 2. Doctoral School in Regional Development (DSRD)

The International PhD Programme in Regional Development belongs to the Doctoral School of Regional Policy and Economics (DSRPE) and as such, it is a nationally accredited doctoral programme in Hungary. It's focusing on European regional politics, development of settlements, rural regions and environment. The doctoral programme 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 defences in 2025:

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**January**

*Aida Musaeva*

**7**

Supervisor: Pálné-Kovács, Ilona

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”Alternatives for local development for the Kyrgyz Republic”

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**January**

*Stefan Apostol*

**27**

Supervisor: Szerb, László

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”Digitalization of entrepreneurial ecosystems and smart specialization: The importance of place specific factors”

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**January**

*Kovács, Oliver Béla*

**29**

Supervisors: Barancsuk, János – Szabó, Zoltán

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„A nagylelkűségre irányuló várakozások feltáró elemzése”

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<b>February</b> <b>2</b>	<i>Dorjnyambuu Byambasuren</i> Supervisor: Galambosné-Tiszberger, Mónika
"Essays on income inequality in Central-Eastern European countries"	
<b>February</b> <b>13.</b>	<i>Mikeiné-Végi, Szabina</i> Supervisor: Csapó, János
"Shifts in travel behaviour influenced by risk perception, particularly in relation to the COVID-19 pandemic"	
<b>March</b> <b>17</b>	<i>Hoang Thao Thi Phuong</i> Supervisor: Bakucz, Márta
"Considerations of the government's role in its efforts to boost the tourism industry in Vietnam with some attention to regional factors"	
<b>June</b> <b>11</b>	<i>Ágoston, Norbert</i> Supervisors: Bedőházi, Zita – Kruzslicz, Ferenc
„Gépi tanuláson alapuló fizetéseképtelenséget előrejelző modellek háttere és gyakorlati alkalmazása magyar kis- és középvállalatok körében"	
<b>June</b> <b>23</b>	<i>Bilicz, Dávid</i> Supervisor Varga, Attila
„Európai multiplex tudáshálózatok térbeli struktúrája, átalakulása és hatrása a regionális innovációra"	
<b>June</b> <b>27</b>	<i>Pavletits, Péter</i> Supervisor: Kaposi, Zoltán
„A magyarországi keskenynyomközű vasutak története, rendszere és utóélete a 19-21. században"	

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**September**

*Molnár, András*

**5**

Témavezető: Pálné Kovács, Ilona

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„A katasztrófa-kockázatokkal összefüggő társadalmi sérülékenység területi sajátosságai Magyarországon”

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**September**

*Szoboszlai, Mihály*

**22**

Supervisor: Sebestyén, Tamás

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„Az innovációvezérelt vállalatok szerepe a magyar vármegyei konvergenciaklubok formálódásában a két gazdasági válság között (2009-2019)”

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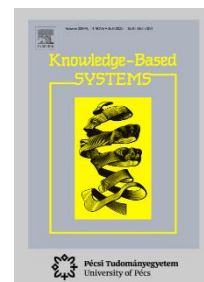
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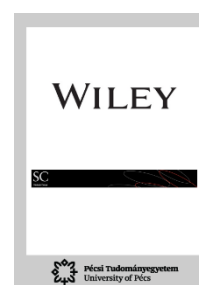
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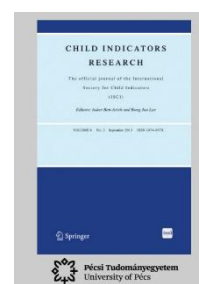
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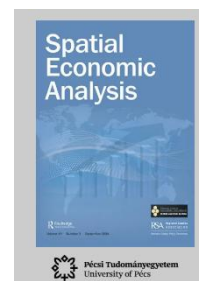
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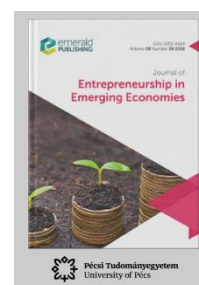
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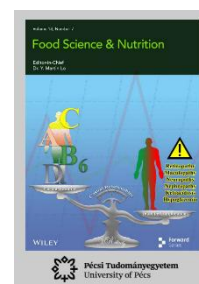
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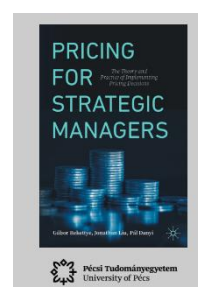
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*Mennyire ellenálló Magyarország gazdasági szerkezete?* 2025-01-08

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*Kimutatták, amit sejtettünk: alig van kapcsolat a külföldi, illetve magyar tulajdonú hazai cégek között* 2025-02-02

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*Mennyire jó Magyarországnak a BYD európai központjának létrehozása?* 2025-05-16

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*Összeomlott az eddig ismert világunk? Csak lassan a testtel!* 2025-08-14

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*Sokkok rázzák meg a világot, így lehet ütésállóbb Magyarország* 2025-08-25

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<i>Tényleg ömlik az orosz olaj Európába? Csak épp átcímkezve?</i>	2025-10-16
<i>Figyelmeztetés érkezett Magyarországról, pillanatok alatt történnek drámai változások</i>	2025-11-16
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<i>Beszámoló a 6. Nemzetközi Turizmusmarketing Konferenciáról</i>	18(1): pp. 44-45.
Csató, L., Gyimesi, A.	TELEX.HU
<i>Borítékolható, hogy rengeteg unalmas mérkőzés lesz a labdarúgó-világbajnokságon</i>	2025-12-09
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Vasvári, T., Longauer, D.	TELEX.HU
<i>Egymást érik a szuperprodukció-forgatások itthon. De profitál ebből a magyar film?</i>	2025-06-29
<b>Informative publications</b>	
Sipos, B.	TOLLESIGAZSAG.HU
<i>Megatrendek alakulása a világgazdaságban</i>	2025-01-07
<i>Krekó Béla és Szép Jenő, a matematika oktatásának megszervezői a Marx Károly Közgazdaságtudományi Egyetemen. I. rész.</i>	2025-11-13

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### **Riports, interviews**

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Dobó, Cs., Mohr, M.	SOKSZINUVIDEK.HU
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<i>Egy „gasztro-rocksztár” útja a sütitől a gazdálkodástani doktori iskoláig</i>	2025-03-28
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### **Podcasts**

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Braun, E.	PTE PODCAST: Pécsiközgáz Podcast
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<i>#1 Az új világrend a globális kereskedelemben</i>	2025-06-23
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<i>#2 Az AI láthatatlan keze - algoritmusok gazdasága</i>	2025-11-14
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Jarjabka, Á.	PTE PODCAST: Világmagyarság Podcast
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<i>#7 Dr. Szili Katalin – A Világmagyarság Network Programról, a magyar nemzet iránti elkötelezettségről, a nemzethez tartozásról és egy különleges életútról</i>	2025-03-23
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<i>#8 Kerekasztal a latin amerikai diaszpórát érintő kérdésekről</i>	2025-05-13
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<i>#10 Magyarnak lenni Amerikában</i>	2025-11-03
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<i>#11 A világba írt magyar emlékezet, avagy egy globális értékmentő utazás</i>	2025-12-01
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RÁCZ-PUTZER, P.	PTE PODCAST: Zöld Jövő Podcast
<i>#3 Fenntarthatóság és zero waste dilemmák a modern világban</i>	2025-11-24
Schepp, Z., Szűcs, K.	PTE PODCAST: Smart University Podcast
<i>#3 Hogyan tud minket még jobbá tenni az MI?</i>	2025-09-15
<i>#10 MI-től lesz objektív egy stratégiai döntés?</i>	2025-12-08
Tóth, Cs.	PTE PODCAST: Karrier Koktél Podcast
<i>#6 A tudatos vállalkozói karrierív titka – a belső erőforrásoktól a külső sikerig</i>	2025-10-06
Vasvári, T.	PTE PODCAST: Karrier Koktél Podcast
<i>#3 Magyar Hollywood: A külföldi produkciók szerepe a hazai filmiparban</i>	2025-12-18
<b>Publication reports</b>	
PÉCSI TUDOMÁNYEGYETEM KÖZGAZDASÁGTUDOMÁNYI KAR	PTE KTK
<i>Publikációs Jelentés - 2024</i>	2025-03-31
<i>Publikációs Összefoglaló - 2025 I. negyedév</i>	2025-03-31
<i>Publikációs Összefoglaló - 2025 II. negyedév</i>	2025-06-30

<i>Publikációs Összefoglaló - 2025 III. negyedév</i>	2025-09-30
<i>Publikációs Összefoglaló - 2025 VI. negyedév</i>	2026-01-31
<i>Tudományos Adventi Kalendárium - 2025</i>	2025-12-01
UNIVERSITY OF PÉCS FACULTY OF BUSINESS AND ECONOMICS	UP FBE
<i>Research Report - 2024</i>	2025-03-31
<i>Publication Brief - 2025 1st quarter</i>	2025-03-31
<i>Publication Brief - 2025 2nd quarter</i>	2025-06-30
<i>Publication Brief - 2025 3rd quarter</i>	2025-09-30
<i>Publication Brief - 2025 4th quarter</i>	2026-01-31
<i>Scientific Advent Calendar - 2025</i>	2025-12-01

# Research partnerships with companies and other organisations

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## ***Questionnaire survey commissioned by ABSL Hungary***

Based on the database provided by ABSL, three questionnaires will be sent out using the SurveyMonkey online platform in 2024, followed by two more questionnaires in 2025. Our faculty staff will compile the responses and prepare a research study based on them.

Partners: ABSL Hungary Kft.

Contributor: Dr. Péter NÉMETH

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## ***Developing the GMR model***

The National Research, Development and Innovation Office (NKFI Office) is responsible for the policy evaluation of research conducted within the framework of the National Smart Specialisation Strategy (S3 – EU innovation policy). The Regional Innovation and Enterprise Research Center (RIERC research group) operating at our faculty is developing the GMR (geographical, macro and regional) economic impact analysis model used for the economic impact analysis of S3 with the support of the NKFI Office.

Partners: Nemzeti Kutatási, Fejlesztési és Innovációs Hivatal

Contributors: Dr. Tamás SEBESTYÉN, RIERC (Dr. László SZERB, Dr. Zsolt BEDŐ, Dr. Katalin ERDŐS, Dr. Éva SOMOGYINÉ-KOMLÓSI)

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## ***Market research in Kozármisleny for the development of the city's communication and marketing strategy***

The aim of the settlement development projects implemented within the framework of the Regional and Settlement Development Operational Program Plus (TOP Plus) and co-financed by the European Union and the Hungarian State is to strengthen the community, cultural and social cohesion of the town of Kozármisleny, as well as to develop local community spaces and programs and encourage the active participation of the population.

Partners: Municipality of Kozármisleny

Contributors: Dr. Péter NÉMETH

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### ***Supplier Map Baranya***

The aim of the project is to map the domestic and international sales networks of SMEs operating in Baranya County. To this end, at least 50 SMEs will be visited to conduct a questionnaire survey, and then, after processing the results, the sales network will be outlined.

Partners: Pécs-Baranyai Kereskedelmi és Iparkamara

Contributors: Dr. Ákos JARJABKA, Dr. Norbert SIPOS

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### **Cooperational Doctorate Researches**

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#### ***Borbála BIRÓ: Examination of the acceptance and effectiveness of innovative surgical procedures***

Innovative procedures and technologies introduced in healthcare are extremely important for providing patients with up-to-date, effective care and favorable recovery outcomes, especially in the field of surgery. The aim of the research project entitled "Examination of the acceptance and effectiveness of innovative surgical procedures" is to conduct a complex examination of the factors influencing the acceptance and effectiveness of innovative surgical procedures. During the study, I will analyze the attitudes of surgeons and the clinical relevance of practice transfer techniques in close collaboration with CoreTechs Solutions Kft. The methodology is based on three main pillars: literature synthesis, large-scale questionnaire surveys, and in-depth interviews. In the experimental phase, I measure the effectiveness of modern technologies such as 3D printing, augmented reality, and artificial intelligence. During the research, I evaluate the retention of innovations and their health economic benefits (QALY calculation) through clinical trials. The expected outcome of the project is a validated model that helps both the competitive sector (e.g., MedTech companies) and clinics to introduce new procedures more effectively. The research contributes to increasing surgeons' acceptance of innovation and sense of security, as well as improving the quality of patient care. The results are directly utilized in the development of CoreTechs Solutions Kft.'s portfolio and in increasing its market competitiveness. The research project entitled "Examination of the acceptance and effectiveness of innovative surgical procedures" is led by Dr. Beatrix Lányi, associate professor, with Dr. Péter Bogár, senior developer and research assistant, serving as the company's expert.

Partners: CoreTechs Solutions Kft. (Dr. Péter BOGÁR, Technology Officer, senior developer),

Contributors: Dr. Beatrix LÁNYI, Borbála BIRÓ

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### ***Dávid GYÖRGY: Employee efficiency tools in the engineering sector research***

With the increasing complexity and international cooperation that characterise the development of companies, it is important that organisations are able to face new challenges and ensure their competitiveness by effectively solving their tasks in the face of constant change. The focus of Dávid György's research is to study and understand the mechanisms behind employee effectiveness at Körber Hungarária Ltd. and to apply the results successfully in practice. The aim of the research is to build a measurable model to calculate the impact of efficiency-related factors and to estimate the achievable efficiency. The model will enable the organisation to increase competitiveness by using available resources more efficiently, with positive returns for employees, and thus to achieve significant economic and moral benefits for the company.

Partners: Körber Hungarária Kft. (Rita PAULOVICSNÉ-PETES, staff and organisational development expert)

Contributors: Dr. Norbert SIPOS, Dávid GYÖRGY

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### ***Balázs KOCSIS: Research in the energy sector: exploring the potential of power plant types, analysing risks***

Many improvements and investments are being made to make nuclear power plants built in the 1980s and still in operation today safer and more efficient. Their continued operation is in our common interest, because the 2050 target for carbon-neutral energy production in developed countries will not be achievable in any other way given our current knowledge. Reducing the environmental impact of these investments is a priority, and their design requires complex thinking and a systems approach. New fourth-generation and small modular reactors (SMRs) may offer a promising solution to the energy challenges of the future, but their viability alongside current conventional reactors is questionable. A comprehensive study to assess the risks has not yet been carried out, covering the conditions of operation, maintenance and decommissioning of all three types of plants, as well as the consequences of possible accidents or failures. The aim of the research is to use the risk analysis toolbox to identify the opportunities and risks of the three types of power plants and to define their place in the future energy mix.

Contributors: Balázs KOCSIS, Dr. Márta SOMOGYVÁRI

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***Anna Dorottya SZABÓ: Analysis of the relationship between academic background in higher education and labor market factors***

The research topic of Anna Dorottya Szabó focuses on the analysis of the relationship between the study path in higher education and labour market factors, which she approaches through the analysis of participation in the education system as a value-adding investment, from the perspective of human capital theory, focusing on the different study paths and the higher education system. Their thesis supervisor, Dr. Norbert Sipos, and their work will be supported by László Piacsek, an expert from the Pécs-Baranya Chamber of Commerce and Industry (PBKIK). As PBKIK is in contact with a number of employers, they are able to extend the research process by evaluating data from regional, national, domestic and Eurograduate foreign graduate surveys, as well as from the Graduate Career Tracking System, to gain deeper insights into the functioning of the domestic labour market.

Partners: Pécs-Baranyai Kereskedelmi és Iparkamara (László PIACSEK, expert)

Contributors: Dr. Norbert SIPOS, Anna Dorottya SZABÓ

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# Conferences and other academic events

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**March**  
**27-28**

*EconNet-WorkShop Pécs 2025*

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The NetWorkShop Pécs event series will be held for the third time in 2025, focusing this year on the challenges of innovation and development research. The aim of the workshop is to present the latest results in the field of innovation and development research, which can be seen in economic networks, global networks, supply chains, and the social implications of these areas. The two guest speakers at the event were Balázs Lengyel (Corvinus University of Budapest) and Andrea Morrison (University of Pavia).

Detailed programme of the event can be found *here*.

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**April**  
**11**

*6th International Tourism Marketing Conference: "Tourism for All: Smart, Inclusive, and Responsible Travel in the Age of Turbulence"*

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An important goal of the conference organizers is to provide an opportunity to strengthen the relationship between those involved in research and education and practicing professionals through inspiring and constructive discourse. On April 11, 2025, Hungarian and English-language sections will offer presentation and publication opportunities for professional colleagues working on current topics in the field. Two distinguished experts have accepted invitations to give plenary lectures at the conference, now in its sixth year: Prof. Dr. Richard W. Butler (University of Strathclyde) and Prof. Dr. Simon Dracy (University of Technology Sydney).

Detailed programme of the event can be found *here*. The collection of abstracts is available *here*.

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**April**  
**28-30**

*37th National Scientific Student's Associations Conference: Section of Economics*

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The National Scientific Student Conference (OTDK) is the largest series of scientific events in Hungarian higher education, where the most outstanding students can present their scientific research. It is held every two years at a different location. The 37th OTDK Economics Section was hosted by the Faculty of Economics at the University of Miskolc in 2025. Based on the local Scientific Student's Associations Conference (TDK) rounds, 26 of our students participated in the OTDK, 14 of whom achieved a ranking. We sincerely congratulate them on their excellent results and prestigious rankings!

A collection of summaries compiled from outstanding works is available *here*. The programme of the event is available *here*.

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**May**  
**9-10**

*13th Doctoral Workshop with MKE, 2025*

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The Hungarian Economic Association (MKE) and the Faculty of Economics at the University of Pécs have been organizing the Doctoral Workshop in Pécs since 2013. The aim of the Summer Workshop is to provide an opportunity for doctoral students and doctoral candidates from economics doctoral schools in Hungary to present their independent research results and discuss them with a professional audience, including invited speakers who are particularly knowledgeable in the given field, thereby inspiring further research work and to help produce doctoral dissertations of the highest possible quality. Participants explore the possibilities and limitations of the profession by presenting their previously unpublished studies in the broader "traditional" field of economics.

The programme of the event is available *here*.

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**June**  
**12-13**

*17th Finance Days in Pécs: "Evolving environment, adapting finance: Sustainability, technology and instability"*

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The Faculty of Economics at the University of Pécs, the PENTA UNIÓ Education Center, the Hungarian Association of Certified Tax Experts, the Hungarian Chamber of Auditors, the National Tax and Customs Administration, the Hungarian Association of Accounting Professionals, the Pécs-Baranya Chamber of Commerce and Industry, and the Penta Academy Foundation organized the 17th Pécs Finance Days on June 12-13, 2025, at the Faculty of Economics of the University of Pécs. In addition to this traditional event, the III. International Scientific Conference on Finance and Accounting was also held.

The programme of the event is available *here*.

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**Szeptember**  
**26.**

*Researcher's Night 2025*

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Researchers' Night is a nationwide movement featuring spectacular demonstrations, accessible lectures, and successful experiments that highlight the remarkable scientific achievements made every day at our country's universities and research institutes, supporting scientific and technological progress around the world. Our faculty joined the series of events, traditionally held on the last Friday night of September, with eight high-quality lectures, which ended with a high level of satisfaction among the participants.

The programme of the Researcher's Night is available *here*.

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**Szeptember  
26.**

*Leadership Development in the 21st Century - Roundtable Discussion*

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The results of the project entitled "The present and future of leadership development" (NKFIH MEC 149234 grant), conducted under the leadership of Dr. habil Gabriella Kuráth, lecturer and researcher at the Institute of Management and Organizational Sciences, Faculty of Economics, University of Pécs, were presented, along with the gap-filling course created on the basis of these results. – The Present and Future of Leadership Development" (NKFIH MEC 149234 grant) and presented the results of the project, as well as a new book based on the findings. The aim of the research was to highlight the role of trust in leadership and leadership development. In addition to international findings, it also presents practical solutions for professionals and leaders in the region to raise awareness of coaching and training techniques and methods that play a key role in leadership development. The book was published by Akadémiai Kiadó.

The programme of the event is available *here*.

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**Október  
2-3.**

*TKP Symposium 2025*

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The TKP Symposium is the culmination of a research project entitled "Increasing the role of domestic companies in the reindustrialization of the nation" (TKP2021-NKTA-19), which has been running for many years at the Faculty of Economics of the University of Pécs. In addition to the regular professional forums held at PTE KTK to present the results of the research conducted within the framework of the project, the anniversary symposium is a worthy summary and conclusion of the project. In addition to the high-quality presentations by our colleagues, the program also featured numerous international guests. We would like to take this opportunity to thank the participating colleagues and speakers for their successful and persistent work!

Detailed information about the projects can be found *here*.

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**Október  
9.**

*4th Omnichannel Day: "From mobile screens to immersive scenes"*

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On The fourth omnichannel workshop for academic and corporate professionals, organized by the joint Omnichannel Research Group (ORG) of the Faculty of Economics at the University of Pécs and the Institute of Marketing and Communication at Corvinus University of Budapest, was held on October 9, 2025, at the BCE Faculty Club. The event opened with a presentation by the Omnichannel Research Group, followed by exciting presentations from invited international speakers – *Martin Spann* (Ludwig Maximilian University of Munich), *Jörg Henseler* (University of Twente), *Carina Eisel-Ende* (University of Twente), and *Ellen Roemer* (RurhWest University of Applied Sciences). In the afternoon session, professionals with industry experience – *Ádám Gyökhegyi* (MOL), *Annamária Földes* (Ipsos), *Attila Takó* (Ipsos), and *Henriett Czira-Finszter* (Rossmann Hungary) – explored the market aspects of the topic.

The summary of the event can be read *here*.

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**Október**  
**17.**

*11th Consumption Interdisciplinary Symposium: "Boredom, idleness, dull reality"*

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The Interdisciplinary Symposium on Consumption series was launched in autumn 2015 by the Institute of Marketing and Tourism at the Faculty of Economics of the University of Pécs. The aim of the series of events is to provide an opportunity to review and present research related to consumption in various fields, as well as to facilitate interdisciplinary and multidisciplinary dialogue between representatives of different disciplines and fields. It thus provides an opportunity to discuss theoretical research on consumption issues and the examination of consumption trends, as well as the scientific knowledge, models, research and test results accumulated on the subject.

The summary of the event can be read *here*.

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**November**  
**28.**

*The 1st faculty TDK round qualifying for the 38th OTDK*

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The Scientific Student Circle provides opportunities for students who are ambitious, curious, and interested in topics that go beyond everyday life. During the first semester of the 2025/26 academic year, participating students presented 16 papers in three sections. Based on the jury's opinion, the submitted papers, due to their high professional content, all earned the right to participate in the 38th OTDK event, whose Economics section will be held in 2027 at the Faculty of Economics of Neumann János University in Kecskemét. We sincerely congratulate all those who advanced and their supervisors, and wish them continued success!

The summary of the event can be read *here*.

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