

Research Report

2023

Annual Summary

Based on HSB data, as of 31st December 2023.

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



UNIVERSITY OF PÉCS
Faculty of Business and Economics

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Welcome from the Dean



Dr. András TAKÁCS, Dean

Since its establishment, the Faculty of Business and Economics of University of Pécs has been one of the best classified higher education institutions in the field of 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



413

Publications registered in HSB*



43

Publications in national journals listed by HAS**

GMB A	15	GMB B	21	GMB C	6	GMB D	1	Other	18
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70

Publications in international journals listed by Scopus

D1	7	Q1	17	Q2	23	Q3	19	Q4	4
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41	<i>Business and Economics Subject Area</i>
20	<i>Social Sciences and Decision-making Subject Area</i>
9	<i>Other relevant Subject Area</i>



28 / 58

Academic papers evaluated for THE – WUR by subject



25

Books, monographies



78

Book chapters in essay collections

The impact of our scientific activity



2 445 / 39 395

Citations registered in HSB (2023 / total)



682 / 3 746

Citations registered in Scopus (2023 / total)



21

Scopus-listed publications assigned to Sustainable Development Goals (SDG, 2023)



1	SDG 1	<i>No poverty</i>
2	SDG 2	<i>Zero hunger</i>
2	SDG 3	<i>Good health and well-being</i>
2	SDG 4	<i>Quality education</i>
2	SDG 7	<i>Affordable and clean energy</i>
9	SDG 8	<i>Decent work and economic growth</i>
6	SDG 9	<i>Industry, innovation, and infrastructure</i>
3	SDG 10	<i>Reduced inequalities</i>
5	SDG 12	<i>Responsible consumption and production</i>
5	SDG 17	<i>Partnership for the goals</i>



9

Research partnerships with companies and other organizations



14

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 (UPFBE). First of all, it summarizes the research activities and results of UPFBE and through this, it serves as a guide for our academic and business partners and 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.

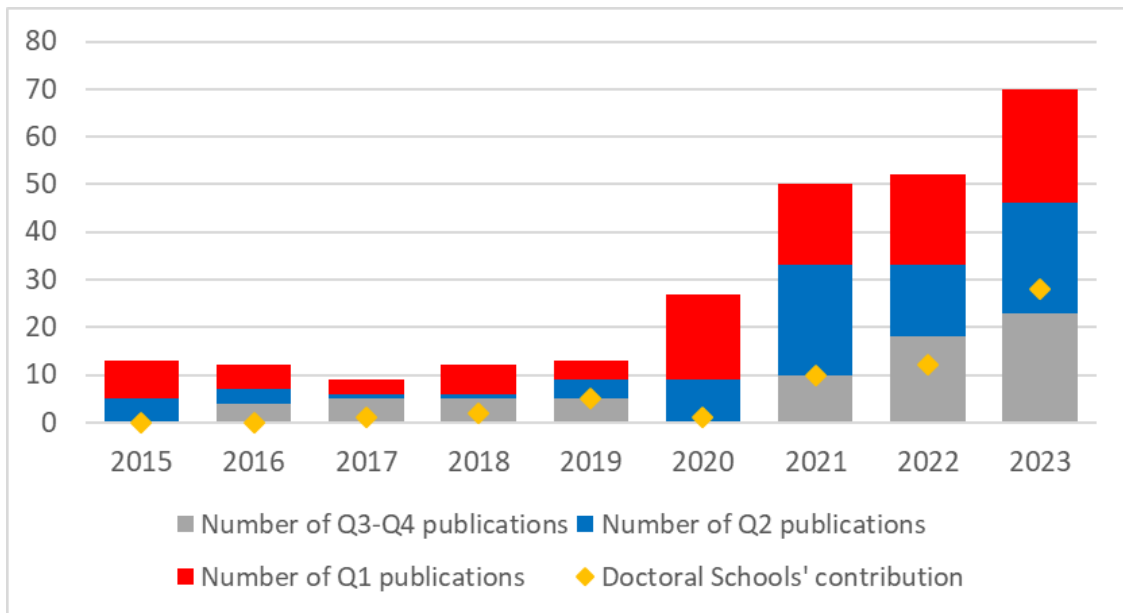


Figure 1. The number of publications between 2015-2023 written by the authors of the Faculty of Business and Economics, University of Pécs detailed by quartiles of journals listed by Scopus.

The Report gives account of the scientific publication and activity of 93 UPFBE colleagues in 2023. The basis for the report in terms of publications was the Hungarian Science Bibliography (HSB), as of 31st December 2023. Based on this information, the publication list of UPFBE increased by 413 titles over 2023. Out of this, 43 titles were published in the listed journals of the IX.

Section of the Hungarian Academy of Sciences, and 70 titles were published in academic journals listed by Scopus. Among the latter, we count 17 Q1 and 7 D1 level publications. These journal articles are augmented by 25 books and monographies as well as 78 book chapters. These publications resulted from the continuous and high-quality efforts of 8 different research teams supported by 5 research projects providing external funding and 4 conferences along with several workshops and summer schools. 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.

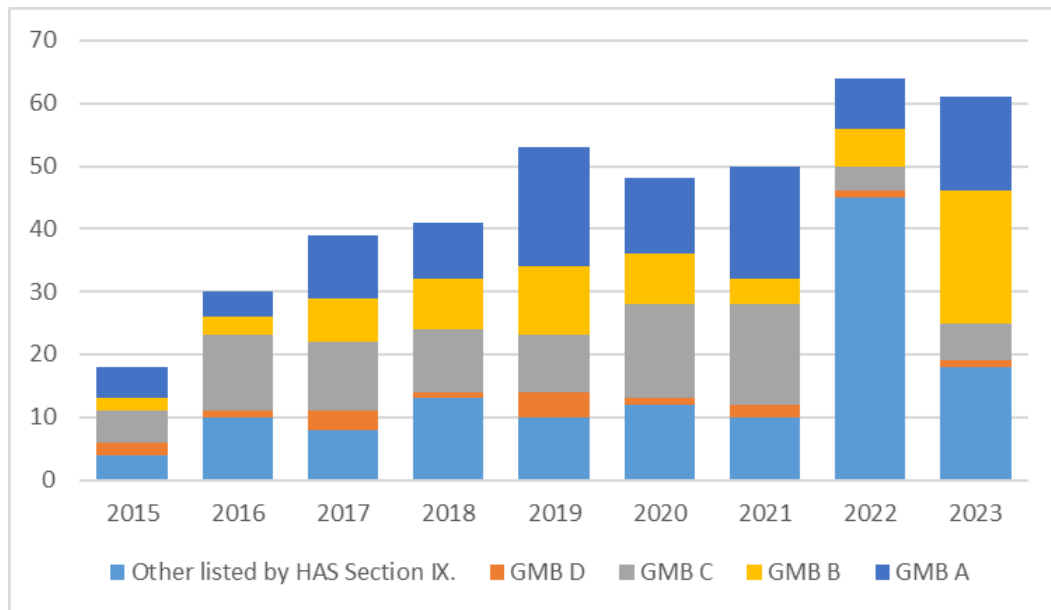


Figure 2. The number of publications between 2015-2022 written by the authors of UPFBE and published in listed journals of the IX. Section of the Hungarian Academy of Sciences, and within these, broken down according to the categories defined by the Evaluation Committee in Business and Economics (GMB).

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.

2. Flow Management Research Group



From mid - 2010, the Department of Leadership and Organisational Sciences of the PTE has knowingly developed the research activities of its staff by embracing bottom-up initiatives. Till now, our research results were identified with the name of the Department. Nevertheless, in this year the FLOW Management Research Group was founded, which got its name after the psychological concept of the highly focused mental state conducive to productivity, described by the world-famous, Hungarian-origin scientist, Mihály Csíkszentmihályi. The purpose of FLOW Management Research Group is to explore and investigate the empirically based relevant leadership topics of the 21st-century management theories', especially related to higher education.

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

Background: The research is carried out in cooperation between the Faculty of Business and Economics, University of Pécs (FBE of UP) and Körber Hungária Kft, for the second time now. The operational tasks of the investigation are performed by the Flow Management Research Group of the Department of Leadership and Organisational Sciences. Then the Group reports the results to Körber Hungária Kft. The research is based on the strategic cooperation between the FBE of UP and Körber Hungária Kft., which has been implemented primarily in education.

Research Objectives: The Flow Management Research Group conducts research together with Körber Hungária Kft. to get to know the general career plans of the students, their job search ideas, their expectations of employers in general, and their opinions regarding employment in the manufacturing industry. They also want to assess how well students know Körber Hungária Kft. and what they think about it as an employer. Körber Hungária Kft. uses the results to improve the conditions in the manufacturing sector, while FBE of UP integrates them into training development and student service development.

The research team also intends to use the general research results (i.e. non-Körber-specific ones) for publication purposes:

- dissertations and TDK dissertations on the student side,
- on the teacher's side, journal articles will be created.

Research methodology: The target group will be interviewed through an online questionnaire survey. The questionnaire was prepared both in English and Hungarian.

Technical implementation: Questionnaires are created through the EvaSys system and sent to students in a message. The message sent will include a link to the questionnaire. Compliance with the relevant GDPR is ensured by the data management statement (attached), reviewed, and approved by the UP-Data Protection Officer. According to the research plan launching the official survey and the rector's permission, the information generated during the data management of the online survey will be handled with the utmost care by RK of UP, strictly confidential, only to the extent necessary and prevented by unauthorized access. Under no circumstances will RK of UP disclose the data to third parties, including the original print version of the completed questionnaires or a recorded online record. This method ensures the expected maximum data security and anonymity of online surveys. The processing is performed using mathematical-statistical methods with the help of the SPSS software.

Target group: The target group of the research is full-time students of the bachelor's or master's degree department of the University of Pécs (including those studying Hungarian and English language courses). The Flow Management Research Group undertakes to interview a minimum of 1,000 students.

2.) 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.

We have set two main objectives:

1. We have started to ask teachers and the administrative staff of the University of Pécs, and we have closed the survey in mid-May.
2. To explore the development of organizational communication, the motivations of employees and instructors in higher education, their suggestions about the competencies need to develop, their soft and hard needs.

Our research project has been implemented via several stages:

Stage 1 Assess the views and satisfaction of instructors working in non-presence education or in teleworking, with regard to the current operation and future plans.

Stage 2 During our employee survey, which started in early May, we would like to ask companies about their experiences. We aimed to involve the priority partner organizations of the university and the faculty as well.

Stage 3 In the development of digital education, the opinion of the teaching staff is of paramount importance, therefore we are looking for colleagues from Hungarian higher education institutions who teach in the economics field – and ask them to participate and share their experience through the survey.

Stage 4 We plan to conduct student interviews in the framework of the Graduate Career Tracking System of University of Pécs surveys by introducing specific questions, including students and graduates of the University of Pécs in the research programmes. Due to the importance of internationalization, we are interested in the opinion of foreign students, so we also plan to create a questionnaire in English.

3.) Cranet research:

Since its inception, the large-scale Cranet research project has consistently aimed to collect and analyse data on the local specificities of human resource management (HRM) in each member country in their own language. This will allow the differences in EEM policy and practice between countries to be assessed and changes in this area to be monitored. Since its creation, the Cranet network has produced numerous reports, publications, and events. Our colleagues from the Hungarian University of Agricultural and Life Sciences have produced a Cranet research report with the results of their survey.

4.) 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. Members: Norbert Sipos, Tímea Venczel-Szakó, Gábor Balogh, Judit Potó, Julianna Szécskainé Németh

3. EconNet Team



The EconNet Research Group focuses its research on different aspects of economic networks, in particular the relationship between the structure of networks linking economic agents and the stability of economic functioning. Within this area, the research group addresses issues of the structure of global production networks (supply chains), the links between efficiency and systemic risk at both empirical and theoretical levels. As a recent research area, the group is also investigating the relationship between the network structure of economic systems and the resilience of systems.

The research team is currently investigating the following questions in an OTKA research project. The focus of this research project is on how network structures influence the efficiency of production systems and the degree of systemic risk they build up. Secondly, to what extent the shift towards more localised organisation affects these efficiency gains and risks. Finally, what are the possible pathways and strategies for moving towards higher value-added in global supply chains, and how these strategies are affected by the shift towards localisation.

Highlighted research papers of the team:

Braun, E., Braun, E., Gyimesi, A., Iloskics, Z., Sebestyén, T. (2023). "Exposure to trade disruptions in case of the Russia–Ukraine conflict: A product network approach."

THE WORLD ECONOMY, In Press

DOI: 10.1111/twec.13417

Longauer, D., Sebestyén, T. (2022). "Hálózatformálódás, aszimmetria és egyensúly monopolisztikus versenyben."

SZIGMA, 53(2), 137-166.

Braun, E., Sebestyén, T. (2022). "Hány fecske csinál nyarat? A nem teljes hálózati szerkezet és az attitűd hatása az együttműködésre."

KÖZGAZDASÁGI SZEMLE, 69(7-8), 869-901.

DOI: 10.18414/KSZ.2022.7-8.869

Sebestyén T., Szabó B. (2022). "Market interaction structure and equilibrium price heterogeneity in monopolistic competition."

NETNOMICS, 22, 259–282

DOI: 10.1007/s11066-022-09155-5

Braun, E., Sebestyén, T., & Kiss, T. (2021). "The strength of domestic production networks: an economic application of the Finn cycling index."

APPLIED NETWORK SCIENCE, 6, Article number: 69

DOI: 10.1007/s41109-021-00411-5

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

The Centre of Excellence in Economic and Business Studies (GKK) of UPFBE was established in 2018 to support the work of various research groups and research projects at the Faculty. It has provided the organisational framework for the research conducted within the framework of the Institutional Excellence Programme for Higher Education and the Sub-Programme for Institutional Excellence of the Thematic Excellence Programme. The primary focus of GKK-related research in these programmes is the role of domestic companies in the re-industrialisation of the nation, to which the research teams organised on the traditional competence and knowledge base of the Faculty contribute in different sub-areas, such as. optimisation of production systems, the structure and dynamics of global value chains, consumer behaviour analysis, foreign exchange risk management, labour market changes, the competitiveness of small and medium-sized enterprises, the development of university entrepreneurial ecosystems or the propagation channels of macroeconomic shocks.

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

Present research projects run by GKK are listed below:

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:

Lafuente, E., Szerb, L., Rideg, A. (2020): "A system dynamics approach for assessing SMEs' competitiveness."

JOURNAL OF SMALL BUSINESS AND ENTERPRISE DEVELOPMENT, 27(4): 555-578.

DOI: 10.1108/JSBED-06-2019-0204.

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

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

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

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

4.2. Managerial Information Systems:

Supervisors: Dr. Gábor RAPPAL, professor, Dr. Krisztián SZŰCS, associate professor

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

Highlighted research papers of the group:

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

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

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

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

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

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:

S. Gubik, A., Vörös, Zs. (2023) "Why Narcissists May Be Successful Entrepreneurs: The Role of Entrepreneurial Social Identity and Overwork."

JOURNAL OF BUSINESS VENTURING INSIGHTS, 19, e00364.

DOI: 10.1016/j.jbvi.2022.e00364.

Erdős, S., Papp, T., Vörös, Zs. (2022) "The effects of community-based signals on investment decisions in copy trading."

JOURNAL OF BEHAVIORAL AND EXPERIMENTAL ECONOMICS, 97, 101847.

DOI: 10.1016/j.socec.2022.101847.

Vörös, Zs., Szabó, Z., Kehl, D., Kovács, O. B., Papp, T., Schepp, Z. (2021) "The forms of financial literacy overconfidence and their role in financial well-being."

INTERNATIONAL JOURNAL OF CONSUMER STUDIES, 45(6): 1292-1308.

DOI: 10.14267/VEZTUD.2022.07.07.

Szerb, L., Vörös, Zs. (2021) "The changing form of overconfidence and its effect on growth expectations at the early stages of startups."

SMALL BUSINESS ECONOMICS, 57: 151-165.

DOI: 10.1007/s11187-019-00297-9.

Vörös, Zs., Lukovszki, L. (2021). "The effects of subclinical ADHD symptomatology on the subjective financial, physical, and mental well-being of entrepreneurs and employees."

JOURNAL OF BUSINESS VENTURING INSIGHTS, 15, e00240.

DOI: 10.1016/j.jbvi.2021.e00240.

4.4. 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. (2023) "The positive effects of green technology investments on growth expectations." TECHNOLOGY IN SOCIETY, 75(November), 102407.
DOI: 10.1016/j.techsoc.2023.102407.

Takács, A., Erdős, S. (2023) "Ok vagy okozat? A környezeti és a pénzügyi teljesítmény összefüggésének elemzése nemzetközi nagyvállalati adatokon." STATISZTIKAI SZEMLE, 101(5): 387-402.
DOI: 10.20311/stat2023.05.hu0387.

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

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

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

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

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

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 conciously examines several different fileds in order for an overarching research on human resource management.

Highlighted research papers of the group:

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

VEZETÉSTUDOMÁNY, 53(8-9): 76-88.

DOI: 10.14267/VEZTUD.2022.08-09.06.

Wood, G. Kispál-Vitai, Zs. (2021) "Concepts, Practices and Trends in SHRM.", pp. 74-98.

In: Ed.: Rees, G., Smith P.(2021) "Strategic Human Resource Management: An International Perspective.", SAGE Publications, London, Anglia.

Vitai, Zs., Benke, M. (2021) "Motivation to Learn? An Advanced Exploratory Study of Learning Motivation of Central-East European Business Students."

MARKETING ÉS MENEDZSMENT 55(2): 27-35.

DOI: 10.15170/MM.2021.55.02.03.

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:

Erdős, K., Baczur, R., Kehl, D., Farkas, R. (2022) "When post-merger price effect becomes smoothed over time: a case of a gasoline market merger."

Energy Economics, 105, 105682.

DOI: 10.1016/j.eneco.2021.105682.

Varga-Csajkás, A., Sebestyén, T., Varga, A. (2022) "Dynamics of collaboration among high-growth firms: results from an agent-based policy simulation."

ANNALS OF REGIONAL SCIENCE, 70, 353-377.

DOI: 10.1007/s00168-022-01150-w.

Braun, E., Sebestyén, T., Kiss, T. (2021) "The strength of domestic production networks: an economic application of the Finn cycling index."

APPLIED NETWORK SCIENCE, 6, article number: 69.

DOI: 10.1007/s41109-021-00411-5

Iloskics, Z., Sebestyén, T. (2021) "A sokkterjedés szerkezeti jellemzőinek változásai a fejlett gazdaságok között."

STATISZTIKAI SZEMLE, 99(7), 661–699.

DOI: 10.20311/stat2021.7.hu0661.

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

4.7. ESG Finance:

Supervisors: Dr. Viven CSAPI, associate professor, Dr. Zoltán SCHEPP, professor

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

Highlighted research papers of the group:

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

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

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

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

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

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. (2023) "Coordinating quality decisions in a two-stage supply chain under buyer dominance"

INTERNATIONAL JOURNAL OF PRODUCTIONS ECONOMICS, Paper: 108998.

DOI: 10.1016/j.ijpe.2023.108998

Hauck, Zs., Rabta, B., Reiner, G. (2022) "Impact of early inspection on the performance of production systems – Insights from an EPQ model"

INTERNATIONAL JOURNAL OF PRODUCTIONS ECONOMICS,.

DOI: 10.1016/j.apm.2022.03.003

Vörös, J. (2021) "Production Dynamics in Case of Organizational Learning"

COMPUTERS AND INDUSTRIAL ENGINEERING, 157, Paper: 107340.

DOI: 10.1016/j.cie.2021.107340.

Vörös, J. (2019) "An Analysis of the Dynamic Price-Quality Relationship."

EUROPEAN JOURNAL OF OPERATIONAL RESEARCH, 277(3): 1037-1045.

DOI: 10.1016/j.ejor.2019.03.032.

Hauck, Zs., Longauer, D., Vasvári, T. (2021) "Termelésáthelyezési döntések modellezése a fejlett gazdaságokban."

SZIGMA, 52(3): 269-292.

Hegedűs, D., Vasvári, T. (2020) "Hazai vállalatok az értékláncban - Egy feldolgozóipari vállalat beszállítói kapcsolatainak elemzése."

KÖZGAZDASÁGI SZEMLE, 67(12): 1245-1270.

DOI: 10.18414/KSZ.2020.12.1245.

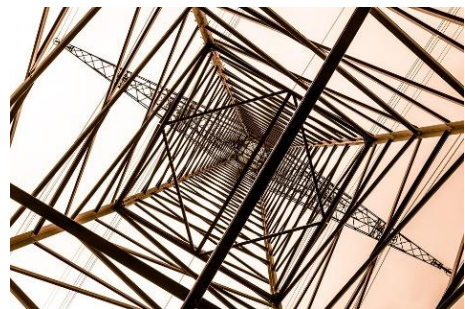
Ongoing Projects

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

Supervisor: Dr. János CSAPÓ, professor

Smart tourism is one of the newest and most innovative trends in tourism development of our time, the development of which has already started in many places abroad – even in internationally prominent tourist destinations – but its development and embeddedness in Hungary can only be found at the level of mention. One of the pillars of this can of course be detected in the initial works of domestic researchers. The other main direction is the start of the development of



data-driven tourism and sector management, which is also recognised by the Hungarian Tourism Agency in 2021. Within this framework, from November 2021, the tourist accommodation and tourist attractions will be channelled to the so-called National Tourism Data Service Centre (NTAC), which will provide Hungary's most comprehensive, real-time big data to support the Agency's work and the development of Hungarian tourism. The research of this database will also open up many new opportunities for background analyses of Hungarian tourism.

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

- RQ1: Can smart tourism and smart destinations be developed in our country, and if so, how and in what form?
- RQ2: What role can smart tourism and the development of smart destinations play in the re-launch and re-design of domestic tourism?
- RQ3: What needs and attitudes can be identified on the consumer side for domestic smart tourism and smart tourism in general?
- Research objectives and expected results:
- Explore the theoretical foundations and the international and national research background of smart tourism through a systematic literature review.
- A complex exploration of the theoretical and practical background and application possibilities of smart tourism, exploring international models, identifying and presenting good practices, taking into account the results of the EU's Smart Tourism Communities programme.

- Developing and providing methodological basis for the development of smart tourism strategies at destination level, especially in the 11 tourist areas defined by the Hungarian Tourism Agency.
- Developing and providing methodological and practical bases for the introduction and dissemination of smart tourism at enterprise and entrepreneurial level, in particular by strengthening networking.
- A representative survey of consumer attitudes towards smart tourism.

3. With resilient systems against climate change

Supervisor: Dr. Tibor KISS, associate professor

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



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

These cases will be fully processed with the following outputs:

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

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

4. Examining the competitiveness of Hungarian small businesses

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.

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

Supervisor: Dr. Zsolt BEDŐ, associate professor

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

Many new solutions, technologies emerge that try to solve this issue, however the quick implementation of one single new technology does not necessarily lead to the expected changes if the economic and social embedding of the given technology is not adequate. The same is true for the widely cited hydrogen technology today.



If the company or settlement choosing the costly hydrogen technology does not fit it into existing value chains and production processes, then its social and economic impact will be suboptimal. Ongoing research at the UPFBE addresses this current problem through developing a protocol with the help of which experts are able to formulate advices with respect to moving towards hydrogen-based operations at the city-region or company levels. This includes the 'circular' way of thinking as well if it is relevant in the given situation.

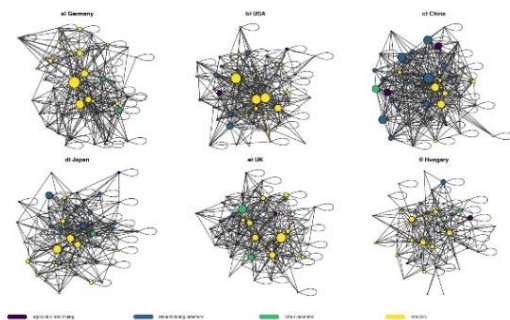
Beyond formulating advices, the research develops an IoT framework which can be used to monitor resilience at the level of the unit deciding to use hydrogen-based technology. With this framework, the unit is able to continuously measure the impact of technological and economic interventions and prove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

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

Supervisor: Dr. Tamás SEBESTYÉN, professor

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

The main aims of this project:



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

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

Doctoral Schools

Number of PhD defences divided between PhD programmes:

	2023	Sum
DSBA ¹		
National	4	8
International	4	
DSRD ²		
National	4	5
International	1	
<i>Total</i>	13	

¹DSBA: Doctoral School in Business Administration;

²DSRD: 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 2023:

Dobó, Róbert (26-06-2023):

“A hagyományos politikai skálázás alternatív megközelítése”

Supervisor: Orosdy, Béla

Pramudya, Sakti Hendra (31-05-2023):

“Filial Piety of Non-Senior Family Employee: Evidence From Indonesisa”

Supervisor: Schmuck, Roland

Vörös, Máté (11-05-2023):

"A részmunkaidős és határozott időre létrejövő munkaviszonyok teljesítményre gyakorolt direkt hatásának vizsgálata"

Supervisor: Ásványi, Zsófia

Luvsandavaajav, Oyunchimeg (28-03-2023):

"Understanding of Domestic Tourists in Mongolia: Motivation, Experience, Satisfaction and Behavioral Intentions"

Supervisor: Raffay, Zoltán

Aljazzazen, Sahoum (08-03-2023):

"Integrating Lean Six Sigma With Knowledge Management Within Services Organisations"

Supervisor: Schmuck, Roland

Denich, Ervin (08-03-2023):

"A számviteli beszámolók minőségének elméleti aspektusai, vizsgálati modelljei és ezek adaptálási lehetőségei a magyar mikro-, kis és középvállalkozások számviteli beszámolóira."

Supervisor: Budai, Eleonóra

Szabó, Balázs (09-02-2023):

"Piacszerkezet és hálózati struktúra kapcsolata egy egyszerű többszereplős piacszerkezeti modellben"

Supervisor: Sebestyén, Tamás

Dedaj, Zef (01-20-2023):

"Innovation Policy and Practice: Special Focus on Kosovo Why Kosovo Is in a "Training Edge" Position?"

Supervisor: Makó, Csaba

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 2023:

Pókó, Nikolett Éva (30-11-2023):

“Szállodahajós turizmus a Dunán: az ágazat jelene és valószínűsíthető fejlődési irányai”

Supervisor: Raffay, Zoltán – Marton Gergely

Krabatné Fehér, Zsófia (19-09-2023):

“Regionális versenyképesség az Európai Unió régióiban a 2010-es évek első felében: A versenyképesség egyéni és intézményi tényezői”

Supervisor: Szerb, László

Tóth, Dávid (21-06-2023):

“A turisztikai tér sajátosságai németországi repülőterek kontextusában”

Supervisor: Raffay, Zoltán – Marton, Gergely

Calispa, Evelyn (14-06-2023):

“Rural Entrepreneurial Ecosystems: How are They Different? Research on the Determinants of Rural Entrepreneurship in Colombia and Ecuador”

Supervisor: Somogyiné Komlósi, Éva

Gyimesi, András (31-03-2023):

“A verseny kiegyensúlyozottságának közgazdasági szempontú elemzése a csapatsport ligák példáján”

Supervisor: Kehl, Dániel

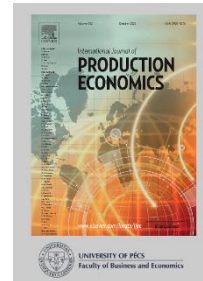
Academic Papers listed by Scimago

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

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

DOI: 10.1016/j.ijpe.2023.108998

Scopus: 85169608913

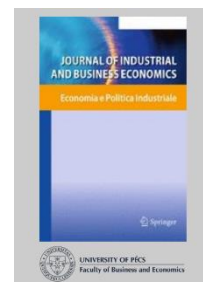


Jarjabka, Á., Fűrész, D., Havran, Zs. (2024) "The impact of cultural distance on the migration of professional athletes as high-skilled employees"

JOURNAL OF INDUSTRIAL AND BUSINESS ECONOMICS

DOI: 10.1007/s40812-023-00288-8

Scopus: 85182170115

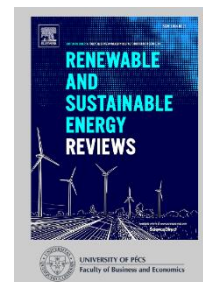


Kiss, V., Hetesi, Zs., Kiss, T. (2024) "The effect of time resolution on energy system simulation in case of intermittent energies"

RENEWABLE AND SUSTAINABLE ENERGY REVIEWS, Paper: 114099.

DOI: 10.1016/j.rser.2023.114099

Scopus: 85177861358



Longauer, D., Hauck, Zs., 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

Scopus: 85153563771.



Longauer, D., Vasvári, T., Hauck, Zs. (2023) "Investigating make-or-buy decisions and the impact of learning-by-doing in the semiconductor industry"

INTERNATIONAL JOURNAL OF PRODUCTION RESEARCH

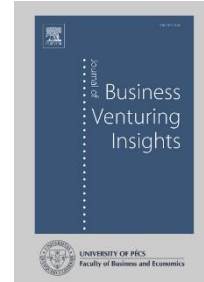
DOI: 10.1080/00207543.2023.2250009

Scopus: 85175264955



Sáfrányné-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
Scopus: 85143986436



Takács, A. (2023) "The positive effects of green technology investments on growth expectations"

TECHNOLOGY IN SOCIETY, 75, Paper: 102407.
DOI: 10.1016/j.techsoc.2023.102407
Scopus: 85175264955



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
DOI: 10.1111/twec.13417
Scopus: 85153394558



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
Scopus: 85152929461



Mohandas, N., Jakubik, M. (2023) "Achieving Workplace Wellbeing Among Indian IT Engineers"

JOURNAL OF CAREER DEVELOPMENT, 50(5): 1097-1115.
DOI: 10.1177/08948453231154890
Scopus: 85147366807



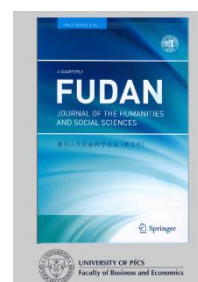
Neulinger, Á., Kiss, G., Veress, T. (2023) "Urban Communities for Transition toward Sustainable Behavior in the Context of Authoritarianism: Analysis of Non-Profit Community-Based Organizations in Budapest, Hungary"

SOCIETY AND NATURAL RESOURCES
DOI: 10.1080/08941920.2023.2175282
Scopus: 85147596589



Paranata, A., Adha, R., Thao, H., Sasanti, E., Fafurida, F. (2023) "The Catastrophe of Corruption in the Sustainability of Foreign aid: A Prediction of Artificial Neural Network Method in Indonesia"

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DOI: 10.1007/s40647-023-00367-z
Scopus: 85149002088



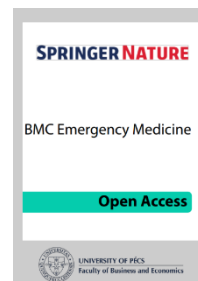
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HUMANITIES AND SOCIAL SCIENCES COMMUNICATIONS, 10(1), Paper: 407.
DOI: 10.1057/s41599-023-01896-4
Scopus: 85165278143



Qandeel, M. S., Al-Qudah, I., Nayfeh, R., Aryan, H., Ajaj, O., Alkhatib, H., Hamdan, Y. (2023) "Analyzing the queuing theory at the emergency department at King Hussein cancer center"

BMC EMERGENCY MEDICINE, 23(1), Paper: 22.
DOI: 10.1186/s12873-023-00778-x
Scopus: 85149153310



Qandeel, M., Kuráth, G. (2023) "A systematic review and meta-analysis: leadership and interactional justice"

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DOI: 10.1007/s11301-023-00384-y
Scopus: 85179338049



Sales, A. P. (2023) "Agricultural frontiers and environment: a systematic literature review and research agenda for Emerging Countries"

ENVIRONMENT, DEVELOPMENT AND SUSTAINABILITY
DOI: 10.1007/s10668-023-04030-1
Scopus: 85174736775



Sipos, N., Bányai, E., Venczel-Szakó, T. (2023) "An international empirical study on the relationship between decision-making information complexity and resource-based view in small and medium-sized enterprises"

SYSTEMS RESEARCH AND BEHAVIORAL SCIENCE
DOI: 10.1002/sres.2988
Scopus: 85176141414



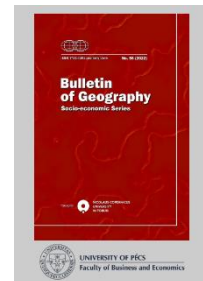
Veress, T., Kiss, G., Neulinger, Á. (2023) "The roles of community-based organizations in socializing sustainable behavior: Examining the urban case of Budapest, Hungary"

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DOI: 10.1002/eet.2069
Scopus: 85164181561



Wibisono, E. (2023) "Knowledge input and innovation in Visegrad Group (V4) regions: A spatial econometric approach"

BULLETIN OF GEOGRAPHY. SOCIO-ECONOMIC SERIES, 59(59): 111-130.
DOI: 10.12775/bgss-2023-0008
Scopus: 85164325037



Wibisono, E. (2023) "The digital entrepreneurial ecosystem in the European Union: evidence from the digital platform economy index"

EUROPEAN PLANNING STUDIES, 31(6): 1270-1292.
DOI: 10.1080/09654313.2023.2202683
Scopus: 85156098516



Ali, M. (2023) "Modeling regional innovation in Egyptian governorates: Regional knowledge production function approach"

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DOI: 10.1111/rsp3.12450

Scopus: 85111406607

Barcza, A., Csapó, J., Hinek, M., Marton, G., Alpek, L. (2023) "Examining Seasonality in Tourism with Special Reference to the Recent Effects of Covid-19 – The Case of the Sopron-Fertő Tourism Destination (Hungary)"

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DOI: 10.2478/euco-2023-0013

Scopus: 85164951544

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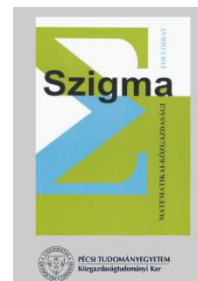
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Eds: Balogh, G., Karoliny, M. (2023) "Az emberi erőforrások menedzselése: Koncepciók, technikák nemzetközi kitekintésben"

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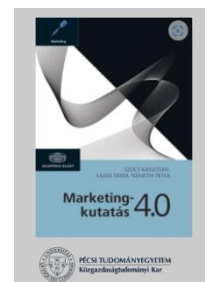
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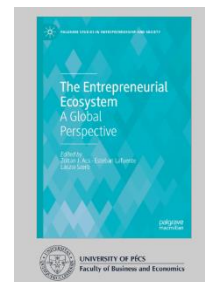
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Published by renowned national and international publishers

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CHAM, SVÁJC: PALGRAVE MACMILLAN CHAM. DOI: 10.1007/978-3-031-25931-9

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Eds: Balogh, G., Karoliny, M. (2023) "Az emberi erőforrások menedzselése: Konceptiók, technikák nemzetközi kitekintésben" 381 p.

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Raffay, Z. (2023). "Családbarát ökoturizmus" Paper: 14. fejezet.

Lőrincz, K., Csapó, J. (2023) "Kézműves programok 2.0: kulturális hagyományok és kreatív tevékenységek együttélése a turizmusban"

In Ed.: Keller, K. (2023) "A turisztikai niche termékek"

BUDAPEST MAGYARORSZÁG: AKADÉMIAI KIADÓ. ISBN:9789634549147

DOI: 10.1556/9789634549147

Borgulya, Á. (2023) "Tudáskommunikáció a vállalaton belül"

In Ed.: Noszkay, E. (2023) "Tudásmenedzsment a következő két évtized határán"

BUDAPEST MAGYARORSZÁG: AKADÉMIAI KIADÓ. ISBN:9789634549130

DOI: 10.1556/9789634549130

Conferences and other academic events

April 14-15.

11th Doctoral Workshop with MKE, 2023

The Hungarian Economic Association (MKE) and the Faculty of Economics of the University of Pécs have been organising 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 doctoral schools of economics in Hungary to present their research results and discuss them with a professional audience, including invited speakers with particular expertise in the given topic, thus inspiring further research and helping to produce doctoral theses of the highest quality. Participants will push the boundaries of the profession by presenting their previously unpublished papers in the "traditionally" broader field of economics.

The programme of the event is available *here*.

20 April

"Vezetés és Bizalom Konferencia, Avagy a felsőoktatási vezetőfejlesztés jövője"

The programme aims to demonstrate the role of trust in leadership and leadership development. Alongside international findings, we aim to present tangible solutions for practitioners and managers in the region. It is also very important to reach students to raise their awareness of the coaching and training techniques and methods that play a key role in leadership development, our professional development courses that introduce them, and our Master's degree in Leadership and Organisation.

The programme of the event is available *here*.

April 20-22.

36th National Scientific Student's Associations Conference: Section of Economics

The Scientific Students' Circle is an outlet for demanding, curious students with interests that go beyond the everyday. The papers that competed in three faculty rounds and achieved the best qualifying score also earned the right for their authors to participate in the 36th OTDK Section on Economics, which was organised at the Faculty of Economics and Information Technology of Selye János University in Komárom. The serious preparation was followed by podium successes, for which we congratulate them from the bottom of our hearts! The book of outstanding papers is available *here*.

A book of papers from the Komárom conference, *Litera Oeconomiae IV*, is available *here*.

28 April

5th International Tourism Marketing Conference: "A new era in tourism - Smart destinations and smart behaviour in times of crises"

The organisers of the Conference aim to provide an opportunity for inspiring and constructive discourse to strengthen the relationship between research, education and practitioners. On 28 April 2023, a presentation and publication opportunity will be provided in Hungarian and English language sessions for professional colleagues working in the field of curricular topics. For the fifth edition of the conference, three eminent experts have been invited to give plenary presentations: Prof. William C. Gartner (University of Minnesota); Dr. Melanie K. Smith (Budapest Metropolitan University); Dr. Katalin Lőrincz (University of Pannonia).

The programme of the event is available *here*.

June 5-6.

15th Finance Days in Pécs: "Az elmélet és a gyakorlat találkozása"

The University of Pécs, the Faculty of Business and Economics, the PENTA UNIÓ Education Centre, the Association of Hungarian Chartered Tax Experts, the Hungarian Chamber of Auditors, the National Tax and Customs Office, the Association of Hungarian Accounting Professionals, the Pécs-Baranya Chamber of Commerce and Industry and the Penta Academy Foundation organised the Pécs Finance Days 2023. June 5-6, 2023 at the Faculty of Economics of the Pécs University of Technology. In addition to the traditional event, the XVII International Tax Conference and the I International Scientific Conference on Finance and Accounting were held.

The programme of the event is available *here*.

June 6-7.

1st Research Collaboration Summit 2023

The Faculty of Business and Economics of the University of Pécs actively seeks and builds research collaborations with its partner institutions. In addition to the research seminars, one of the focal points of these efforts is the Research Collaboration Summit, an annual event aimed specifically at further developing joint research with foreign partners or launching new research projects. These face-to-face events are preceded by online meetings to coordinate research topics and outline research plans.

The programme of the event is available *here*.

22 September

2nd Omnichannel Day: "Vásárlási utak egy többcsatornás környezetben" – hybrid workshop.

On 22 September 2023, the second omnichannel workshop for academic and corporate professionals was organised by the Omnichannel Research Group (ORG) of the University of Pécs, Faculty of Business and Economics, and the Institute of Marketing and Communication Sciences of Corvinus University of Budapest. The event took a hybrid format. The workshop was opened by an interesting presentation by two invited speakers, Tommi Laukkanen and Irma Agárdi, followed by a round table discussion and working group discussions open to both corporate experts and the general public, to present the latest findings in the field.

The programme of the event is available *here*.

30 September

Researcher's Night 2023

Researcher's Night is a nationwide movement of spectacular presentations, accessible lectures and successful experiments that highlight the great scientific achievements that are being made every day in our universities and research institutes, supporting scientific and technological progress in the world. Traditionally held on the night of the last Friday in September, the series of events was joined by our Faculty with seven high-quality lectures and ended to the great satisfaction of the participants.

The programme of the event is available *here*.

November 10-11.

19th National Business Informatics Conference

In 2023, for the second time in the history of the conference, the Faculty of Economics of the University of Pécs will host the 19th OGIK National Conference on Business Informatics, which this year is entitled Value Chains and Digitisation and is organised by the Neumann János Computer Science Society's Business Informatics Research and Education Forum.

The programme of the event is available *here*.

16 November

Interdisciplinary Conference on Consumption: "Visszalépés előre- fogyasztók a klímaválság, a digitalizáció és az anómia világában"

The Interdisciplinary Symposium on Consumption was launched in autumn 2015 by the Institute of Marketing and Tourism of the Faculty of Economics, University of Pécs. The aim of the series of events is to provide an opportunity for the periodic survey and presentation of consumption-related research in different disciplines, as well as for inter- and multidisciplinary dialogue between representatives of different disciplines. It will thus provide an opportunity to discuss theoretical research on consumption and the evolution of consumption, as well as the accumulated scientific knowledge, models, research and analytical results on the subject.

The programme of the event is available *here*.

1 December

2023/24 academic year SSAC - Faculty rounds

The Science Student's Associations Conference is an opportunity for students with a demanding, curious mindset and an interest that goes beyond the everyday. The first round of the first semester of the 2023/24 academic year was supported by the National Talent Programme - 1823 and 19 papers were presented in 3 sessions. In line with previous years, the jury was composed of 3 "academic members" and also included corporate experts representing practical aspects: Péter Gellár, Áron Szabó and Dejan Mijic. The papers with the best qualifying scores were awarded the right to participate in the 37th National Scientific Student's Associations Conference, which will be held in 2025 at the Faculty of Economics of the University of Miskolc, in Miskolc. Congratulations to all the winners and topic leaders and best wishes for further success!

Research partnerships with companies and other organisations

Local Government Public Finance Development and Municipal Capacity Building In Hungary

The Council of Europe is currently implementing the EU-CoE joint project “Local Government Public Finance Development and Municipal Capacity Building in Hungary”. The project aims at strengthening the administrative and financial capacity of local authorities. The expected outcomes of the project includes the improvement of institutional framework related to the good democratic governance of municipalities and Improved awareness, knowledge and skills of relevant authorities on the topics tackled by the capacity building activities.

Partners: The Council of Europe, Települési Önkormányzatok Országos Szövetsége,
Contributor: Tamás VASVÁRI

Employer brand research for Körber Hungária Ltd.

The aim of the research was to find out the general career plans, job search ideas, expectations of employers in general and opinions of UP's students regarding employment in the manufacturing industry. Furthermore, we wanted to assess the students' knowledge of Körber Hungária Ltd. and their perception of the company as an employer.

Partner: Körber Hungarária Ltd.
Contributors: Flow Management Research Group (Norbert SIPOS, Brigitta SZABÓ-BÁLINT, Tímea VENCZEL-SZAKÓ)

Labour market research on the preparedness of Hungarian employers to employ guest workers

A survey of employers, using a questionnaire and a structured in-depth interview, to find out to what extent Hungarian employers are prepared to employ foreign guest workers effectively.

Partners: HR Rent Ltd., UP FHSS, UP MS
Contributors: Flow Management Research Group (Ákos JARJABKA, Norbert SIPOS)

History of Pécs: the large monograph VII.

Partners: City of Pécs, Pécs Története Alapítvány
Contributor: Zoltán KAPOSÍ

Survey of organisational culture of University of Pécs

To assess the organisational culture of University of Pécs in order to establish the long-term organisational strategy of UP, to identify cultural values, specificities and differences using the "Competing Values" methodology.

Partner: University of Pécs, Budapest Business University

Contributors: Flow Management Research Group (Ákos JARJABKA), Budapest Business University (Balázs HEIDRICH, Richárd KÁSA)

Customer Experience Survey

The research is mainly carried out by the Data Analysis Working Group within the FIKP project. The aim is to process and utilise MOL transaction data according to the stated objectives, basically to approximate the customer experience. We intend to develop a model for this purpose and to carry out related analyses based on the data, with a possible output for publication.

Partner: MOL Nyrt.

Contributors: Krisztián SZŰCS, Ákos NAGY, Dániel KEHL, András GYIMESI, Péter NÉMETH, László CSÓKA

Omnichannel buying behaviour

In the research we aimed to investigate omnichannel - multichannel - purchasing decisions and, in addition to corporate transaction data, we collected data describing customer preferences and behaviour through questionnaires. Our main objective is to create a complex optimisation model describing omnichannel behaviour.

Partners: Hervis, Tesco, Dunhumby,

Contributor: Krisztián SZŰCS, Ákos NAGY, Péter NÉMETH, Erika LÁZÁR

Measuring the effectiveness of electronic shelf labels with an eye camera.

Examination of the information displayed on shelf labels in Aldi stores using an eye camera methodology to see how the information should be displayed to customers.

Partner: Aldi Hungary Ltd.

Contributors: the CoRe Lab (Péter NÉMETH, Erika LÁZÁR, Lili BAKÓ)

Special consumer group study - conditions and drivers of small-sized drink consumption.

Understanding the consumer group for small-sized alcoholic beverages.

Partner: Spar Hungary Ltd.

Contributors: the CoRe Lab (Péter NÉMETH, Erika LÁZÁR, Lili BAKÓ, Gabriella KARNIS)

Quarterly surveys of ABSL Hungary Ltd.

Conduct quarterly questionnaire surveys among ABSL Hungary members and partners on various topics.

Partner: ABSL Hungary Ltd.

Contributors: the CoRe Lab (Péter NÉMETH, Bence VERECKEI-POÓR, Lili BAKÓ)

Baranya County Fair Transition Project.

Investigation of the companies with higher GHG emissions in Baranya and assessment of how and under which conditions the different groups of stakeholders could reduce their GHG emissions, as well as what kind of retraining and further training programmes would be necessary at the level of employees and companies in order to reduce GHG emissions.

Partner: Trinomics, Regional Centre of Energy Policy Research (REKK: Regionális Energiagazdasági Kutatóközpont), University of Miskolc, EnergiaKlub, University of Pécs

Contributors: the CoRe Lab, Department of Marketing and Tourism

National Fishing Tourism Strategy

Hungary's largest NGO, the Hungarian National Anglers' Association, which brings together more than 800 000 members, has prepared a strategy for the country's angling tourism starting in 2023, with the aim of boosting Hungary's domestic and inbound tourism with this currently underutilised segment.

Partner: Magyar Országos Horgász Szövetség

Contributors: Zoltán RAFFAY

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.

Partnerek: Körber Hungarária Ltd. (Rita Petes PAULOVICSNÉ, staff and organisational development expert)

Közreműködők: Norbert SIPOS, Dávid GÖRGY

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.

Közreműködők: Balázs KOCSIS, Márta SOMOGYVÁRI

Anna Dorottya SZABÓ: research in the energy sector: exploring the potential of power plant types, analysing risks.

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.

Partnerek: Pécs-Baranyai Kereskedelmi és Iparkamara (Piacsek László szakértő),
Közreműködők: Norbert SIPOS, Dorottya Anna SZABÓ

Professional articles, informative publications, public media

Professional articles

Braun, E. (2023) "Akkumulátorgyártó nagyhatalommá válik-e Magyarország?"

PORTFOLIO.HU, 2023-02-08

Braun, E. (2023) "Oroszország kapott néhány jól irányzott ütést, de az EU nem akarta lábon lógni magát"

PORTFOLIO.HU, 2023-05-04

Braun, E. (2023) "Miért ilyen alacsonyok a bérek Magyarországon?"

PORTFOLIO.HU, 2023-10-31

Braun, E. (2023) "Hogyan érhetik el a magyar fizetések a nyugat-európai színvonalat?"

PORTFOLIO.HU, 2023-11-02

Braun, E. (2023) "A világgazdaság Achilles-sarka – Beleremeghet a világ, ha Kína megborul?"

PORTFOLIO.HU, 2023-11-02

Pámer, Z., Pénczár, Á., Finta, I., Horeczki, R. (2023) "Mennyit Segítettek Az EU-S Források Magyarország Egyik Legszegényebb Megyéjén?"

PORTFOLIO.HU, 2023-10-29

Szabó-Bálint, B. (2023) "Hogyan (ne) hazudjunk a HR-esnek az állásinterjún"

KARRIERTREND.HU, 2023-07-23

Informative publications

Sipos, B. (2023) "Az Óbudai Árpád Gimnázium 120 éve. (1902-2022)"

BUDAPEST MAGYARORSZÁG, Magánkiadás.

Sipos, B. (2023) "Heller Farkas (1877-1955) egy európai hírű közgazdász pályafutása"

BUDAPEST MAGYARORSZÁG, Magánkiadás.

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