



**European Conference on Innovation
Management
„VALUE-ADDED: Prism of
possibilities”**

**21st-22nd November 2024
Budapest, Hungary**

The Corvinus University of Budapest and the Faculty of Business and Economics of the University of Pannonia organize the **European Conference on Innovation Management (ECIM) 2024** on 21-22 November 2024 with the unique track of the Hungarian Society of Value Analysts under the motto:
„VALUE-ADDED – Prism of possibilities”

Value creation is directly and indirectly connected to innovation. To thrive in a dynamic and ever-changing business landscape, organizations must embrace innovations by understanding the competitive dynamics of technology, learning the active management of the innovation process, improving creative problem-solving skills, and entering into collaboration. The aim of the conference is to create an opportunity for common and diverse thinking on innovation, to share professional knowledge on innovation, and to contribute to a more prosperous and competitive domestic entrepreneurial sector and a more developed and prosperous innovation ecosystem (The Mecenatúra Programme funds the Conference).

Conference Chairmen

Nikolett Deutsch, dr. habil

Associate Professor, Head of Institute,
Institute of Entrepreneurship and Innovation
Corvinus University of Budapest

Beáta Fehérvölgyi, PhD

Associate Professor, Dean,
Faculty of Business and Economics
University of Pannonia

Unique Track Chairman

István Tarjáni, FSAVE, CVS®, PVM, TVM, CMC®

President
Hungarian Society of Value Analysts

Organizing Committee

Péter Bagó, Ph.D

Assistant Professor
Department of Innovation and Business Incubation
Institute of Entrepreneurship and Innovation
Corvinus University of Budapest

Viktor Nagy-Borsy

Assistant Lecturer
Department of Innovation and Business Incubation
Institute of Entrepreneurship and Innovation
Corvinus University of Budapest

Ilona Hoffer, CSc, PVM, TVM, CVS®-Life

Associate Professor
Department of Innovation and Business Incubation
Institute of Entrepreneurship and Innovation
Corvinus University of Budapest

Endre Mihály Molnár, Ph.D

Assistant Professor
Department of Enterprise Development and Management
Institute of Entrepreneurship and Innovation
Corvinus University of Budapest

European Conference on Innovation Management „VALUE-ADDED: Prism of possibilities”

**Location: Corvinus University of Budapest, Corvinus
Gellért Campus, 1118 Budapest, Ménesi street 5.**

(map: <https://maps.app.goo.gl/yQTtiCmifBzUZXNQ6>)

Thursday, 21st November, 2024

Detailed program:

08.30-09.00:	Registration*
09.00-09.20:	Opening Ceremony
09.20-10.20:	Networking
10.20-10.45:	Opening Ceremony
10.45-12.00:	Plenary Speeches
12.00-13.00:	Lunch
13.00-15.30:	Sessions
15.30-16.00:	Coffee break
16.00-18.00:	Sessions

*By signing the attendance sheet, you confirm that you have acknowledged the information in the Privacy Notice, which is an integral part of this attendance sheet. We want to draw your attention that the University will ensure that a photo-free zone is designated for the entire duration of the event, so if you do not wish to have video and audio recordings taken of you, please take a seat in this zone.

Opening Ceremony

Location: Auditorium A
9.00-9.20

Greetings from the Academia:

Prof. Bruno van Pottelsberghe, Rector-President, Corvinus University of Budapest

Nikolett Deutsch, dr. habil, Chair of the Conference, Associate Professor, Head of Institute, Institute of Entrepreneurship and Innovation, Corvinus University of Budapest

Beáta Fehérvölgyi, Ph.D, Chair of the Conference, Associate Professor, Dean, Faculty of Business and Economics, University of Pannonia

Networking

Location: Lounge
9.20-10.20

Coffee, Breakfast and Discussions

Opening Ceremony

Location: Auditorium A
10.20-10.45

Greetings from the Value Management Worldwide:

Keith Owen, MRICS, MACostE, PVM, FIVM, General Secretary, Value for Europe

James D. Bolton, FSAVE, CVS-Life®, PVM, Former President, Society of American Value Engineers

István Tarjáni, FSAVE, CVS®, PVM, TVM, CMC®, President, Hungarian Society of Value Analysts

Plenary Speeches

Location: Auditorium A
10.45-12.00

10.45.-11.05. Prof. Constantin Bratianu, Emeritus Professor, UNESCO Department for Business Administration, Bucharest University of Economic Studies, Bucharest, Romania

The impact of time perception in designing knowledge strategies

11.05.-11.25. Prof. José Morais, Principal Lecturer, ISPGAYA, Portugal

Science Parks and Entrepreneurial Activity: The Case of UPTEC

11.25.-11.45. László Kónya, CEO, Deutsche Telekom IT Solutions, Hungary

AI and the Future of Work

11.45.-12.00. Péter Racskó, Head of Department, Department for Strategy and Monitoring, National Research, Development and Innovation Office, Hungary

Innovation in Hungary

Lunch break

Location: Lounge
12.00-13.00

Session 1. Education and Innovation

Location: Building J, Room 104
13.00-15.30

Academic chair: Márta Aranyossy, dr. habil, Associate Professor, Department of Innovation and Business Incubation, Corvinus University of Budapest

Professional chair: Norbert Babcsán, Ph.D, CEO, Innobay Hungary Kft.

Presenters:

13.00.-13.20. Fanni Luca Somosi, MSc Student, Corvinus University of Budapest and **Liza Almási**, Ph.D Student, Corvinus University of Budapest

Social responsibility in the context of professional development

13.20.-13.40. Károly Vizardák, Ph.D Student, Corvinus University of Budapest

Coaching in higher education

13.40.-14.00. Enikő Pergéné Szabó, Ph.D Student, University of Debrecen

Examining knowledge management in higher education- industry collaborations - a systematic literature review

14.00.-14:20. Réka Matolay, Associate Professor, Corvinus University of Budapest

Science Shop for Social Innovation

14.20.-14.40. László Kacsirek, Associate Professor, Corvinus University of Budapest

Gamification of Developing Presentation Delivery Skills

14.40.-15.00. Tamás Kristóf, Associate Professor, Corvinus University of Budapest

Futures studies for innovation

15.00.-15.20. Eszter Németh, Assistant Research Fellow, University of Pannonia

The role of universities in Hungary's Innovation Ecosystem – Facing transformation and supporting innovation processes

Session 2. Sustainability, Energy, and Innovation

Location: Building J, Room 105A-B

13.00-15.30

Academic chair: Attila Virág, Head of Department, Department of Innovation and Business Incubation, Corvinus University of Budapest

Professional chair: Ákos Kriston, CEO, Hungarian Gas Storage Ltd.

Presenters:

13.00.-13.20. Ákos Kriston, CEO, Hungarian Gas Storage Ltd.

Flexibility developments of the Hungarian Gas Storage Ltd.

13.20.-13.40. Nikolett Deutsch, Associate Professor, Corvinus University of Budapest

Electricity security: Security dilemmas considering green transition in the Visegrád countries

13.40.-14.00. Szilvia Kovács, University Assistant, University of Dunaújváros

Noise as a Potential Energy Source

14.00.-14.20. Réka Szolga, Ph.D Student, Ludovika University of Public Service

Reducing international water stress with sustainable European water policy

14.20.-14.40. Nóra Mezőfi, Ph.D Student, University of Pannonia

Assessing the Ecosystem Supporting the Transition to a Circular Economy in Hungary, Based on a Competence Map and Expert Interviews, with international perspective

14.40.-15.00. Péter Bera, Ph.D Student, Corvinus University of Budapest, **Dániel Kostyal**, Ph.D. Student, Corvinus University of Budapest, and **Bence Pistrui**, Assistant Professor, Corvinus University of Budapest

The applicability of circular business models and the concession system in Hungary's waste sector

15.00.-15.20. Tim Gittins, Professor of Practice, Corvinus University of Budapest

Roma informal entrepreneurs and municipal waste management in Hungary: a pilot project to estimate the extent of informally retrieved bulky

Session 3. Start-up management, Ventures, and Ecosystem

Location: Tower K, Rooftop

13.00-15.30

Academic chair: Attila Petheő, Head of Department, Department of Enterprise Development and Management, Corvinus University of Budapest

Professional chair: Mónika Harsányi, Head of International Projects, Budapest Chamber of Commerce and Industry

Presenters:

13.00.-13.20. Attila Petheő, Associate Professor, Corvinus University of Budapest

ENTplanner – platform development project for Ideation and Start-up team formation

13.20.-13.40. Loretta Huszák, Assistant Professor, Corvinus University of Budapest

Danube Cup – Bridging East and West-Europe in Entrepreneurship (case study)

13.40.-14.00. László Kállay, Associate Professor, Corvinus University of Budapest

Management aspects of geographically limited platform ventures

14.00.-14.20. Milos Milicsevics, Assistant Professor, Corvinus University of Budapest

Hybrid Venture-Capital as a Policy Tool

14.20.-14.40. Qondeni Brenda Nxumalo, Ph.D Student, Corvinus University of Budapest

Exploring the impact of Digitalization and International Business Strategy: A Comparative Analysis of Traditional and Born-digital Firms

14.40.-15.00. Krisztofer Szabó, Assistant Lecturer, Corvinus University of Budapest

Future entrepreneurs and innovation

15.00.-15.20. Ádám Németh, Ph.D Student, Corvinus University of Budapest

Private Equity and Innovation: A Systematic Literature Review

Networking

Location: Lounge

15.30-16.00

Coffee break

Session 4. Strategy and Innovation

Location: Tower K, Rooftop

16.00-18.00

Academic chair: Miklós Stocker, dr. habil, Associate Professor, Head of Institute, Institute of Strategy and Management, Corvinus University of Budapest

Professional chair: Prof. José Morais, Principal Lecturer, ISPGAYA, Portugal

Presenters:

16.00.-16.20. Márta Aranyossy, Associate Professor, Corvinus University of Budapest and **Péter Halmosi**, Associate professor, University of Szeged

Social and Economic Value Creation by Hungarian Healthtech Innovations

16.20.-16.40. Katarina Milosavljević, Ph.D Student, University of Belgrade

Scrumming for Success: Integrating Agile Practices into Strategic Planning

16.40.-17.00. Attila Miklós Kozma, Associate Professor, Corvinus University of Budapest

Business model innovation through the adoption of Smart Airport Systems – the case of Budapest Airport

17.00.-17.20. Éva Mariann Kiss, Assistant Professor, Corvinus University of Budapest

Dynamic Capabilities and Ambidexterity: Driving Innovation in Regulated Environments

17.20.-17.40. Csaba Borboly, Vice-President, Harghita County Council

Challenges of Public Administration Digitalization: Digitalization of Local Services in the Central and Eastern European Countries

17.40.-18.00. Diána Dóra Beke, Ph.D Student, Corvinus University of Budapest

Organizational Learning from Failures in Knowledge-Intensive Startups – a Qualitative Study in Agile IT Development

Session 5. Artificial Intelligence and the Financial Sector

Location: Building J, Room 104

16.00-18.00

Academic chair: Éva Pintér, dr. habil, Associate Professor, Vice Head of Institute, Institute of Entrepreneurship and Innovation, Corvinus University of Budapest

Professional chair: Ágnes Sütő, Head of Marketing, PR and e-channels, Hungarian Banking Association

Presenters:

16.00.-16.20. Éva Pintér, Associate Professor, Corvinus University of Budapest

Cyberinsurance as a financial innovation

16.20.-16.40. Ágnes Sütő, Head of Marketing, PR and e-channels, Hungarian Banking Association

Cybersecurity and financial literacy

16.40.-17.00. Masud Ibrahim, Senior Lecturer, Akenten Appiah-Menka University

Artificial Intelligence (AI) Adoption and Operational Performance of Commercial Banks in Ghana. The moderating role of Employee Technology Skills

17.00.-17.20. Anara Bekmukhambetova, Ph.D Student, Corvinus University of Budapest

Navigating Change: Insights into Financial Institutions in Hungary and Kazakhstan

17.20.-17.40. Márk Recskó, Ph.D Student, Corvinus University of Budapest

Investigating the importance and prevalence of cryptocurrency acceptance research

17.40.-18.00. Katarina Antić, Ph.D Student, University of Belgrade

From Conventional to Cutting-Edge: A Comparative Study of AI-Enhanced and Traditional Management of Innovation Projects

Session 6. Sports and Innovation

Location: Building J, Room 105A-B

16.00-18.00

Academic chair: Attila Kajos, Associate Professor, Head of Department, Department of Business Studies, Corvinus University of Budapest

Academic chair: Zsolt Havran, Associate Professor, Corvinus University of Budapest

Presenters:

16.00.-16.20. Attila Kajos, Associate Professor, Corvinus University of Budapest

Factors motivating Hungarian NFL satellite fans to watch games

16.20.-16.40. Md Mahbubul Haq, Ph.D Student, Corvinus University of Budapest

Sports Technology Innovation: Transforming Fan Engagement

16.40.-17.00. Zsolt Havran, Associate Professor, Corvinus University of Budapest

Innovative analysis of the context of global migration using the example of professional footballers

17.00.-17.20. Imre Borbély, Data Analyst, xfb Analytics

Data-based player profiles in modern football

17.20.-17.40. Ágnes Szabó, Assistant Professor, Corvinus University of Budapest, and **Attila Kajos**, Associate Professor, Corvinus University of Budapest

Workplace sport motivation: First steps of a scale development

17.40.-18.00. Gyöngyvér Lacza, Associate Professor, Head of Recreation and Health Promotion Studies, Hungarian University of Sports Science

Hungarian Active Leisure (HEPA) Strategy 2033

Gala Dinner

Location: Hemingway Restaurant-Terrace

1113 Budapest, Kosztolányi Dezső Square 2.

19.00-21.00

Friday, 22nd November, 2024

Detailed program:

08.00-10.00:	Registration
10.00-12.00:	Sessions
12.00-13.00:	Lunch
13.20-13.50:	Closing and awarding ceremony

Networking

Location: Lounge

09.00-10.00

Coffee break

Session 7. Knowledge Management, Collaboration, and Innovation

Location: Tower K, Rooftop

10.00-12.00

Academic chair: Beáta Fehérvölgyi, Ph.D, Associate Professor, Dean, Faculty of Business and Economics, University of Pannonia

Academic chair: Prof. Constantin Bratianu, Emeritus Professor, UNESCO Department for Business Administration, Bucharest University of Economic Studies, Bucharest, Romania

Presenters:

10.00.-10.20. Nikolas Hatz, Ph.D Student, Chair of Economic Policy, Andrassy University Budapest

The role of trust for networking and collaboration in tourism in least developed post-conflict countries

10.20.-10.40. Jasmin Quill, Ph.D Candidate, Chair of Management Accounting, RWTH Aachen University

Funding pays off: Introducing a research framework for estimating university-industry transfer time using the case of neuromorphic computing

10.40.-11.00. Dávid Bilicz, Assistant Lecturer, University of Pécs

Multiplex knowledge networks in regional innovativeness

11.00.-11.20. Noémi Rázga-Ilyés, Ph.D Student, Corvinus University of Budapest

Exploring Tourism Innovation for Business Resilience: The Role of Managerial Decisions and Organizational Dynamics

11.20.-11.40. András Háry, Managing Director, ZalaZONE Science Park Ltd

Operational Features of Science and Technology Parks

11.40.-12.00. Márk Végh, Ph.D Student, University of Pannonia

Mapping Hungary's business environment: Ownership, structure and regional disparities

Session 8. Technology Management

Location: Building J, Room 104

10.00-12.00

Academic chair: Nikolett Deutsch, dr. habil, Associate Professor, Head of Institute, Institute of Entrepreneurship and Innovation, Corvinus University of Budapest

Academic chair: László Berényi, dr. habil, Associate Professor, University of Miskolc

Presenters:

10.00.-10.20. Nikolett Deutsch, Associate Professor, Corvinus University of Budapest

Technology auditing: A systematic literature review

10.20.-10.40. László Berényi, Associate Professor, University of Miskolc

Measuring technology acceptance

10.40.-11.00. Prof. Tamás Mészáros, Rector Emeritus, Corvinus University of Budapest and **Viktor Nagy-Borsy**, Assistant Lecturer, Corvinus University of Budapest

Technology in Strategy Creation-or the Revival of the Harvard School

11.00.-11.20. Máté Molnár, Ph.D Student, Corvinus University of Budapest
Projects and innovations

11.20.-11.40. Bence Pistrui, Associate Professor, Corvinus University of Budapest and **Dániel Kostyal**, Ph.D Student, Corvinus University of Budapest
Innovation in Hungarian retail through the eyes of managers and consumers

11.40.-12.00. Ronnen Avny, Ph.D Student, Corvinus University of Budapest
The Impact of the Fourth Industrial Revolution on Entrepreneurial Leadership: A NLP-Based Analysis

Session 9. Digitalization and its Challenges

Location: Building J, Room 101

10.00-12.00

Academic chair: Éva Pintér, dr. habil, Associate Professor, Vice Head of Institute, Institute of Entrepreneurship and Innovation, Corvinus University of Budapest

Academic chair: Attila Kajos, Associate Professor, Head of Department, Department of Business Studies, Corvinus University of Budapest

Presenters:

11.00.-11.20. Yin Minghao, Ph.D Student, Corvinus University of Budapest
Unlocking Innovation Potential in Manufacturing SMEs —The Critical Role of Mediators in the Digital Era

10.20.-10.40. Merve Kaptan, Associate Professor, Muğla Sıtkı Koçman University and **Berke Soyuer**, Associate Professor, Muğla Sıtkı Koçman University
Leveling Up Learning: The Role of Digital Video Games in Educational Innovation

10.40.-11.00. Balázs Vajai, Ph.D Student, University of Sopron, and **Viktória Angyal**, Ph.D student, University of Sopron

Measuring the Success of Innovation Investments: A Financial Analysis of Hungarian Companies (Focusing on medium and large Enterprises)

11.00.-11.20. Jana Blšťáková, Associate Professor, University of Economics in Bratislava, and **Robert Hanák**, Associate Professor, University of Economics in Bratislava

Dynamics of HR controlling in the era of digital transformation

11.20.-11.40. Khouloud Challouf, Ph.D Student, University of Sopron

Leveraging AI for Sustainable Development: Current Applications and Future Potential in the Energy management sector

11.40.-12.00. Veronika Nagy-Takács, Ph.D Student, Ludovika University of Public Service

Challenges in Data Asset Management

Lunch break

Location: Lounge
12.00-13.00

Closing & Awarding Ceremony

Location: Auditorium A
13.20-14.00

Optional program – 3D modeling

(Preregistration is needed – at the Registration)

Location: Makerspace

14.00.-15.00. (max. 8 persons, in English)

15.00.-16.00. (max. 8 persons, in Hungarian)

International Value Conference 2024.

Unique Track – Hungarian Society of Value Analysts

„VALUE-ADDED – Prism of possibilities”

Thursday 13.00-17.30; Friday 8:00-17:00, Location:
Building J, Room: 501

Invited section leaders:

Ilona Hoffer, CSc, Corvinus University of Budapest
Istvan Tarjani, SHVA President

Sponsoring associations

Value for Europe

SAVE International

Miles Value Foundation

Society of Hungarian Value Analysts



Presenters:

Keith Owen (Mr), MRICS, MACostE, PVM, FIVM, United Kingdom

BS EN17952:2024 Value Management. Function Analysis; basic characteristics, requirements and guidance for implementation

Marion Berlioz (Ms), PVM, TVM, France

DON'T PROJECT, NAVIGATE.... WITH SMILE!

Manfred Ninaus DI Dr. (Mr), PVM, TVM, CMC®, Austria

Facilitating of the VM project work with software and AI integration

Ilona Hoffer Dr. (Ms), CSc, PVM, TVM, CVS®-life, Hungary

The Role of Functional Structure in the Development of the Strategic Technology Management Excellence Model

Nikolett Deutsch PhD. (Ms), Associate Professor at Corvinus University of Budapest, Hungary

The Role of Functional Structure in the Development of the Strategic Technology Management Excellence Model (co-author)

James D. Bolton (Mr), FSAVE, CVS-Life®, PVM, USA

Value Methodology Case Studies in Product, Process, and Project Areas

Paola Mainardi (Ms), Principal Engineer, Design to cost / Value Engineer, Italy

Product competitiveness challenge playing in different market

Isam Almomen (Mr), Arch, CVS®, CE, Saudi Arabia

Integrating Value Management and Project Programming to best address the Human Factor

Ariella Janka Tarjáni (Ms), CVS®, Hungary

Function analysis of task management tools (co-author)

Noémi Kalló Dr. (Ms), Hungary

Function analysis of task management tools (co-author)

Djemil Chafai (Mr), Former General Secretary of AFAV, France

Value Management and Decision: Guide for decision-makers to self-assess the systemic relevance of their projects

Zsuzsanna Széles Dr. (Ms), VMA, Hungary

Supporting value analysis with the latest technological solutions in financial analysis

Marc Pauwels Dr.-Ing. (Mr), TVM, CVS®, FSAVE, Germany

1./ Challenges of cost transparency: Why do so many companies struggle with their costs?

2./ Value Methodology and Artificial Intelligence: Driving Innovation and Efficiency

Zsuzsanna Szeiner Dr. (Ms), VMA, Slovakia

Research on consulting and consultants' clients needs in Central Eastern European countries - Cases of Hungary and Romania

Hein De Jong (Mr), TVM, The Netherlands

Revealing Optimal Value: Navigating the 9 Essential Questions for Purposeful Investments

Róbert Gyenes (Mr), COO, Engineer, Hungary

WEGER Air Handling Units Investment Project Preparation with VE

Andrea Keszi-Szeremlei Dr. (Ms), VMA, Hungary

Sustainability - Value Methodology (co-author)

Ferenc Nádasdi Dr. (Mr), FSAVE, CVS®-Life, PVM, Hungary

Sustainability - Value Methodology (co-author)

Neha Pirwani (Ms), Ph.D Candidate, Pakistan

Evaluating the Value Dimensions of Gender Differences in Problematic Smartphone Use and Depression: A Systematic Review (co-author)

Aleksandar Vujić (Mr), Ph.D Candidate, Serbia

Evaluating the Value Dimensions of Gender Differences in Problematic Smartphone Use and Depression: A Systematic Review (co-author)

Attila Szabó (Mr), Prof. Academic, Hungary

Evaluating the Value Dimensions of Gender Differences in Problematic Smartphone Use and Depression: A Systematic Review (co-author)

György Molnár Prof. Dr. (Mr), Óbuda University, Hungary

Dynamic knowledge transfer, as a new possibility of the educational added value creation (co-author)

Beáta Orosz (Mrs), Teacher of Economics, Hungary

Dynamic knowledge transfer, as a new possibility of the educational added value creation (co-author)

Károly Szóka Dr. (Mr), Associate Professor, VMA, University of Sopron

Using the CourseGarden Platform in Value Analysis Education (co-author) ONLINE paper.

Adrienn Horváth (Ms), Assistant Professor, University of Sopron

Using the CourseGarden Platform in Value Analysis Education (co-author) ONLINE paper.

Marianna Tünde Tarjániné Illés (Ms), CVS®, PVM, TVM, CMC® Hungary

Science Park Business Process Improvement with Value Methodology (co-author)

Marietta Kellerné Altorjay (Ms), Hungary

Science Park Business Process Improvement with Value Methodology (co-author)

Istvan Tarjáni (Mr), FSAVE, CVS®, PVM, TVM, CMC®, Hungary

Applications of Digital Transformation During Teaching of Value Analysis (co-author)

Marietta Kellerné Altorjay (Ms), Hungary

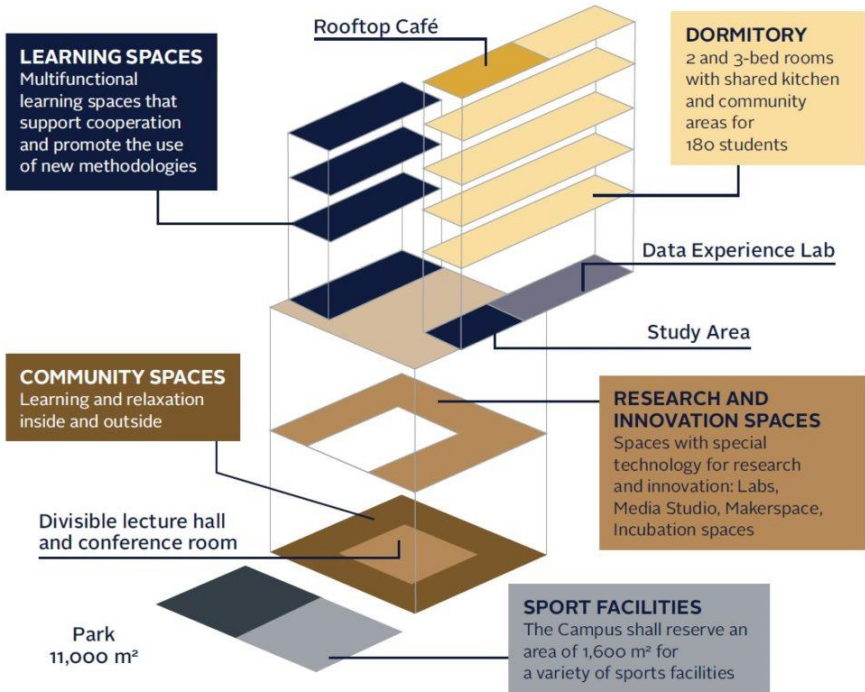
Applications of Digital Transformation During Teaching of Value Analysis (co-author)

Detailed program (Timing and Location) of the Value Conference is available by using the code below:



THE BUILDING

Gellért Campus



What public transportation options are available near the Campus?

The Campus is a 5-minute walk from Gárdonyi Square and a 7-minute walk from Móricz Zsigmond Square, where several public transportation options are available (from Fővám Square, trams 47/49, and metro line 4).

Where can I park if I come by car?

Those arriving by car can park in the surrounding streets or a parking garage located a 5-minute walk from the Campus.

Is there a place to store my bicycle if I arrive by bike?

Yes, bike storage areas are near the campus's main entrance and the dormitory entrance.

EC20 IM24

EUROPEAN
CONFERENCE
ON
INNOVATION
MANAGEMENT



NATIONAL RESEARCH, DEVELOPMENT
AND INNOVATION OFFICE
HUNGARY