



9th International Scientific Conference

»Sustainable Management in the Age of ESG and AI:
Navigating Challenges and Opportunities«

- 13th May 2025 -

8.30 – 9.00

REGISTRATION – FEB, RAZLAGOVA 14 (GROUND FLOOR)

9.00 – 9.10

[OPENING ADDRESSES – LECTURE ROOM P1.4](#)

9.10 – 9.40

[KEYNOTE SPEECH 1 – LECTURE ROOM P1.4](#)

COPING WITH GLOBAL WARMING: SYSTEMIC DESIGN, SCOPE, AND SCALE

Prof. em. dr. Markus Schwaninger

9.40 – 10.20

[KEYNOTE SPEECH 2 – LECTURE ROOM P1.4](#)

SUSTAINABLE MANAGEMENT IN THE AGE OF ESG AND AI: THE ROLE OF BUSINESS SCHOOLS

Prof. dr. Arun Abraham Elias

10.20 – 11.00

Coffee Break

11.00 – 12.45

Parallel Sessions – Paper Presentations

Sustainability	Management	ESG Reporting	Marketing	HRM	AI for a Sustainable Future
Lecture room P1.4	Lecture room P1.5	Lecture room P0.1	Lecture room P0.2	Lecture room P0.3	Lecture room S3.3
CHAIR: Martina Martinovic	CHAIR: Adam Pawliczek	CHAIR: Francesco Caputo	CHAIR: Anita Mondok	CHAIR: Krisztina Pecze	CHAIR: Antun Biloš
<i>Criteria to Support the Transition Towards Circular Supply Chains – Integrating Legal, Practical and Academic Perspectives</i> Andrea Pelzeter, Silke Bustamante, Martina Martinovic, Roxana Zimmermann	<i>From Insight to Impact: How AI Tools Transform Managerial Practice in Czech Companies</i> Adam Pawliczek, Tereza Žalčík, Aneta Matula	<i>A T-shaped Perspective for Building Holistic Sustainability Reporting in the Digital Era</i> Cristina Cervino, Francesco Caputo	<i>Digital Transformation in the Hotel Industry: A Study of Four-star Hotels in Szeged</i> Anita Mondok	<i>Socially Responsible Employment Expectations of New Entrants in Hungary</i> Krisztina Pecze, Réka Polák-Weldon, Tímea Juhász, Titanilla Oravecz	<i>The Role of Experience in AI Adoption: The Moderating Effect on Predictors of ChatGPT Usage Intention Among Generation Z</i> Antun Biloš, Davorin Turkalj, Ivan Kelić
<i>Analysis of International Good Practices in the Context of the Just Transition Fund Along the Different Models of Each Region</i> Nikolett Huba-Varga, Attila Pongrácz, Iván Zádori	<i>The Impact of Relationships, Leadership and Innovation on Organisations Based on Own Research</i> Agnieszka Rzepka	<i>Decision Making, Artificial Intelligence, and the ESG Regulations</i> Anna Adamus-Matuszyńska	<i>The Role of Social Media in the Implementation of Sustainable Marketing: Consumer Behavior, Brand Engagement, and Green Consumption</i> Iva Gregurec, Ana Kutnjak, Magdalena Kuštelega	<i>Work-related Stress and Company Size – IT Industry in Croatia</i> Mateo Kostelac, Karolina Kokot	<i>The Potential of Artificial Intelligence in Addressing Climate Change</i> András Szeberényi, Imre Mátyás Kovács, Ágnes Fűrész
<i>Bridging Traditional and Digital Industrial Symbiosis: Comparative Insights from Croatia and Slovenia in the ESG and Digital Transformation Era</i> Ivana Unukić	<i>The Strategic Role of AI in Business Process Transformation and ESG Commitment</i> Tiago Nunes, Ana Pinto Borges, Elvira Vieira, Bruno Miguel Vieira	<i>The Impact of Regulation on CSR: An Assessment of CSRD Compliance and the Implications of the Omnibus Regulation</i> Matic Čufar, Andreja Primec, Jernej Belak	<i>The Role of Artificial Intelligence in Eliminating Language and Cultural Barriers in Cross-Border E-Commerce</i> Hilal Yildirim Keser	<i>Validation of the Short Form of the Remote Work Stress Scale</i> Askin Keser, Esin Ertemsir, Oguz Basol	<i>The Role of Artificial Intelligence and Electronic Intrusion Detection Systems in Protecting Solar Power Plants</i> Norbert Bozsik, Nándor Bozsik, András Szeberényi

Sustainability as a Shield: Mitigating Risks in Environmentally Sensitive Industries During Economic Uncertainty Rintu Anthony, Ranjitha Ajay	Digital and Hybridization Business Models: Contribution to Sustainable Transition Brankica Todorovic	The Legal Implications of AI in Corporate Governance from Directors' Responsibilities to Regulatory Evolution Gal Pastirk, Andreja Primec	Eco-Conscious Consumerism and Purchase Intention Towards Alternative Fuel Vehicles - An Examination Gowri Vijayan	The Role of Soft Competencies in Startup Success: Insights from Women-Led Ventures in India Vivek Paulose, Minnu F. Pynadath	Tourism and Sustainability: Exploring the Role of AI - Driven Tourism Practices in Shaping Sustainable Consumer Behaviour Kristina Grumadaitė, Sebin Thomas Babu, Sonny Jose
Cost-Benefit Analysis in Sustainable Tourism: Best Practices and Policy Implications Vlora Berisha, Blake Rayfield, Behrije Ramaj, Theranda Beqiri, Altina Gashi, Mimoza Mekuli	Evaluation of the Impact of the Introduction of EN ISO 9001:2015 in an Engineering Company Nataša Šuman, Stanislav Hozjan	The Impact on ESG Reporting on Corporate Performance of Energy and Minerals sector in South Africa Duncan Chandabemba Ngwenya, Joshua Mabeta, Emmanuel Asiedu, Milan Jilek, Eva Cudlínová	The Evolution of Energy Awareness in Hungary: Examining Consumer Awareness, Attitudes and Individual Responsibility in the Context of the Energy Crisis Agnes Furesz, András Szeberényi, Mátyás Imre Kovács	The Human Side of Digitalization: HRM's Role in Fostering Digital Well-Being Branka Zolak Poljašević, Ana Marija Gričnik, Simona Šarotar Žižek	AI - Powered Cryptocurrencies and Sustainability: The Role of Intelligent Blockchains in Green Technology Development Imre Mátyás Kovács, Ágnes Fűrész, András Szeberényi
Sport Development via Sustainable Urban Land Use - The Case of Győr, Hungary Richard Szaloki, Petra Szakonyi	Cost Optimization Through Quality Management for a Sustainable IT Company József Till, Szilvia Erdeiné Késmárki-Gally, Judit Bernadett Vágány	The Impact of ESG Reporting on Corporate Reputation and Crisis Communication Strategies in the Age of AI Sarolta Ács, Dezső Csaba Dér, Cristina Santos-Rojo, Gabriela Michalec	Decoding Sustainability Consciousness in E-Commerce: Unveiling Customer Segments for Strategic Insights Somesh Kumar Sinha	Impact of AI in Human Resource Management (HRM), Focusing on Recruitment and Selection Theranda Beqiri, Gonxhe Beqiri, Vlora Berisha	The Role of Artificial Intelligence in Enterprise Resource Planning (Erp) Systems Semiha Ozcan, Cemal Akturk, Ceren Cubukcu Cerasi
Landslide Susceptibility Mapping: A Multi-Criteria Decision-Making Approach Feras Khalil, Minnu F. Pynadath	The Role of Sports Innovation in Global Economics - The Hungarian Case Gyorgy Korsos, Petra Szakonyi	What are the Specific Challenges for SMES in Complying with ESG Reporting? Zsuzsanna Győri, Regina Reicher, Anita Kolnhofer-Derecskei		The Impact of Global Crises on Employment and Talent Needs in the IT Sector: A Time-Series Analysis of COVID-19 Disruptions and AI-Driven Adaptations Kristína Medeková, Petra Mikulcová	Leveraging AI-Driven Supply Chain Analytics for Accelerating the Circular Economy: A Focus on Real-Time Resource Management and Extended Product Life-cycles Renata Silvia Lödar-Miculeac, Andras Szeberenyi, José Fernando Gallego-Nicholls, María Guijarro-García

13.00 – 15.00

Lunch Break

Venue: Nana Bistro & Kavarna (Glavni trg 16)

Parallel Sessions - Paper Presentations

15.00 – 16.45

Sustainable Future	Management and HRM	Financial Dynamics	ESG Insights	Sustainability Practices	Learning for Tomorrow
Lecture room P1.4	Lecture room P1.5	Lecture room P0.1	Lecture room P0.2	Lecture room P0.3	Lecture room S3.3
CHAIR: Anita Kolnhofer-Derecskei	CHAIR: Ivan Malbašić	CHAIR: Minnu F. Pynadath	CHAIR: Oğuz Kuyumcu	CHAIR: Gabriela Kol'vecková	CHAIR: Nataša Gajšt
<i>What Would the Younger Generation Give Up for a Better, More Sustainable Future?</i> Anita Kolnhofer-Derecskei, Melinda Majláth	<i>Personal Purpose as Key Driver of Commitment in Public Organizations: The Role of Purpose Identification</i> Nikolina Dreven, Ivan Malbašić, Lorena Piki	<i>The Dynamics of Signaling in Startup Valuation: A Life Cycle Perspective on Venture Capital Investment in India</i> Minnu F. Pynadath, Vivek Paulose, Sam Thomas, Timotej Jagric	<i>The Presentation of Financial Statements within the Framework of Public Sector Accounting Standards: A Comparison of DMS, EPSAS, and IPSAS</i> Oğuz Kuyumcu	<i>Energy-Intensive Industries – a Brief Overview of Milestones Supported by Diversity Index Data</i> Gabriela Kol'vecková	<i>AI-Related Terminology in English as a Reflection of AI Application in Business – A Corpus-Based Study</i> Nataša Gajšt
<i>Smart Energy, Conscious Future: The Role of Artificial Intelligence in Energy Efficiency</i> Norbert Bozsik, Ágnes Fűrész, András Szeberényi	<i>Integrating Mediation in the Corporate Culture as a Sustainable Practice</i> Nedyalka Alexandrova	<i>Integrating ESG, AI, and Financial Strategies in Banking: Advancing Sustainable Innovation and Risk Management</i> Fisnik Morina, Saimir Dinaj	<i>Sustainable Corporate Governance and Stakeholder Engagement: Analyzing the Role of Stakeholder Integration in ESG Reporting</i> Matic Čufar, Andreja Primec, Jernej Belak	<i>Pilot Study on Pharmaceutical Waste Disposal and Its Role in Sustainable Management</i> Agnieszka Piekara	<i>Quantitative Frameworks for Investigating the Relationships Between ESG Factors and Lifelong Learning</i> Dalma Nagy-Rádli, Dalma Bódizs, Anikó Zseni
<i>Uncovering the Interactions among Barriers to Sustainable Supply Chain Management: Insights from Kerala's Leading Textile Manufacturing Industries</i> Tharun Thomas, Daniel Sunny	<i>Corporate Social Responsibility in the Digital Era: The Role of Emotions in Business Decision-Making and Operational Processes</i> Paolo Barile, Gerardo Bosco, Raffaele D'amore, Guido landiorio	<i>Investigation into the Nexus of Earnings Management, Investment Inefficiency, and Promoter Holding</i> Sairam Moturi, Jains P. Chacko	<i>Gender Equality and the ESG Performance: An Index-Based Comparative Analysis of Hungary, Czechia, Poland, and Spain with a Focus on the Gender Pay Gap</i> Dóra Sztojtkov, Gergely Zoltán Macher	<i>Assessing Measurable Financial and Sustainability Data for Agricultural Competitiveness</i> György József Mudri, Aranka Baranyi, Attila Kovács	<i>Contemporary Teaching and Learning Strategies for Future Competencies</i> Martina Tomičić Furjan, Larisa Hrustek, Katarina Tomičić-Pupek

Optimization of a Multi-Objective CLSC Model for EV Batteries Using Neutrosophic Programming with CO₂ Emission Considerations

Nausheen Hashmi, Syed Aqib Jalil, Shahbaz Khan

Modeling Emotional Intelligence Development in Entrepreneurs: A Strategic Approach

Yuliia Fedorova, Anna Pilková, Juraj Mikuš, Marian Holienka, Juliia Pidlisna

The Tax Competition in Turbulent Times: The Race to the Bottom in European OECD Economies

Marina Beljić, Olgica Glavaški, Jovica Pejčić

Comparative Analysis of the Role of Gender Equality in ESG Performance Across Belgium, Denmark, Luxembourg, and Hungary

Beatrix Katalin Gergely, Dóra Sipos, Anikó Zseni

Sustainability and Complementarity of Agriculture and Rural Areas in the EU

Jaroslav Svoboda, Ivana Faltová Leitmanová, Jiří Alina

The Role of Universities in Sustainable Transformation

Brankica Todorovic

Revolution in Project Management – Focusing on Sustainability and AI

Blanka Székely, Szilvia Erdeiné Késmárki-Gally

Capacity Building, Management, and Sustainability Values

Nevenka Maher

Cyber Security in E-Banking

Behrije Ramaj Desku, Thëllëza Latifi Sadrija, Agnesa Mala

A Comprehensive Examination of the Impacts of the Circular Economy within the ESG: Evaluating New Metrics and Interactions

Gergely Zoltán Macher, Cecília Szigeti

Polish Agriculture on the Path to Sustainable Agriculture

Kamila Radlińska

Using Didactic Methods, Games in Teaching: For a Sustainable Corporate Environment

Gergely Fazakas

The Influence of Ideology on Innovation as Manifesting Imagination: The Case of TESCREAL and AGI

Hüsig, Julien Bucher

Do Masculine CEOs in High-ESG-Rated Companies Avoid Committing Fraud? Evidence from European Countries

Frandy Efraim Fritz Karundeng, Zsuzsanna Szelés

Evaluating the Effectiveness of EU Sanctions on Russian Financial Markets: A GARCH-Based Approach

Aleksandr Chernykh

Unlocking Value: The Impact of Assurance on Voluntary Integrated Reporting in India's Corporate Landscape

Ajay Lunawat, Dipti Lunawat

AI and ESG-Driven Green Innovation in the Middle East: Overcoming Barriers to Sustainable Technology Adoption

Nesrina Ahmad

An Analysis of the Social and Linguistic Construction of Artificial Intelligence

David Pučko, Staša Kolar

Promoting Renewable Energy through Environmental Taxes: Implications for Sustainability Transition in the European Union

Phoomsavarth Mittarvanh

From Routine to Intuition: AI's Role in Corporate Governance and Management Decision-Making

Tjaša Štrukelj, Nataša Gajšt

Impact of Fiscal Policies on the Economic Growth of Kosovo, Albania and North Macedonia

Aulonë Cenaj, Abdylmenaf Bexheti

The Impact of Intelligent Process Automation on Audit and on Junior Auditors' Skills

Filip Tashkovski, Daniel Zdolšek

DEI - Case of Select Indian Organizations

Jayasri Indiran

Public-Private Partnerships for Green Skills: Evaluation of Different Stakeholders under the Shadow of Game Theory Model

Laeq Razzak Janjua, Dorottya Edina Kozma

The Role of AI in Energy Usability and Efficiency: Opportunities and Limitations

András Szeberényi, Tomasz Rokicki, Norbert Bozsik

The Impact of Financial Intermediation on Economic Growth: An Econometric Analysis for the Western Balkan Countries

Duresa Kilaj, Fisnik Morina, Argjent Berisha

Asymmetric Impact of Country Size, Cleaner Energy, and Human Capital on Ecological Footprint: A Mediating Effect

Hemachadra Padhan, Annmary Jose

Sustainable Management and Business in the Area of Grocery Shopping - The Efficiency of Grocery Shopping (EoGS) Project

Stefan Bongard, Farisa Dachkilgov, Fynn Duthmann, Elias Flick, Keyvan Mardani, Armin Zakys

*Macroeconomic
Adjustments under the
Pitfalls of Quantitative
Easing in the EU:
Balancing Economic
Growth and Inflation
Across Monetary
Regimes*

*Stefan Stojkov, Emilija
Beker Pucar, Aleksandar
Sekulić*

*Environmental, Social,
and Governance (ESG)
Performance and
Economic Growth: An
Econometric Analysis for
Central European
Countries*

Liridona Nikqi

16.45 – 17.10

CONFERENCE CLOSE – REFLECTIONS ON THE TOPICS COVERED
(Lecture room P1.4)

17.30

NETWORKING
Venue: The Old Vine House (Vojašniška ulica 8)

- 14th May 2025 -

Faculty of Economics and Business (Razlagova 14, Razlagova 20)

Lectures (TSM), presentations (ST), and workshops by participants

16.00 – 17.30

National Liberation Museum (Ulica Heroja Tomšiča 5)

(meeting point: FEB, Razlagova 14 at 15.45)

17.30 – 18.30

City guided tour (meeting point: National Liberation Museum at 17.30)

19.00

Buffet dinner

Venue: Nana Bistro (Glavni trg 16)

- 15th May / 16th May 2025 -

Faculty of Economics and Business (Razlagova 14, Razlagova 20)

Lectures (TSM), presentations (ST), and workshops by participants