

LECTURER	THEME*	LEVEL**
Andrea Kárpáti	Economic impact of climate change, corporate sustainability strategies	all Master's Programs
Andrea Kárpáti	Corporate networks, alliances, collaborations	all Master's Programs
Andrea Kárpáti	Strategic innovation and knowledge management	all Master's Programs
Barbara Czupy	Personal brand management	all Master's Programs
Dr. Adrienn Dernőczy-Polyák	Higher Education Strategies in the Age of Digitalization	all Master's Programs
Dr. Attila Kurucz	Organizational development (hard and soft techniques)	all Master's Programs
Dr. Barbara Huszár	Hybrid Work Systems: Organizational and Behavioral Perspectives (trust, control, performance evaluation)	all Master's Programs
Dr. Barbara Huszár	Behavioral Models of Workplace Decision-Making (bounded rationality, decision errors, organizational context)	all Master's Programs
Dr. Boglárka Eisinger Balassa	The application and comparative analysis of complex consumer decision-making models across different market contexts	all Master's Programs
Dr. Boglárka Eisinger Balassa	The impact of digitalization and artificial intelligence on consumer attitudes, trust, and decision-making processes	all Master's Programs
Dr. Boglárka Eisinger Balassa	The impact of digitalization and automation on service delivery and customer experience	all Master's Programs
Dr. Csaba Imre Hencz	The Impact of Internal Logistics Digitalization on Material Handling Processes	all Master's Programs
Dr. Éva Berde	The relationship between demography and economics	all Master's Programs
Dr. Éva Berde	Labour market issues, including the labour market for university students and older people	all Master's Programs
Dr. Éva Berde	Problem-solving with and without artificial intelligence	all Master's Programs
Dr. Éva Happ	Sustainable tourism development	all Master's Programs
Dr. Éva Happ	Tourism destination marketing in practice	all Master's Programs
Dr. Éva Happ	Online marketing in tourism	all Master's Programs
Dr. Gábor Élő	Data driven decision making in marketing	all Master's Programs
Dr. Gábor Élő	Innovative media planning in marketing	all Master's Programs
Dr. Gábor Kovács	Financial Services	all Master's Programs
Dr. Heba Zaher	supply chain finance	all Master's Programs
Dr. Heba Zaher	Economic inequality	all Master's Programs
Dr. Kovács Norbert	Strategic Decision Support	all Master's Programs
Dr. László Buics	Development, measurement and management of service processes	all Master's Programs
Dr. Magyar-Stifter Viktória	Quiet Quitting in Generation Z	all Master's Programs
Dr. Magyar-Stifter Viktória	Emerging adulthood and anxiety in career choices	all Master's Programs
Dr. Péter Németh	Design and Optimization of Supply Chains	all Master's Programs
Dr. Péter Németh	Development and Improvement of Freight Transport Systems	all Master's Programs
Dr. Péter Németh	Resilience and Adaptability of Logistics Systems and Supply Chains	all Master's Programs
Dr. Rejeb Abderahman	Technology adoption in organizational contexts	all Master's Programs
Dr. Róbert Zoltán Szabó	Hungarian foreign economic policy	all Master's Programs
Dr. Szabolcs Rámháp	Data-Driven Decision Support in Student Talent Development Using Competence-Based Predictive Modeling	all Master's Programs
Dr. Szandra Gombos	Digitalization and Transparency to Combat Food Loss	all Master's Programs
Dr. Szonja Jenei	The impact of the digital environment on employees and organizational processes	all Master's Programs
Dr. Szonja Jenei	The importance of psychological safety in the workplace	all Master's Programs
Dr. Szonja Jenei	The role of HR tools in supporting employee well-being	all Master's Programs
Dr. Tibor Dőry	Analysis of the new product / service development process	all Master's Programs

\*These topics are for informational purposes only; the planned start date for topic registration is May 21, 2026.

\*\*Please note that the thesis topics listed below may only be selected by students enrolled in the specified program!

LECTURER	THEME*	LEVEL**
Dr. Tibor Dőry	Analysis of succession in family businesses	all Master's Programs
Dr. Tibor Dőry	Analysis of entrepreneurial burnout	all Master's Programs
Dr. Viktória Kundi	The role of the cultural and creative industries in tourism	all Master's Programs
Dr. Viktória Kundi	Attraction and Visitor Management in Tourism	all Master's Programs
Dr. Viktória Kundi	Longevity and Well-being in Tourism	all Master's Programs
Roy Jewel Kumar	Fintech, Financial Inclusion, and Economic Development: Opportunities and Trade-offs in Emerging Markets	all Master's Programs
Roy Jewel Kumar	The Role of Artificial Intelligence and Machine Learning in Financial Risk Management and Customer Analytics	all Master's Programs
Roy Jewel Kumar	Blockchain, Smart Contracts, and Decentralized Finance (DeFi): Implications for Cross-Border Transactions and Supply Chain Finance	all Master's Programs

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