



TESIC 2025

International Conference on Technological, Educational, Social, and International Challenges in the Changing World

Győr, Hungary – May 22-24, 2025

Programme and session schedule

22 May

8:00 - 9:30	Registration (Management Campus (MC))
9:30 - 9:45	Opening and welcome speech (venue: MC1) Eszter Lukács associate professor, Vice President for Global Strategy, Széchenyi István University Júlia Szőke associate professor, Vice-Dean for International and Scientific Affairs, Chair of the Conference
9:45 - 10:45	Keynote speech 1. and Q&A (venue: MC1) Marcelo Rudolfo Calvete Gaspar , Polytechnic University of Leiria, Portugal Topic: <i>Impact of Artificial Intelligence in Higher Education</i>
10:45 – 13:00	Networking and lunch break (Management Campus)
13:00 – 14:00	Keynote speech 2. and Q&A (venue: MC1) Gagan Deep Sharma , Guru Gobind Singh Indraprastha University, New Delhi, India Topic: <i>Building Future-ready Universities</i>
14:00 - 17:00	Parallel sessions
18:00 -	Gala Dinner and Networking Event



23 May

8:00 - 9:00	Registration (Management Campus)
9:00 - 12:00	Parallel sessions
12:00 - 13:30	Networking and lunch break (Management Campus)
13:30 - 16:30	Parallel sessions



Session 1: AI Across Contexts: Human, Ethical, and Technological Impacts

Chair:	Marcelo Gaspar	Secretary:	Zoltán Ködmön
Place:	MC2	Date:	22 May (14:00-17:00)

Gergő Vida – Márta Trembulyák	The role of automated diagnostics in the identification of learning disabilities
János Farkas	The Nexus of AI and LSP Instruction
Henda Zayane	The violation of private data and its impact on consumers in the age of Artificial Intelligence
Salam Allawi Hussein	Enhancing Network Security with AI-Driven Intrusion Detection Systems
Karoly Nagy	Automating the management of AI technology
Judit Glavanits	The Impact of Priming on the Adoption of Robots for Personal Use
Marcelo Gaspar	Impact of Artificial Intelligence in Higher Education: Adoption, Challenges, and Global Perspectives



Session 2: Dimensions of Sustainability in Society and Economy

Chair:	Helen Sherwin	Secretary:	Bernadett Pápai
Place:	MC122	Date:	22 May (14:00-17:00)

Bence Lukács	The impact of sustainability indicators to Idiosyncratic Risk: Evidence from U.S. Firms
Imre Tódor	The impact of fashion influencers on the promotion of sustainable fashion
Antónia Payer	Sustainable Procurement in Interior Design: Corporate Challenges and Solutions - A Systematic Literature Review
Tamás Szabó	The Interplay of Fintech, Educative UX, and User Behavior: A study of financial consciousness and its impact in the context of SDGs 4 & 10
Gergely Zoltán Macher	Multidimensional Framework for Evaluating Asbestos Poverty Levels: Pathways Towards Sustainable Cities and Communities
Kinga Hokstok- Nagy	Sustainable strategies for occupational safety
Péter Molnár	Content Analysis for the Social Pillar of ESG Reporting: A Social Reporting GRI Standard Compliance Review
András Nagy – Péter Bertalan	Geoeconomic Analysis of the Belt and Road Initiative - Opportunity or Threat to National Sovereignty?



Session 3: Educational Innovations and Pedagogical Strategies I.

Chair:	Gyöngyi Csenger	Secretary:	Anett Balogh-Pécsi
Place:	MC123	Date:	22 May (14:00-17:00)

Anita Tóth-Bakos	Flipped Classroom Trends: A Survey of College Faculty
Gergő Vida – Ágnes Fehér	Changing views of preschool teacher students on the boundaries of practical training: possibilities for adapting the TSES questionnaire
Anett Balogh-Pécsi	Examining and developing emotional intelligence and wellbeing of teacher candidates through storytelling and drama methods
Ágnes Hornyák	Analysis of the collaborative network in relation to the needs of the labor market: in focus the renewed teacher training
Nor Amalina Rusli	Educational Reform and the Development of Digital Literacy Skills in Students with Autism Spectrum Disorder (ASD): Teacher Strategies and Challenges
L. Patrik Baka – Gyöngyi Csenger	Artificial Intelligence, Writing, Collaboration: Lessons from a Workshop
Gyöngyi Csenger	An investigation into the career aspirations of first-year trainee teachers at Széchenyi István University



Session 4: Educational Innovations and Pedagogical Strategies II.

Chair:	Ildikó Lőrincz	Secretary:	Regina Balogh
Place:	MC227	Date:	22 May (14:00-17:00)

Mihály Fónai – Orsolya Nyilas	Is recurrent education a Compulsion?
Tibor Szabó	Development of numerical understanding at preschool age
Balázs Varga	The positive impact of judo sport on the lives of children living with disabilities
Gyöngyi Fábián	Critical thinking and the learning environment
Anita Tóth-Bakos	Inclusive opportunities in music education
Ildikó Lőrincz – Helen Sherwin	Educating the educators: An impact study of CPD at SZE



Session 5: Labor Market Dynamics and Workforce Development

Chair:	Zoltán Csizmadia	Secretary:	Jázmin Lőre
Place:	MC228	Date:	22 May (14:00-17:00)

Dóra Lakosy	Examining Organisational Commitment in SMEs: Preliminary Insights of a Hungarian Research
Judit Glavanits	Psychological capital, workplace stress and mobbing in the context of workers' mental health
Nikolett Huba- Varga	The Impact of the Cement Industry on the Labor Market in Baranya County in the Context of the Just Transition Fund
Adrienn Bartha	Labour Market 4.0: challenges and solutions for incentive management in the digital age
Jázmin Lőre	Challenges and opportunities of female leaders in the labor market
Patrícia Horváth	Economic and Social Dimensions of Labour: Exploring Western Transdanubia
Nóra Hegyi- Halmos	Labor Market Expectations for Graduates: A Content Analysis of Hungarian Job Advertisements
Melinda Németh	The effects of industrial revolutions on the labour market - The future challenges for HR departments
Jānis Klieiders	4 day working week - is it new reality?



Session 6: Cultural and Communicational Transformations and Social Dynamics

Chair:	Júlia Szőke	Secretary:	Júlia Hajszán
Place:	MC1	Date:	23 May (9:00-12:00)

Zsuzsanna Kara	Culture-Based Urban Development and Sustainability: Experiences from Hungary's European Capitals of Culture and Implications for Győr
Fanni Kaszás	Fake news in tourism: a systematic literature review
Flóra Keszei	Obstacles of Intercultural Communication in Hungarian SMEs: Effects of the Ukrainian Workforce During the Russian-Ukrainian War
Zsuzsanna Pálffy	A Novel Approach to the Operationalization of Corporate Local Embeddedness: Narratives as Indicators of Embeddedness
David Sulistiawan Aditya	Does ICT really enhance higher education? A critical understanding of ICT integration in higher education
Júlia Hajszán	Cultural Differences and the Application of Diplomatic Protocol in the Central and Eastern European Region
Karoly Nagy	Globalization in transition - from the information society to the humanitarian society
Júlia Szőke	Assessing Cultural Sensitivity among Higher Education Students in Multicultural Environments



Session 7: Technological Advancements in Education

Chair:	Boglárka Boldizsár	Secretary:	Bettina Oszter
Place:	MC2	Date:	23 May (9:00-12:00)

Inez Koller	Seriousgames – a Toolkit for digital community education
Dalma Lilla Dominek – Nóra Barnucz	The use of multimedia in the development of practical skills
Balint Lampert	Understanding the Operation of a Circular Economy with LEGO Robots
András Benedek – János Horváth Cz.	A new challenge in adult education - or modern-day "Memex" in the shadow of AI
Gábor Kallós	Using digital twins in STEM (STEAM) education
Beata Kese-Bohacsi	Artificial intelligence in secondary education: Can we teach the next generation?
Meyly Kheng	Transforming teacher education in the digital age: Innovations, challenges, and global perspectives
Judit Grotte – Balázs Mahler	Sustainable Hybrid Project Management: A New Professional Profile in Tourism
Boglárka Boldizsár	The Impact of the Science Center Student Lab Project on Subject Attitudes in STEM Subjects



Session 8: Innovation, Entrepreneurship, and Digitalization

Chair:	Szilvia Petz-Tóth	Secretary:	Bernadett Pápai
Place:	MC122	Date:	23 May (9:00-12:00)

Eva Löwe	Bridging Loyalty and Innovation: The Dual Challenge for Germany's Automotive Workforce
Najwa Jnaikah	Transforming Recruitment: The Role of E-Marketing in a Post-COVID World
Ibrahim Alsakhen	A Generic Balanced Scorecard-Based Method to Evaluate the Effect of ERP Implementation in a Mid-size Company in KSA
Md Abdullah Al Mamun	Data Management Practices in Manufacturing across Industries: A Systematic Literature Review
Barbara Berendi	Artificial Intelligence in Recruitment: A Critical Analysis of Its Advantages, Limitations, and Ethical Implications
Mohammed B. Alshawki	Data Integrity Challenges and Strategies to Secure Industrial IoT Systems
Tania Akter	Navigating Digital Leadership: Addressing Key Future Challenges
Szilvia Petzné Tóth	Digital skills as the key to the future labor market



Session 9: Higher Education - Local and Global Dynamics

Chair:	Julianna Fejes-Nádai	Secretary:	Anett Balogh-Pécsi
Place:	MC123	Date:	23 May (9:00-12:00)

Attila Miklós	The University as a Hub of Attraction: Examining the Influence of Localization and Family on University Choice Decisions in Hungary
Andrea Csapó-Horváth	The study of the linguistic landscape of a Hungarian university that is going international
Hesti Miranda	Indonesian students' association membership and its impact on social integration and engagement in Hungarian higher education
Szabolcs Kiss	Experiences of the introduction of project-based education at Széchenyi István University
Volodymyr Artamonov	Exploring the Role of Sports Clubs in Student Integration in European Universities
Ildikó Némethová	Assessing leadership skills among university business students: a competency-based analysis of emerging leadership skills
Peter Solti	Reforming the organisational structure of Hungarian universities to recognise the role of regional and health functions
Catarina Mangas	OPSA 2.0: A Multi-Dimensional Approach to Student Success at Polytechnic University of Leiria
Julianna Fejes-Nádai	Diplomatic activities of Hungarian universities



Session 10: Reshaping Work and Security in the Age of Digital Transformation

Chair:	Adrienn Reisinger	Secretary:	Jázmin Lőre
Place:	MC228	Date:	23 May (9:00-12:00)

Ahmed Jamal Ibrahim	Evaluating DDoS Attack Mitigation Using t-SNE and Random Forest-Based Feature Selection
Anna Dorina Tóth	From Voice to Action: Upholding Children's Right to Participation in Shaping Policies and Laws for Digital Safety and Well-being
Roland Kelemen – Ádám Medvác	Cybersecurity Regulations and Software Resilience: Strengthening Awareness and Societal Stability
Susana Sardinha Monteiro	Shaping the Future: European Union's bold gamble on trustworthy Artificial Intelligence
Máté Trenyisán – Áron Barták	The Impact of Digitalization and Technological Transition on the Labour Market – Corporate Strategies for Managing Change from the Perspective of HR and Labour Law
Csilla Dallos	The Use of Artificial Intelligence (AI) in Job Searching
László Aschenbrenner	Performance Optimization of Windows Systems: User Optimization Practices and System Inefficiencies
Shairil Bhardwaj	Navigating Workplace Learning and Digital Transformation: Germany's Human Resource Development Challenges



Session 11: Generations, Ageing, and Social Change

Chair:	Anikó Makkos	Secretary:	Tamara Böcz
Place:	MC2	Date:	23 May (13:30-16:30)

Agnes Kiss	Generational differences in workplace loyalty and commitment: trends and challenges
Adél Vehrer – Csaba Kőmíves	Examining self-sufficiency preferences in Western Transdanubia
Adél Vehrer – Zsolt Pálfalusi – Balázs Faragó	The Application of Virtual Environments and Artificial Intelligence in Higher Education: Experimental Findings in Philosophy Teaching
Tamara Csollán	Civil organizations in Győr and the region, in the light of volunteering opportunities of the transitioning age group
Magdolna Benke	The Contested Role of Vocational Training Institutions in Reducing Regional Disadvantage in Hungary
Maria Arapovics	Sustainable community services and practices
Balázs Németh	Understanding and Promoting University Lifelong Learning through the Senior Academy of Pécs for Better Health and Well-being
Anikó Makkos	Disciplinary Differences in Segmenting the Ageing Stage of Life



Session 12: Identity, Power, and the Challenges of Coexistence in the 21st Century

Chair:	Nóra Horváth	Secretary:	Zsófia Máté
Place:	MC122	Date:	23 May (13:30-16:30)

Csaba Sándor Horváth	Xenophobia disguised as tolerance? The situation of Cuban and Polish guest worker migration in the late Kádár era
Ágoston Winkler – András Veöreös	Sustainable transport model change Comparison of the Hungarian and Czechoslovakian model focusing on 1968 Hungarian transport policy concept
Zsófia Máté	'Turkish gas' or 'Greek gas'? – The role of the energy of Cyprus in the Eastern Mediterranean and the Turkish – Greek conflict
Susana Sardinha Monteiro	Rethinking European Union Citizenship: Legal Ambiguities, Digital Innovation, and Civic & Political Engagement
Patrik Eszes	Examination of the climate, migration and demographic challenges of the European Union
Muhammad Safdar	Fostering truth, forgiveness, and reconciliation: The impact of interfaith dialogue in peacebuilding on this shared planet
Nóra Horváth	Art as Creative Industry in the 21 st Century



Session 13: Business Strategies and Economic Development

Chair:	Lívía Ablonczy-Mihályka	Secretary:	Szabolcs Rákosi
Co-chair:	Attila Pongrácz		
Place:	MC123	Date:	23 May (13:30-16:30)

Wajiha Kassem Alshar	Artificial Intelligence in Climate Adaptation: Opportunities and Challenges for Sustainable Business Models
Szabolcs Rákosi	Enhancing Human Resource Management to Foster Sustainable Operations in a Logistics Company
Patrícia Horváth	Exploring the Competence Development Needs, Challenges and Opportunities of Businesses in Győr-Moson-Sopron County
Boglárka Baký – Nikolett Trenyisán-Papp	Knowledge and habits of taking out insurance, and the challenges of the digitizing insurance market
Elizabeth Ezech	Evaluation of the Effectiveness of Logistics and Supply Chain Management to Enhance Customer Satisfaction in the Fast-Food Delivery Sector: A Study in Győr, Hungary
Ali Shojaee – Mohammad Fakhrul Islam	Sustainable Practices, Resource Reconfiguration, and Firm Performance: Insights from A Dual-Lens Quantitative Analysis
Reza Mohammadpour	An investigation over consumer preferences in fruit juice industry- A case study of Iran
Natig Ismayilov	The Fintech Paradigm Shift: Reinventing Financial Infrastructure and Building Consumer Trust in the Age of Digital Innovation



Session 14: Regional Development and Local Communities

Chair:	Zoltán Bugovics	Secretary:	Zoltán Ködmön
Place:	MC228	Date:	23 May (13:30-16:30)

Zoltán Ködmön	Water Security and Stability in Africa: Hungary's Development Engagement and Social Impact
Sára Kmeczkó	Tunisia's Foreign Policy Diversification
Tadesse Getachew Habetie	Bridging the Gap: Skill Mismatches and Youth Unemployment in Developing Economies: Evidence from Ethiopia
Marko Sedlak	The influence of local development in revitalization of border regions
Péter Tóth	Service difficulties, internal resolution mechanisms and needs of social institutions in Hungary - the baseline of a development problem map
Dóra Csöppös	The Impact of Digitalization on City Image Formation
Zoltán Bugovics	Social changes and shifts in the lifestyle in the case of the residents of scattered farmsteads in the Great Plain of Hungary