SZÉCHENYI ISTVÁN EGYETEM

KAUTZ GYULA GAZDASÁGTUDOMÁNYI KAR

202627/1

LECTURER	THEME*	LEVEL**
Andrea Kárpáti	Economic impact of climate change, corporate sustainability strategies	Bachelor
Andrea Kárpáti	Corporate networks, alliances, collaborations	Bachelor
Andrea Kárpáti	Sustainability and knowledge management	Bachelor
Dr. Attila Kurucz	Process management decisions and reorganizations (planning, measurement, analysis, improvement)	Bachelor
Dr. Attila Kurucz	Corporate management (efficiency, effectiveness, processes, functions): analysis and transformations	Bachelor
Dr. Barbara Huszár	Hybrid Work and Employee Behavior (motivation, control, productivity)	Bachelor
Dr. Barbara Huszár	Behavioral Biases in Workplace Decision-Making (heuristics, framing, bounded rationality)	Bachelor
Dr. Barbara Huszár	The Gig Economy and Changing Work Structures (platform work, autonomy, job security)	Bachelor
Dr. Bernadett Domokos	Digitalization in HR	Bachelor
Dr. Boglárka Eisingerné Balassa	The impact of digital technologies on the development of consumer behavior	Bachelor
Dr. Boglárka Eisingerné Balassa	Sustainable consumption and social responsibility: examining the roles of companies and consumers	Bachelor
Dr. Boglárka Eisingerné Balassa	The analysis of the relationship between consumer attitudes and purchasing behavior	Bachelor
Dr. Boglárka Eisingerné Balassa	The role of brand and price in consumer decision-making	Bachelor
Dr. Boglárka Eisingerné Balassa	The psychological approach to consumer behavior: the study of motivations, attitudes, and decision-making processes	Bachelor
Dr. Csaba Hencz	Identification and Reduction of Material Flow Losses in Internal Logistics Systems	Bachelor
Dr. Csaba József Kőmíves	An Examination of the Role of Local Ingredients in Gastronomy Tourism and Their Contribution to Regional Identity and Destination Attractiveness	Bachelor
Dr. Csaba József Kőmíves	Presentation and Analysis of the Core Operational Processes of Catering, with Reference to a Specific Hospitality Establishment	Bachelor
Dr. Csaba József Kőmíves	An Analysis of the Causes of Labor Shortage and Employee Turnover in the Hospitality Industry	Bachelor
Dr. Eszter Kazinczy	Economic development around the world	Bachelor
Dr. Eszter Kazinczy	Regional development of the banking system	Bachelor
Dr. Eszter Szabó-Szentgróti	Retail store analysis	Bachelor
Dr. Eszter Szabó-Szentgróti	Business model analysis of a choosen company	Bachelor
Dr. Éva Berde	The relationship between demography and economics (I have two primary topics)	Bachelor
Dr. Éva Berde	Labour market issues, including the labour market for university students and older people (I have two primary topics)	Bachelor
Dr. Éva Berde	Problem-solving with and without artificial intelligence	Bachelor
Dr. Éva Happ	Innovative Marketing Communication Tools in Tourism	Bachelor
Dr. Éva Happ	Digitalisation in Tourism	Bachelor
Dr. Éva Happ	Sustainability and Responsibility in Tourism	Bachelor
Dr. Gábor Élő	The Role of Information Management in Businesses	Bachelor
Dr. Gábor Élő	E-marketing in small businesses	Bachelor
Dr. Gábor Élő	Media in future marketing	Bachelor
Dr. Gábor Kovács	Financial Management	Bachelor
Dr. Gábor Szabó-Szentgróti	Digital Work	Bachelor
Dr. Heba Zaher	Finance behavior	Bachelor

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202627/1

LECTURER	THEME*	LEVEL**
Dr. Heba Zaher	Stock market	Bachelor
Dr. Judit Petra Koltai	The Role of Financial Statement Analysis in Evaluating Corporate Performance	Bachelor
Dr. Judit Petra Koltai	The Role of Financial Statement Analysis in Evaluating Corporate Performance	Bachelor
Dr. Judit Petra Koltai	The Role of Financial Statement Analysis in Evaluating Corporate Performance	Bachelor
Dr. Kovács Norbert, Ph.D.	Risk Management	Bachelor
Dr. László Buics	Development, measurement and management of supply chain management processes	Bachelor
Dr. László Buics	Development, measurement and management of service processes	Bachelor
Dr. László Buics	Development, measurement and management of production processes	Bachelor
Dr. Rejeb Abderahman	The business applications of blockchain technology	Bachelor
Dr. Rejeb Abderahman	AI adoption in organizational processes and contexts.	Bachelor
Dr. Rejeb Abderahman	Digitalization and technology applications in business and management.	Bachelor
Dr. Rita Anna Ambrus	Family taxation in European countries	Bachelor
Dr. Róbert Zoltán Szabó	Hungarian foreign economic policy	Bachelor
Dr. Roland Zsolt Szabó	Strategic Management in the Digital Age	Bachelor
Dr. Szabolcs Ramhap	The Role of Managerial Skills in Organizational Effectiveness	Bachelor
Dr. Szandra Gombos	Marketing (chosen topic)	Bachelor
Dr. Szandra Gombos	AI in Marketing	Bachelor
Dr. Szonja Jenei	Flexible working arrangements and employee satisfaction	Bachelor
Dr. Szonja Jenei	Generational differences in workplace communication and motivation	Bachelor
Dr. Szonja Jenei	Workplace well-being and stress management	Bachelor
Dr. Szonja Jenei	Employment of people with reduced work capacity	Bachelor
Dr. Szonja Jenei	Leadership behavior and employee retention	Bachelor
Dr. Tamás Vinkóczi	The Impact of Digitalization on Shopping Habits	Bachelor
Dr. Tamás Vinkóczi	The Impact of Digitalization on Shopping Habits	Bachelor
Dr. Tamás Vinkóczi	The Impact of Digitalization on Shopping Habits	Bachelor
Dr. Tamás Vinkóczi	The Impact of Social Media on Shopping Habits	Bachelor
Dr. Viktória Kundi	The role of AI in shaping tourism supply	Bachelor
Dr. Viktória Kundi	Principles of sustainability and their implementation in tourism	Bachelor
Dr. Viktória Kundi	The significance, role, and trends of tour guiding	Bachelor
Dr. Viktória Magyar-Stifter	The role of supportive leadership	Bachelor
Dr. Viktória Magyar-Stifter	Leadership styles and career management	Bachelor
Dr. Viktória Magyar-Stifter	Future of work	Bachelor
Dr.habil.Ferenc Darabos	A Regional Analysis of Tourism Products	Bachelor
Dr.habil.Ferenc Darabos	Analysis of Management Operations in the Tourism Sector	Bachelor
Dr.habil.Ferenc Darabos	Attraction studies and product development	Bachelor
Éva Heimné Rácz	Asia in the Global Economy	Bachelor
Marah Almelhem	The impact of AI tools on productivity among university students and young employees.	Bachelor
Marah Almelhem	Barriers to digital transformation in SMEs.	Bachelor
Marah Almelhem	Sustainable purchasing behaviour.	Bachelor

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LECTURER	THEME*	LEVEL**
Marianna Judit Süveges	Knowledge management in onboarding: implicit versus explicit knowledge, tools, and work systems (hybrid/remote)	Bachelor
Patrícia Horváth	Workplace Transformation in the Era of Digitalization and Hybrid Work	Bachelor
Patrícia Horváth	Employee Well-being and Engagement in Contemporary Organizations	Bachelor
Patrícia Horváth	Human Resource Management Responses to Labor Market Challenges	Bachelor
Roy Jewel Kumar	The Impact of Fintech Innovations on Traditional Banking Business Models	Bachelor
Roy Jewel Kumar	Consumer Adoption and Trust in Digital Financial Services (Broadly defined scope: Enables research on behavioral factors (e.g., perceived ease of use, security concerns, financial literacy) influencing the use of mobile payments, robo-advisors, buy-now-pay-later (BNPL) apps, or cryptocurrency wallets. Students could design a small survey or analyze secondary data from a specific platform.)	Bachelor
Roy Jewel Kumar	The Impact of Fintech Innovations on Traditional Banking Business Models (Broadly defined scope: Students can explore areas such as digital-only banks (neobanks), peer-to-peer lending, payment processing disruptions, or the changing role of bank branches. They may choose a comparative case study approach (e.g., incumbents vs. fintech startups) or focus on a single country's market.)	Bachelor
Roy Jewel Kumar	Regulatory Challenges and Opportunities for Fintech Firms (Broadly defined scope: Covers topics like open banking regulations (e.g., PSD2), data privacy (GDPR), anti-money laundering (AML) compliance for fintechs, or sandbox regimes. Students may examine how regulatory environments affect innovation, market entry, or competitive dynamics in a chosen fintech subsector.)	Bachelor

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