



Research fields of the  
Budapest Business School, University of Applied Sciences

Faculty of Commerce, Hospitality and Tourism
Marketing and Consumer Behaviour
Development opportunities of underdeveloped regions
Performance of tourism destinations
Models for sustainable sub-regional processes
Input-output models to analyse sector linkages
Food safety and food quality Responsible hospitality Food allergies in catering
Impacts of alternative methodology on motivation, self-reliance of students
Longitudinal analysis of English language competences
Sustainable Gastronomy (Centre of Excellence)

Faculty of International Management and Business
Global Economic tendencies
International trade and logistics
Social communication and media sciences
Applied linguistics and translation studies
Macro- and microeconomic effects of digitalisation
Development of East-Asian economies
Economic and Political History of Central Europe
Cyber-Economy (Centre of Excellence)

Faculty of Finance and Accountancy
Macro-financing: financial stability issues
International Accounting and Integrated Reporting
Digitalisation in accounting and auditing
Service Process Analysis and Logistics
SMEs in Hungary
Family Businesses in Hungary – Longitudinal Research Programme (succession, innovation, governance, HR, sustainability)
Corporate Sustainability
Critical HRM
Innovation and Competitiveness
Budapest LAB Entrepreneurship Development (Centre of Excellence)

Zalaegerszeg Faculty of Business Administration
Educational methodology
Information technology
Soft computing in production scheduling
Mathematical modelling in logistics
Simulation of logistical service processes
Micro- and macroeconomic processes in the past and present
Cost-benefit analysis of dual training
Collecting English Terminology
Future of Higher Education (Research Centre)