Egedy Tamás

The creative economy in Hungary and Budapest with a special focus on SMEs

Description of the research topic:

The main objective of the research is to explore the current situation and the role of creative economy (as well as creative industries and knowledge intensive industries) in the Hungarian context with a special emphasis on SMEs. The research allows candidates to investigate the interconnectedness of the creative economy with other disciplines and economic branches (e.g. tourism, hospitality, etc.). The research is based on empirical studies and methodology using quantitative and qualitative methods. Field studies play an important role in research. Carrying out international comparative analyses on national or metropolitan levels is optional.

Egedy Tamás

Smart cities and smart projects in Hungary

Description of the research project:

The objective of the research is to explore the role of smart city concept and smart projects in the Hungarian economy. The research allows candidates to investigate the role and potentials of smart projects and solutions in tourism and hospitality, respectively with special emphasis on SMEs. The research is based on empirical studies and methodology using quantitative and qualitative methods. Field studies play an important role in the research. Carrying out international comparative analyses on national or metropolitan levels is optional.

Elekes Andrea

Sustainable Trade – The Role of Small and Medium-Sized Enterprises

Description of the research topic:

The societal expectations of sustainable development and hence of the various green solutions (green products, sustainable financing, etc.) are becoming increasingly compelling for market participants. Adapting to regulations moving in the direction of sustainability is a particularly significant challenge for small and medium-sized enterprises. They have to comply with increasingly stringent rules in a constantly changing environment. This, on the one hand, encourages permanent innovation and, on the other hand, solutions that evade the rules can become more and more attractive. Due to its complexity, this research field can be approached in many methodological ways. Location theories, economic geography approaches and cost-benefit analyses may be applied for sustainability considerations. However, decisions made
under uncertain circumstances and information asymmetry are of paramount importance when circumventing the rules are to be analysed.

Some research questions are as follows:

- What kind of innovations and business models can help to implement sustainability aspects in trade? (E.g.: investment in a new restaurant or home delivery; territorial expansion or e-/m-commerce; environment-friendly new materials; can a family touristic enterprise based on local produce be a solution to regional labour problems and mitigate the core-periphery gap? – factors determining the decision, cost-benefit analysis, modelling;)
- How effective are voluntary, yet binding, agreements between companies and civil society organizations?
- What role can national and international (trade) rules and agreements play? (E.g.: enforcing sustainability rules in the financing of small and medium-sized enterprises; sustainability and SME rules in international trade agreements).
- Forms of trade practices endangering environmental and social sustainability, and ways of curbing them. (E.g.: How to reduce the environmental burden of tourism; circumventing environmental and employment standards; corruption).

Győri Zsuzsanna

**The use of the ISO 26000 standard by Hungarian SMEs**

Description of the research topic:

The essence of CSR and the steps to be taken to implement it are described in the ISO 26000 standard in the most complete way that can be understood by any organization, even an SME. Since the introduction of the standard in 2010, there have been organizations (such as OTP Bank or KÖVET Association) that have propagated the spread of the standard, but there is still little awareness on that in the Hungarian SME sector. The main research questions are 1. what is the reason for this situation and 2. how it can be changed.

**The role of integrated reporting in the multidimensional interpretation of corporate value creation**

Description of the research topic:

In the past few decades, increasing environmental and social challenges demand economic actors to fulfil more and more tasks. Stakeholders, including investors, employees and consumers, expect companies to take responsibility for the impact of their activities and, in addition, to be involved in solving these problems and achieving sustainability. It is not enough to create value in just one field, namely in the financial one, but they have to meet this obligation in several dimensions. The integrated reporting (IR) guidelines of the International Integrated Reporting Council interpret value creation in six dimensions, thus providing opportunities not only for reporting on past activities, but for complex rethinking and planning of the future value creation process as well. Possible research questions are as follows: 1. Which opportunities
does IR offer for a deeper and more complex understanding of corporate value creation? 2. How is IR applied in corporate practice? 3. What is the role of economic participants in spreading the IR approach and practice?

Hidegh Anna Laura

Critical Entrepreneurship Research

Description of the research topic:

Critical entrepreneurship research is against the mainstream neoliberal model of entrepreneurship (Ogbor, 2000), and focuses upon the impact of political, social and cultural factors on the entrepreneurial process, activities and identities (Tedmanson et al., 2012), and at the same time, it considers entrepreneurship as the vehicle of social change (Calás et al., 2009; Steyaert & Hjorth, 2008). It is engaged in giving voice to those entrepreneurial subjectivities, whose voice is silenced in mainstream entrepreneurial research (T. M. Cooney & Licciardi, 2019; Tedmanson et al., 2012) such as female entrepreneurs, entrepreneurs with disabilities (T. Cooney, 2008; Williams & Pat-terson, 2019), ethnic minority or immigrant entrepreneurs (Ram, 1997; Ram et al., 2017).

Dissertation proposals are expected to include the following research questions:

- How are entrepreneurial identities constructed while intersecting with the identity category gender, ability, ethnicity and age?
- How can we describe the hegemonic discourse of entrepreneurial freedom?
- How could the entrepreneurship contribute to reducing social inequalities? How can the entrepreneurship become the vehicle of resistance against the status quo (patriarchal and/or ableist social or-der)?

References:


Juhász Tímea

**Willingness to transfer knowledge between generations at the workplace**

Description of the research topic:

Nowadays, knowledge management and in particular knowledge transfer are common research fields in management sciences. Similarly, generation research is also a highly popular topic. We connect these two fields in the research to examine the willingness of different generations to transfer knowledge in a single company, the role of corporate HR department in this context, and the expectations of employees with various age groups for the return of their knowledge both from the organisation and other colleagues. Another research question is whether or not employers address this issue and any identifiable economic benefit arises from dealing with this issue either for the organisation or the individuals.

In the research we set up a model to prove which knowledge transfer relations exist between various generations and which variables can be assigned to their expectations during the process. We identify variables to measure the beneficial effects of the willingness to transfer knowledge on the organisation and the individuals.

Kása Richárd

**Innovation strategies in the 21st century – Corporate innovation performance**

Description of the research topic:

The interpretation and content of innovation, including the nature of corporate innovation strategies, have undergone significant changes over the last thirty years. In this research, the perception of these changes are analysed, the identification and the analysis of interactions among the components of these relations are presented resulting in the development of an (applied) measurement method. The topic may be discussed in a company (hypothetical company model, experiment), among companies (segmented group, value chains) and in regional approach, and can be linked to technology management and innovation policies.

Research questions:
- How do the content, perception and strategies of innovation activities change over time, considering global megatrends? (Cyclic approach to innovation.)
- How can innovation and innovation strategies be interpreted in the digital age on the verge of singularity? (Evolutionist view of innovation.)
- How do innovation strategies and leadership are interrelated? (An egocentric view of innovation.)
- How can innovation performance be measured?

**Kovács András**

**Online and offline spaces and places in marketing and commerce**

Description of the research topic:

The objectives of the topic are focused on spatial processes in marketing and commerce. In the research framework of this topic, spatiality of marketing and sales are in the focus (Place-related issues in the 4P-model). These days, besides the offline marketing and sales activities, spatial problems in online marketing and commerce, as well as the integration of offline and online spaces have become more and more important. The successful implementation of the cross-, multi-, and omnichannel marketing concepts are crucial for long-term business success.

Research questions:

- How can shopping behavioural patterns in offline and online spaces be described?
- How will the “classic” term of “gravity zone” change due to the new online spaces? What kind of effect does it have on corporate strategies applied by shopping centres or hypermarket chains?
- How can the macro and micro environment of offline and online markets be described and characterized?
- What are the most important factors of successful omnichannel strategies by small and large (international) companies?

**Kozma Tímea**

**Global trends and technological challenges of sustainable supply chains**

Description of the research topic:

Cooperation between global green logistic and supply chains is difficult and complex; the analysis of goals, critical points, concrete methods and technologies offer new scientific results. The effectiveness of these complex systems can further be increased via scientific research.

The topic of the research includes the supply chain-level analysis of the effects caused by the innovative technologies of our continuously changing world; and their application in the field of logistics might imply a more viable, and from a corporate point of view a more effective and more productive vision. Due to renewing processes and technologies, competition becomes
sharper between companies within the chain. In addition, companies will appear that are new in this field capturing market segments from other firms by using greener solutions with up-to-date tools applied in process management.

The objective of the research is to examine the global technological novelties at the level of process management taking place in the field of green supply chains in Europe. Another objective is to reveal their advantages and disadvantages and to highlight the critical points. After the optimisation carried out at the level of process management, the final objective is to prove and show the effectiveness of new technologies for companies.

**Krajcsák Zoltán**

**Modelling Employee Commitment in Management Systems**

Description of the research topic:

Understanding the nature of the employee commitment is a prerequisite for organizations to effectively develop retention management measures. The aim of this modeling in the area of occupational psychology is to examine the relationship between the already known dimensions of commitment and other organizational and individual variables. In the modeling, for example, motivational strategies can be identified that target specific dimensions of employee commitment, resulting in a self-sustaining workplace attitude. Commitment is also important in areas such as the prevention and the man-agement of organizational conflicts or even the application of quality man-agement systems where the employees’ commitment attitude is also re-quested.

**Neszmélyi György**

**Comparative analysis of the macroeconomic environment and the regional traits of enterprises**

Description of the research topic:

Along with advancing globalization, the role of the international distribution of tasks (including production and sales) as well as foreign direct investments have gone through significant changes in the world economy and in the national economies.

In most cases, in the background of macroeconomic differences and uneven development trajectories there are complex historic, economic, political, regional (geographic-spatial) factors and trends, the examination of which should be the main research task for the student.

The research can be complemented with the comparative analysis of the economic-geographic regions (like advanced, stagnant and lagging ones) of the examined countries.

Besides bibliographic research, time-series data analysis and other secondary methods, the student is supposed to carry out primary research in the chosen country(ies) as well in reflection to the main questions of the research, such as
• Which sectors could be the most promising ones to develop in the countries surveyed?
• What kind of macro-environmental conditions are there in the examined countries for the family-based small and medium-sized entrepreneurships and how could these conditions be developed further?
• To which extent can international organizations and international agreements (e.g. FTAs) contribute to the economic development?
• What kind of global and local problems hamper economic development in the examined countries and what kind of methods are attempted to handle or eliminate these problems? Besides economic growth and employment what kind of other objectives are followed in economic development policies (sustainability, environment protection, etc.)?

On the basis of 5-10-year (or even longer) period time series analyses and by other research methods, the student can draw a solid picture about the trends of the economic and social development of the examined countries from which results and conclusions can be drawn. These conclusions can serve as utilizable theoretic contribution for the economic development strategies being elaborated for the examined countries. In addition to this, the results of the doctoral thesis may generate useful lessons and good practices for Hungary as well.

Research on the macro-environment of ventures has been a widely examined field, however – due to the rapid changes in the global economic environment – these examinations have to be repeated and extended from time to time as most probably new trends and phenomena can be discovered. Therefore, the research can result in new scientific achievements which could be well utilized in practice.

Remenyik Bulcsú

Sustainable tourism in Hungarian small and medium-sized enterprises

Description of the research topic:

The objective of this research is to analyse the sustainability aspirations of tourism businesses by analysing domestic and international practices. In addition to the green programs of large hotels, sustainability issues in the SME sector of tourism are also becoming more prominent. Small and medium-sized enterprises play an important role in the development of quality tourism in Hungary, without which there can be no eco-conscious thinking and responsible tourism. In fact, SMEs almost completely cover Hungary’s tourism market.

The major research questions are how to diversify demand, how to build quality tourism, how to take into account the satisfaction of the local population and guests, how to retain employees, how to win the Y and Z generation in the further development of small and medium-sized enterprises. Great emphasis will be laid on the analysis of environmentally conscious behaviour, the sustainable development of wealth and cost management, the research and development of the SME sector, its investment activities and the analysis of tenders. An important dimension of the research is to identify the position of internationally leading SMEs and to compare their market operation with domestic ones.
Sági Judit

Examination of the asset composition and the income generation capability of enterprises, using complex ratio analysis and bankruptcy models. Investigation of the impact of external shocks to the profitability of enterprises.

Description of the research topic:

The first objective of the research is to analyse the asset composition and the income generation capability of companies with the help of complex ratio analysis and bankruptcy models. The second objective is to identify the impact of external shocks on corporate profitability. The proposed research questions are as follows:

- How do bankruptcy forecasting models predict the financial strength of businesses?
- Are businesses that perform better with predictability of survival according to models able to adopt to financial constraints and crises as well?
- How can contributing factors to entrepreneurial value be measured?

Tóth Arnold

Economic approach to financial decision of individuals and companies with particular reference to key findings in behavioural economics

Description of the research topic:

Rationality-based economic thinking has dominated the discipline in the past, and optimizing behaviour has become a major driver of individual and corporate decisions. Subsequent alternative approaches have also emerged, one of whose main areas is behavioural economics.

In the framework of the topic, it is possible to explore areas where motivations beyond traditional rationality appear. These include, but are not limited to, individuals' investment decisions, financial awareness, and economic and personal factors that affect the operation of businesses.

The impact of economic studies on students' financial awareness may also be formulated as a research question.

In the context described above, there are many uncovered topics worth exploring for a candidate intending to prepare his or her PhD thesis.