

Research Report

2024

Annual Summary

Based on HSB data, as of 31st December 2024.

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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



451

Publications registered in HSB*



67

Publications in national journals listed by HAS**

GMB A	33	GMB B	13	GMB C	-	GMB D	4	Other	17
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69

Publications in international journals listed by Scopus

D1	9	Q1	17	Q2	17	Q3	17	Q4	9
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55	<i>Business and economics subject area</i>
13	<i>Social sciences and Decision-making subject area</i>
1	<i>Other relevant subject area</i>



54 / 85

Academic papers evaluated for THE – WUR by subject



28

Books, monographies



122

Book chapters in essay collections

The impact of our scientific activity



2 102 / 41 904

Citations registered in HSB (2024 / total)



938 / 4 569

Citations registered in Scopus (2024 / total)



36

Scopus-listed publications assigned to Sustainable Development Goals (SDG, 2024)



3	SDG 1	<i>No poverty</i>
2	SDG 3	<i>Good health and well-being</i>
2	SDG 4	<i>Quality education</i>
1	SDG 5	<i>Gender equality</i>
14	SDG 8	<i>Decent work and economic growth</i>
9	SDG 9	<i>Industry, innovation, and infrastructure</i>
6	SDG 10	<i>Reduced inequalities</i>
1	SDG 11	<i>Sustainable cities and communities</i>
10	SDG 12	<i>Responsible consumption and production</i>
1	SDG 13	<i>Climate action</i>
5	SDG 16	<i>Peace, justice and strong</i>
19	SDG 17	<i>Partnership for the goals</i>



9

Research partnerships with companies and other organizations



19

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 2024. The basis for the report in terms of publications was the Hungarian Science Bibliography (HSB), as of 31st December 2024. Based on this information, the publication list of UPFBE increased by 451 titles over 2024. Out of this, 67 titles were published in the listed journals of the IX. Section of the Hungarian Academy of Sciences (Figure 1), and 69 titles were published in academic journals listed by Scopus (Figure 2).

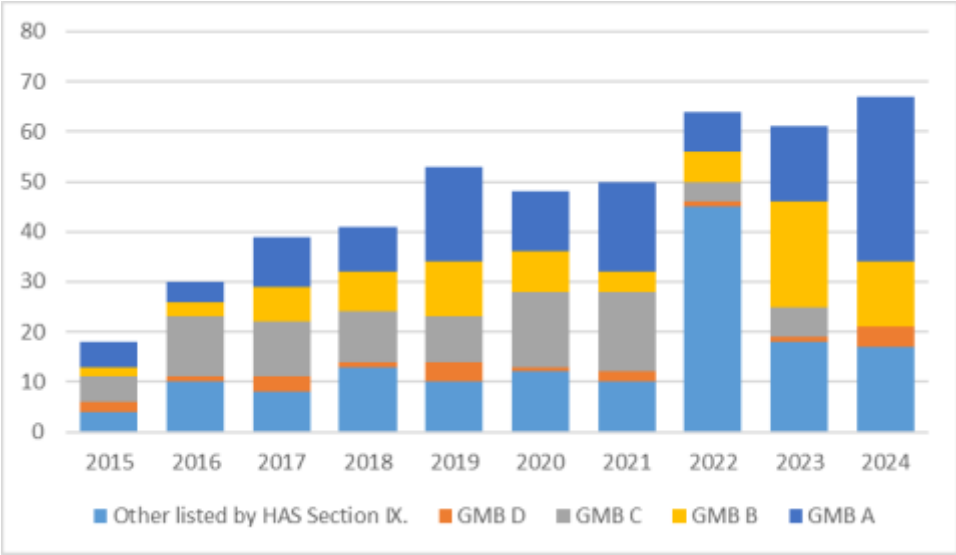


Figure 1. The number of publications* between 2015-2024 written by the authors of UPFBE and published in listed journals of the IX. Section of the Hungarian Academy of Sciences, and within these, broken down according to the categories defined by the Evaluation Committee in Business and Economics (GMB).

* According to HSB data

Among the latter, we count 17 Q1 and 9 D1 level publications (Figure 2). These journal articles are augmented by 28 books and monographies as well as 122 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.

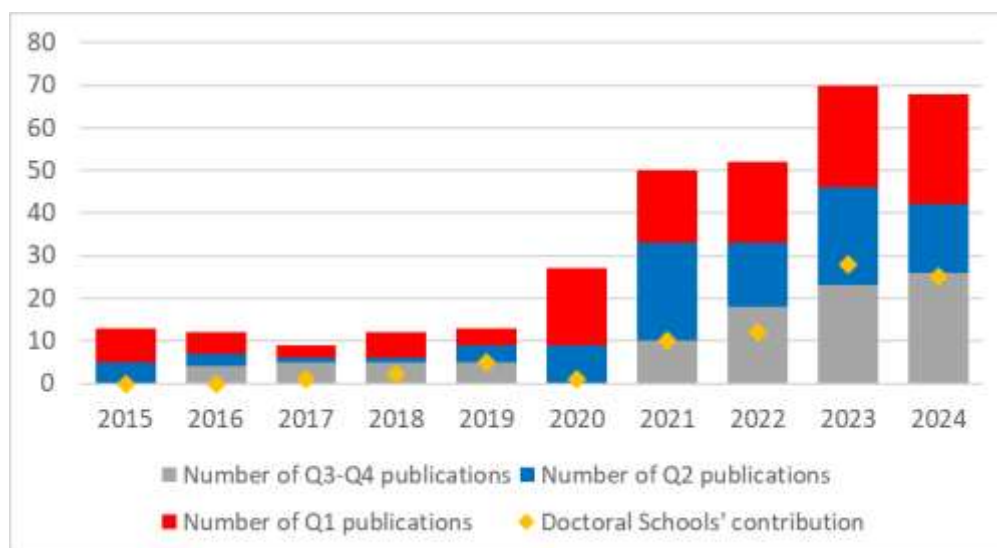


Figure 2. The number of publications between 2015-2024 written by the authors of the Faculty of Business and Economics, University of Pécs detailed by quartiles of journals listed by Scopus.

* According to SJR indicator

In 2024, the Hungarian Science Bibliography recorded a total of 2102 citations to publications written by UPFBE faculty. 48% of these citations point to Scopus-ranked journal articles with a Q1 or Q2 rating, and 16% point to journal articles listed by the Hungarian Academy of Sciences. A further 14% point to Hungarian books, book chapters, while the remaining 22% 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 900 in 2024.

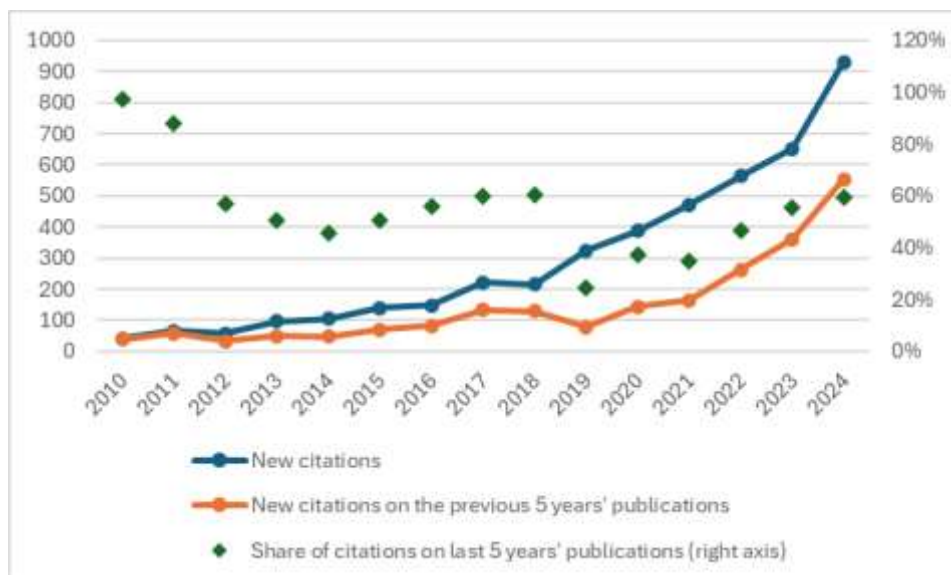


Figure 3. Evolution over time of the number of citations* to publications of the Faculty of Business and Economics based on the Scopus database**.

* 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:

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

Erdős, K., Szabó, N., Veréb, M. Z., Varga, A. (2021) "A Pécsi Tudományegyetem térségi gazdasági hatásainak vizsgálata a GMR-Magyarország modelle"
TERÜLETI STATISZTIKA, 61(1): pp 48-78.
DOI: 10.15196/TS610103

Sebestyén, T., Braun, E., Iloskics, Z., Varga, A (2021) "Spatial and institutional dimensions of research collaboration: a multidimensional profiling of European regions"
REGIONAL STATISTICS, 11(2): pp. 3–31.
DOI: 10.15196/RS110203

Szabó, N., Farkas, R., Varga, A. (2021) "The economic effects of passenger transport infrastructure investments in lagging regions. Would the increase in commuting be beneficial for regional development?"
GROWTH AND CHANGE, 52(4): pp. 2099–2123.
DOI: 10.1111/grow.12516

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.) 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?

2.) 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.

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.

Closed research projects of the group:

4.) 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-Körper-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.

5.) 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 Pótó, Julianna Szécskainé Németh

6.) 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.

Highlighted research papers of the group:

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 team has been forming at the Faculty of Business and Economics, University of Pécs since 2016, conducting research on different aspects of economic networks, primarily in the field of connecting the network structure of economic agents with the stability and robustness of economic systems. Tamás Sebestyén, the leader of the team defended his PhD in 2011 in the same subject. Later, several researchers were attracted to join the research, thus developing the activities in the form of an organized set of researchers and activities, gaining more embeddedness and fundraising capabilities later on.

The formal aspects of the team were grounded by a grant under the New National Excellence Program in 2016, then a University of Pécs grant in its TalentSpot allowed for activities to be organized as a research group, with 6 members. After this, the Higher Education Institutional Excellence Program and the Research Area Excellence Program (both running at UPFBE) provided funding for the research team, while a successful application for the 'OTKA' grant in 2021 resulted in a much broader financial background for a 4 years period, opening the possibility for long-run planning for the team.

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 átrendeződése 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 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:

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, in press.
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., Krabátné, 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.

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

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:

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

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. (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

Vörös, Zs., Lukovszki, L., Sipos, N., Rideg, A. (2024) „Szociális és vállalkozói én-hatékonyságok, vállalkozói szociális identitások és vállalkozói szándék”
STATISZTIKAI SZEMLE, 102(6): pp. 607-628.
DOI: 10.20311/stat2024.06.hu0607

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

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, Paper: 101847.
DOI: 10.1016/j.socec.2022.101847.

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, Paper: 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. (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 prioritizálás 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, 16(2 (57)): 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 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 ESG development towards potential financing agencies and authorities which is closely related to the original objective of resilience.

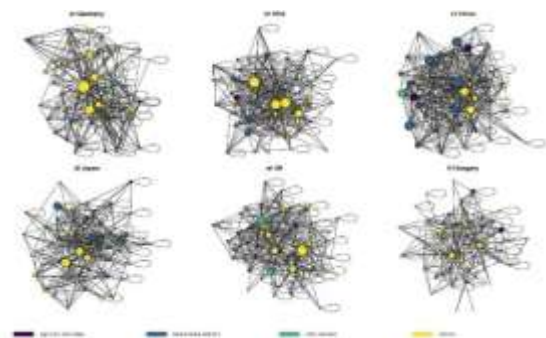
5. Risks, efficiency and development in global and national production networks

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 SZŰCS, 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)

Doctoral schools

Number of PhD defences divided between PhD programmes:

	2024	Sum
DSBA ¹		
National	6	10
International	4	
DSRD ²		
National	4	6
International	2	
<i>Total</i>	16	

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 2024:

Balogh, Virgínia (2024-11-19):

„Az üzleti modell innovációk evolúciója. Az értékteremtés és az értékelési paradigmák átalakulása – Fókuszban a platformgazdaság és a felhasználó”

Supervisor: Dr. Bedő, Zsolt

Balawi, Ayman (2024-10-21):

“The effect of transformational and transactional leadership behaviors on innovation and work engagement in the Hungarian Fintech sector”

Supervisor: Dr. Vitai, Zsuzsanna

Várkonyi, Patrik László (2024-10-01):

„A kis- és középvállalatok értékelésének sajátosságai (a KKV diszkont létjogosultságának vizsgálata magyar és német gazdasági környezetben)”

Supervisor: Dr. Takács, András

Lázár Erika (2024-09-12):

„A kiskereskedelmi mobilapplikációk érzelmi hatása a vevőélményre”

Supervisor: Dr. Szűcs, Krisztián

Masyhuri Muhammad (2024-06-24):

”Uncovering the Effect of Corporate Governance, Competitiveness, and Distinctive Competence on SMEs Performance in Emerging Countries”

Supervisor: Dr. Szerb, László

Pótó Judit (2024-05-27):

„A nonprofit szervezetek szervezeti életciklusa”

Supervisor: Dr. Vitai, Zsuzsanna

Dermesrobian Robert Mesrob (2024-05-10):

”Exploring Financial Literacy An Empirical Framework for Lebanese-Armenian Minority Students”

Supervisor: Dr. Vörös, Zsófia

Bate Adisu Fanta (2024-03-18):

”Investigating the effects of entrepreneurial orientation on the business performance of manufacturing SMEs in Ethiopia: The configurational approach”

Supervisor: Dr. Danka, Sándor

Bíró Csaba (2024-01-24):

„A német szenior beutazók turisztikai fogyasztásváltozása”

Supervisor: Dr. Gerdesics, Viktória – Dr. Törőcsik, Mária

Pajrok Andor (2024-01-10):

„A stratégiai költségvetés relevanciája és versenyképességi vizsgálata a hazai szállodaipar szereplőinek körében”

Supervisor: Dr. Bélyácz, Iván

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 2024:

Fazekas Gábor (2024-12-11):

„A kínai működőtőke-beáramlás az Európai Unió posztoszocialista tagállamaiban”

Supervisor: Dr. Gál, Zoltán – Dr. Katona, Klára

Szabó Máté (2024-11-25):

„Az uradalmi erdőgazdálkodás a Dráva menti területeken a magyarországi piacgazdaság kialakulása korában”

Supervisor: Dr. Kaposi, Zoltán

Varga Anna Róza (2024-11-20):

„A magyar családi mikro-, kis- és közép vállalatok erőforrásai és képességei”

Supervisor: Dr. Szerb, László – Dr. Rideg, András

Bilicz Hanga Lilla (2024-11-15):

„Kompozit indikátorokban rejlő potenciál a deprivációmérésben, Skócia példáján”

Supervisor: Dr. Galambosné Tiszberger, Mónika

Murai Gábor (2024-09-23):

”Modeling the demand and supply of product related information; using evidence from YouTube”

Supervisor: Dr. Barancsuk, János

Ali Mohamed Abouelhassan Mohamed (2024-03-08):

”Egypt Vision 2030: New Smart Cities for Regional Development Evaluation of Innovation Capacity in Egyptian Governorates”

Supervisor: Dr. Varga, Attila – Dr. Somogyiné Komlósi, Éva

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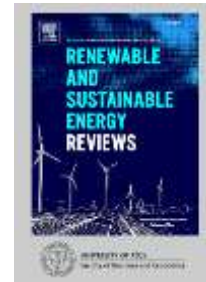
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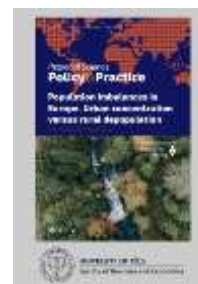
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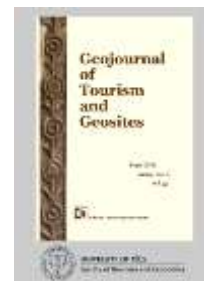
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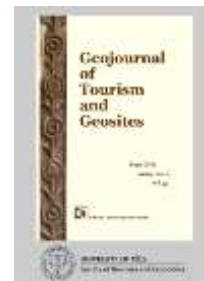
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PORTFOLIO.HU, 2024-01-20

Braun, E. (2024) „Minden tojás ugyanabba a kosárba? Olyan nagyhatalommá válik Magyarország, aminek csúnya vége lehet”

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PORTFOLIO.HU, 2024-09-24

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Ásványi, Zs., PécsTV (2024) „A Munka Világa: "Tisztos Munka" - kész van-e rá a magyar munkaerőpiac?”

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Jarjabka, Á., Világmagyarság Podcast (2024) „Világmagyarság Podcast: #3 Fenyvesi Csaba: Hivatásos világjáró: 143 ország és 37 sziget egy pécsi kriminalista szemével”

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UNIVERSITY OF PÉCS FACULTY OF BUSINESS AND ECONOMICS, online, 30-06-2024

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UNIVERSITY OF PÉCS FACULTY OF BUSINESS AND ECONOMICS, online, 30-09-2024

Hungarian version:

PTE KTK (2024) „Publikációs Összefoglaló - 2024 III. negyedév”

PÉCSI TUDOMÁNYEGYETEM KÖZGAZDASÁGTUDOMÁNYI KAR, online, 2024-09-30

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UNIVERSITY OF PÉCS FACULTY OF BUSINESS AND ECONOMICS, online, 31-12-2024

Hungarian version:

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UP FBE (2024) "Scientific Advent Calendar - 2024"

UNIVERSITY OF PÉCS FACULTY OF BUSINESS AND ECONOMICS, online, 01-12-2024

Hungarian version:

PTE KTK (2024) „Tudományos Adventi Kalendárium - 2024”

PÉCSI TUDOMÁNYEGYETEM KÖZGAZDASÁGTUDOMÁNYI KAR, online, 2024-12-01

Research partnerships with companies and other organisations

The effectiveness of leaflets and flyers in the light of purchasing habits

The aim of the research is to assess the extent to which flyers presenting and promoting Aldi's product range have an impact on consumers' consumption habits and purchasing decisions based on the information provided by the flyers.

Partner: Aldi Hungary Ltd.

Contributor: Péter NÉMETH, the CoRe Lab

ABSL Hungary quarterly surveys

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

Partner: ABSL Hungary Kft.

Contributor: Péter NÉMETH, the CoRe Lab

"Green" finance - research on ESG awareness in the SME sector

The research aimed to assess the ESG awareness of the domestic SME sector and to develop perspectives on environmentally conscious, sustainable (i.e. "green") finance.

Partner: MNB Zrt.

Contributor: Vivien CSAPI Kleschné (UP FBE DFA)

Developing the GMR model

The National Research, Development and Innovation Office (NRDI Office) is responsible for the policy evaluation of the monitoring of the research activities carried out under the National Smart Specialisation (S3) programme. The Regional Innovation and Entrepreneurship Research Centre (RIERC) of our Faculty is developing the GMR (geographic, macro and regional) economic impact analysis model for the economic impact analysis of S3 with the support of the NRDI Office.

Partner: National Research, Development and Innovation Office

Contributors: Tamás SEBESTYÉN, RIERC (László SZERB, Zsolt BEDŐ, Katalin ERDŐS, Éva KOMLÓSI Somogyiné)

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

Understanding the small alcoholic beverage consumer group.

Partner: SPAR Hungary Ltd.

Contributor: Péter NÉMETH, the CoRe Lab

Women's careers in the fast-changing consumer goods and retail industries

The focus of the research is on women and the under-represented groups of women in senior management positions and the barriers that hinder them, focusing on the fast-changing consumer goods and retail industries. The research will answer its central questions along four main groups of tasks, which including (i) an in-depth study of the literature, (ii) outlining the methods to be applied, (iii) an analysis of company reports and case studies, and then (iv) preparing the full study.

Partner: Stichting LEAD Network

Contributor: Brigitta SZABÓ-BÁLINT (UP FBE DLOS)

Contribution in the research of the Szociográf Piac- és Közvéleménykutató Intézet surveys

The aim of the research is to carry out statistical data analysis and data transformations on media consumption following the regular questionnaire surveys of the Szociográf Piac- és Közvéleménykutató Intézet.

Partner: Szociográf Piac- és Közvéleménykutató Intézet

Contributor: Péter NÉMETH, the CoRe Lab

Labour market research in Baranya County

Competitive wages and fringe benefits have a significant impact on labour market developments. The joint research conducted by Viapan and our Faculty focuses on the earnings and benefits of three-shift production line operators.

Partners: Viapan „Dologidő” Munkaerő Közvetítő és Szolgáltató Kft.

Contributor: Péter NÉMETH, the CoRe Lab

Cooperational Doctorate Researches

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

Conferences and other academic events

April 11-12.

16th Finance Days in Pécs: „Digitalisation, Compliance, and Sustainability”

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 2024. April 11-12, 2023 at the Faculty of Business and Economics of the University of Pécs. In addition to the traditional event, the XVII International Tax Conference and the 2nd International Scientific Conference on Finance and Accounting were held.

The programme of the event is available [here](#)

April 19-20.

12nd Doctoral Workshop with MKE, 2024

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](#).

May 3.

The 2nd faculty TDK round qualifying for the 37th OTDK

The Association for Student Research Conference (TDK) is an opportunity for students with a demanding, curious mindset and an interest that goes beyond the everyday. The second round of the spring semester of the 2023/24 academic year was supported by the National Talent Programme and 20 papers were presented in 4 sessions. In line with previous years, the jury was composed of 3 "academic members" and also included corporate experts representing practical aspects. The papers with the best qualifying scores were awarded the right to participate in the 37th National Student Research Conference (OTDK), 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!

June 6.

3rd Omnichannel Day: vásárlási utak egy többcsatornás környezetben – hibrid workshop.

On 6 June 2024, the third 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 hybrid event was opened by Judit Simon, PhD Professor Emerita of the Corvinus University of Budapest, followed by exciting presentations on the use of mobile devices, the role of emotions in the use of retail mobile apps and the differences between different digital devices. The day was closed by Tamás Szabó, Market Fulfillment Manager of IKEA Hungary, who presented the omnichannel changes taking place at IKEA.

June 7-8.

4th Ferenc Farkas International Scientific Conference: "Inspiring Change: Visions for the Future"

We commemorated Dr. Ferenc Farkas for the fourth time on 7 and 8 June 2024, with the "Inspiring Change: Visions for the Future" titled biennial conference, organized by University of Pécs Faculty of Business and Economics and its Department of Leadership and Organizational Sciences. The aim of the conference is to preserve the scientific heritage of Professor Ferenc Farkas besides presenting the newest scientific research results in line with his fields. During the hybrid conference over 84 remarkable presentations in 19 sessions held the attention of the participants in the field of management.

The conference book is available [here](#). The programme of the event is available [here](#).

June 17-19.

2nd Research Collaboration Summit 2024

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](#).

September 27.

Researcher's Night 2024

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 14.

International Interdisciplinary Conference on Consumption – "Térben élünk"

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*.

November 10-11.

IX. ViaFuturi Conference

The ViaFuturi conference series was launched in 2006 at the initiative of IME (Interregionális Megújuló Egyesület Klaszter), with the active participation of the Faculty of Business and Economics of the University of Pécs. This IX conference of the series, which will take place in the framework of the OTKA grant "Resilient Systems to Combat Climate Change", will be held again at the Faculty of Economics of the University of Pécs. The ViaFuturi conferences will be structured around the themes of energy, energy efficiency, renewable energies, sustainability and communities, and will each time be presented with a different emphasis and from a different perspective. The theme of this year's conference is the blue economy, with a focus on how strengthening ecosystems can provide us with natural services that we don't have to produce, beyond sustainability.

The programme of the event is available *here*

November 29.

The 3rd faculty TDK round qualifying for the 37th OTDK

The Association for Student Research Conference (TDK) 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 2024/25 academic year was supported by the National Talent Programme and 30 papers were presented in 4 sessions. In line with previous years, the jury was composed of 3 "academic members" and also included corporate experts representing practical aspects: Rózsás Alexandra, Barna Judit és Kutyáncsánin Jevrem. The papers with the best qualifying scores were awarded the right to participate in the 37th National Student Research Conference (OTDK), 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!
