

## AUTHORS

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Ildikó Balatoni obtained her medical degree at the Semmelweis University in 1995. She is also qualified in medical law, is a specialist of surgery and plastic surgery, she has a degree in controlling, in quality management and she is a qualified auditor. She obtained her PhD degree in 2011 within the field of social sciences in regional studies. Her scientific interest lies in studying the inner (genetic, physiological and psychological) and external (infrastructure, equipment and human resources) parameters influencing physical performance and their comparative analysis in a regional context.

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Zoltán Baracscai has been teaching at several universities in Hungary, Croatia, Bosnia and Romania. His interest is focused on the mind-set of the decision-maker. He has written 20 books and 100+ conference and journal papers on these topics. He and his team developed the Doctus knowledge-based expert system shell to support executive decision-takers. He conducted 100+ consultancy projects where decision support was provided using Doctus and worked on many of these as a knowledge engineer. Over the last few decades he designed a dozen postgraduate schools and degree courses.

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Márton Demeter is a Full Professor at the University of Public Service, Budapest at the Department of Social Communication, and he is the Head of Department for Science Strategy. He has extensively published on academic knowledge production in communication studies and beyond.

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Katalin Czakó has actively participated in the founding and managing of the Doctoral Program in Business Administration and Management Sciences at SZE since 2016. Besides general managerial duties, she is responsible for budgeting and planning as well as research collaborations with various partners from the industry

and society. She is also responsible for overseeing international relations and supervisory networks. Since 2021 she has been contributing to the development processes of four doctoral schools at SZE in the area of research collaborations and internationalization. Currently, she is involved in establishing joint degree, practice-based PhD programs and setting up related joint Master programs within the RUN-EU network. She is an associate professor, teaching Economics, Theory of Economics and Economics of Trade. Her research field covers entrepreneurial universities and innovative teaching on a regional basis. She has been engaged in several international research projects as well as projects aiming to designing teaching and research activities.

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Adamu Umar Gambo obtained his business degree with marketing specialization at International University of East Africa in Kampala, Uganda in 2014. He obtained his MSc degree in Management with marketing specialization at Bayero University Kano, Nigeria in 2018. He held some marketing, sales and auditing jobs in banking, insurance, automobiles and logistics both in Uganda and Nigeria and one time a part time lecturer of Management in a health institution in Kano Nigeria. He is currently a third year PhD student at University of Debrecen and his current scientific interest lies in sport business and management, sport marketing, sport economics and general business and management.

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Gábor Gubicza graduated from Széchenyi István University as an expert of international relations and obtained a master's degree in international studies in the diplomacy section of Corvinus University Budapest. Subsequently, he obtained his university doctorate at the Faculty of Law of Széchenyi István University and completed his executive MBA studies at the Győr based institute. He has gained corporate experiences in multi and transnational companies in the food, beverages, plastic and automotive industries as a middle and senior manager. His research focuses on job rotation and sensemaking in automotive management. He also looks at the vertical, horizontal and international direction of management rotation and aims to define an ideal rotation interval.

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Barbara Huszár is the Head of the Budapest Innovation and Education Centre of Széchenyi István University of Győr. She holds an MSc degree in economic sociology from Corvinus University of Budapest. Currently, Barbara is a 4th year PhD student at Széchenyi István University in Győr with a research focus in green economy and real estate market. She has been working in the real estate and green economy business field for 8 years as an analyst and advisor.

**KERESZTES, MÁRIA: researcher, Széchenyi István University; E-mail: maria@smartia.hu**

Mária Keresztes is currently a doctoral student at the Széchenyi István University in Győr, pursuing research in the theory of Economyology in order to blending scientific and artistic fields to explore neutral space in norm-compliance. A graduate from multiple Hungarian universities, she has contributed to international projects and authored pivotal publications like „The Bridges of Development”. Recognized for her interdisciplinary approach, creativity and commitment to social responsibility, Mária’s work includes award-winning contributions to poetry and art exhibitions.

**KOHUS, ZSOLT: PhD Candidate, Széchenyi István University, Doctoral School of Regional- and Business Administration Sciences, SzEEDSM Doctroal Program; E-mail: kohus.zsolt@sze.hu**

Zsolt Kohus has extensive experience and knowledge regarding innovation management, intellectual property management and technology transfer. His main research is the research relationship between the research output and scientific impact of higher educational institutions and research facilities. To this end, using scientometrics Zsolt analysis how individual tangible and intangible factors influence research output, and how these indicators are reflected in the position of higher educational institutions in the most prestigious world ranking systems.

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László Imre Komlósi is a professor of leadership and organizational communication at Széchenyi István University. In his educational activities, he has participated in master’s programs, MBA courses, and doctoral training, predominantly conducting courses in English. His research encompasses cognitive communication theory, artificial intelligence and organizational communication. Since 2019, he has been a founding professor and the head of the Doctoral Program in Business and Organizational Sciences at the Doctoral School of Regional and Economic Studies at Széchenyi István University. Over the past eight years, he has supervised numerous doctoral students

and conducted joint research with them, resulting in several highly-indexed international publications.

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Norbert Kovacs graduated from Széchenyi István University in 2004 as an economist. In 2012 he received his PhD in Management Sciences from Széchenyi István University. In addition to data mining and statistical modelling, his research interests cover various aspects of theory of decisions.

**DR. LUKÁCS, ESZTER, PHD: associate professor, vice-president for global strategy, Széchenyi István University; E-mail: lukacs.eszter@sze.hu**

Eszter Lukács completed her doctorate in International Studies at the Corvinus University of Budapest, Hungary. After graduation, she started her teaching career at Széchenyi István College, the legal predecessor of Széchenyi István University in Győr, Hungary. She was appointed Vice Rector for Education in 2018 and Vice Rector for International Affairs in 2021. From 2022, she continued her career as Vice President for Global Strategy. Thanks to her dedicated and persistent work in the internationalisation of the institution, in recent years Széchenyi István University has seen an eightfold increase in the number of English-taught programmes on offer and an 80% increase in the number of international students.

Her research interests, which have led to numerous national and international publications, include the development of Asian economies (East Asia, Southeast Asia, China, India, ASEAN), the foreign economic policy (FDIs) and higher education and international rankings. The most frequently taught courses in her teaching portfolio are Global Economics, Asian Studies, World Economy and Globalisation, Applied World Economics and Hungary's foreign economic relations.

In addition to her achievements in academia, her international engagement is also outstanding. She has been a member of the United Nations Association of Hungary since 2008 and was elected a member of the Governing Council in 2020. In 2021 she was elected President of the Hungarian Rectors' Conference and in 2023, became a member of the Board of Trustees of the Tempus Public Foundation.

In 2022 she was awarded Knight's Cross of the Hungarian Order of Merit.

**DR. REMSEI, SÁNDOR, PHD: associate professor, dean, Széchenyi István University, Kautz Gyula Faculty of Business and Economics, Head of Department of International Applied Economics; E-mail: remsei.sandor@sze.hu**

Sándor Remsei got his first degree in electrical engineering, but he started in the field of foreign trade. He can claim more than 30 years of professional and corporate experience.

rience and he has been active in higher education since 1996. He received his PhD degree in 2005 from the University of West Hungary. He has been teaching at the Széchenyi István University since 2016. He has been teaching economics (macro-and microeconomics) and foreign trade since the beginning of his university career, but his portfolio also included economic policy, management and marketing subject over the years. He has been involved in the Doctoral School of Regional- and Business Administration Sciences at SZE since its foundation. In the beginning, his main topic was the trade of agricultural products and crops, later the issues of biofuel production and he is happy to make minor detours if he finds a topic interesting.

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Péter Riegler is a business administration and management graduate student at the Kautz Gyula Faculty of Economics at Széchenyi István University. In his thesis he examined the fields of Artificial Intelligence (AI) and Project Management (PM). He investigated the potential of Artificial Intelligence (AI) to support the process of project planning, specifically risk management.

**SOÓKI-TÓTH, GÁBOR CSABA: assistant professor, Department for Architectural History and Urban Design, Széchenyi István University of Győr, Faculty of Architecture, Civil Engineering and Transport Sciences; E-mail: sooki-tothgabor@outlook.com**

Gábor Soóki-Tóth experinced in the property development, asset management and urban planning fields in the past 30 years. Teaching subjects: Urban Design, Architectural Design Studio. Research areas: economics and urban design of large scale urban development projects, urban regeneration and adaptive reuse of abandoned buildings, circular models in urban development and architectural design.

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Dániel Róbert Szabó graduated from Széchenyi István University in 2010 as an economist. In 2016 he received his PhD in Management Sciences from Széchenyi István University. In addition to data analytics, his research interests cover various aspects of sustainability.

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Zsolt Szakály has been working at the Széchenyi István University since 2004. He is

awarded a PhD in Sport Science from the Semmelweis University of Budapest in the 2008. He is full professor since 2022. His researches connected with health, sport and economy. He serves as the supervisor of the Doctoral Program in Business Administration Sciences at Széchenyi István University.

**DR. SZENTES, VERONIKA, PHD: Széchenyi István University, Doctoral School of Regional- and Business Administration Sciences; E-mail: veraszentes@gmail.com**

Veronika Szentes received her PhD at the Doctoral School of Regional- and Business Administration Sciences of Széchenyi István University. University certified Msc. clinical nurse, hemodynamic operating room assistant. She is a student of the University of Miskolc's Faculty of State and Law, with a degree in animal protection.

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