

Final Conference Program

Oriental Business
and Innovation Center
Budapest Business School



OBIC CONFERENCE 2023

ENERGY CRISIS AND SECURITY CHALLENGES IN THE WORLD: SUSTAINABLE RESPONSES OF THE ASIAN ECONOMIES AND SOCIETIES

Date: May 5, 2023 Venue: Budapest Business School, 1055 Budapest, Markó Street 29-31

8:15-9:00

Registration

9:00-9:15

Welcoming Remarks - Balázs Heidrich, PhD (Rector of Budapest Business School)

9:15-9:45

Keynote Speech - Abid Qaiyum Suleri, PhD (Executive Director, Sustainable Development Policy Institute)

9:45-10:00

Questions & Remarks

10:00-10:30

Keynote Speech - Kristóf Lehmann, PhD (Director for International Monetary Policy Analysis and Training of Economic Sciences, Magyar Nemzeti Bank (Central Bank of Hungary))

10:30-10:45

Questions & Remarks

10:45-11:15

Coffee Break

11:15-13:15

Panel Section A

13:15-14:30

Lunch Break

14:30-16:30

Panel Section B

16:30-16:45

Break

16:45-17:00

Final Remarks - György Iván Neszmélyi, PhD (OBIC Head of Research)

17:00-17:15

Cultural Performance

17:15-19:00

Closing Reception

Main Events:



- 9:00-9:15: Welcoming Remarks: Balázs Heidrich (Rector, Budapest Business School)
- 9:15-9:45: Keynote Speech: Abid Qaiyum Suleri (Executive Director, Sustainable Development Policy Institute)
Navigating amidst the Triple-C Crisis and Evolving Regional Realignments
- 10:00-10:30: Keynote Speech: Kristóf Lehmann (Director for International Monetary Policy Analysis and Training of Economic Sciences, Magyar Nemzeti Bank (Central Bank of Hungary); Head of Institute, MNB Knowledge Centre, Centre for Sustainable Finance (MNB Institute), John von Neumann University)
Sustainability Policy Issues for Central Banks: Europe and Asia at a Glance
- 16:45-17:00: Final Remarks: György Iván Neszmélyi (OBIC Head of Research)

Section A 11:15-13:15

A1. Digitalization, Energy, and Sustainability

A2. Urbanization: Asian Cities, Smart Cities

A3. Creative Industry, Media, and Tourism

A4. Industry and Innovation

Section B 14:30-16:30

B1. Asia and Its International Political and Economic Relations

B2. Trade and Investment in the Changing Global Economic Environment

B3. Business, Government, and Diplomacy

B4. Academic Youth – Young Researchers' Forum (PhD Students' Panel)

Section A: 11:15 - 13:15

A1. Digitalization, Energy, and Sustainability

Chair: Stević, Ljiljana
(Head of the Sinology Department,
University of Banja Luka)

Lotz Hall, 2nd Floor

- **Popović, Slobodan** (Research Assistant, University of Belgrade) – **Stević, Ljiljana** (Head of the Sinology Department, University of Banja Luka): ***Chinese Pursue of Energy Security via Partnerships' Development within the SCO Mechanism***
- **Al-Naggar, Abdallah Abdel-Ati** (Researcher, Academy of Scientific Research & Technology, Eötvös Loránd University) – **Prantner, Zoltán** (Associate Professor, Kodolányi János University): ***The Saudi Green Initiatives: Facts and Perspectives***
- **Singh, Amandeep** (Professor, Chitkara University): ***Digitalizing the Indian Economy***
- **Jafri, Amina** (Assistant Professor, Integral University): ***Renewable Energy Resources: Towards Sustainable Use of Energy***
- **Khan, Mohammad Hamzah** (Research Scholar, Integral University): ***Advancing Sustainability in Asian Economies through Digitalization and Deployment of Renewable Energy Technologies***

A2. Urbanization: Asian Cities, Smart Cities

Chair: Pizzolo, Paolo
(Assistant Professor,
Jagiellonian University in Krakow)

Room 14, Ground Floor

- **Pizzolo, Paolo** (Assistant Professor, Jagiellonian University in Krakow): ***The Future of Japanese Urbanization: Technological Wonderland or Robotized Dystopia?***
- **Schuchmann, Júlia** (Lecturer, John von Neumann University): ***The Development of the "China Town" in Budapest***
- **Szirmai, Viktória** (Research Professor, Centre for Social Sciences, Institute for Sociology): ***Globalized Urbanization and the Globalized Inequalities in the World: Comparison between the Social Consequences of Asian and European Urbanization Models***
- **Cai, Jing** (PhD Candidate, Budapest Business School) – **Neszmélyi, György Iván** (Professor, Milton Friedman University) – **Wei, Ziji** (PhD Candidate, Budapest Business School): ***Evaluation of Chinese Digital Economy's Development among 31 Provinces and Cities***
- **Fouzia, Fatima** (Research Scholar, Integral University): ***The Role of Smart Cities in Mitigating Climate Change in Asian Countries***

Section A: 11:15 - 13:15

A3. Creative Industry, Media, and Tourism

Chair: Schultz, Éva (Assistant Lecturer, Budapest Business School)

Room 22, Ground Floor

- **Schultz, Éva** (Assistant Lecturer, Budapest Business School): *Creative Tourism – Sustainable Tourism? Investigating the Practice of Historical Residences as Heritage Tourism Attractions*
- **Gajzágó, Éva** (Associate Professor, Budapest Business School): *K-pop Digitalization: How Digital and Online Marketing in the South Korean Creative and Cultural Industry Helps the Sustainability of the Sector*
- **Petykó, Csilla** (Associate Professor, Budapest Business School) – **Nagy, Adrienne** (Associate Professor, Budapest Business School): *Sustainable Solutions in Creative Tourism in Seoul and Budapest*
- **F. Kovács, Ramóna** (Assistant Teacher, Eötvös Loránd University): *The Aspects of Sustainability in the Latest K-culture Promotion Plan*
- **Faragó, Beatrix** (Associate Professor, University of Sopron): *The Role of Sports Startups in the Asian Sports Economy: Challenges and Opportunities for Diversifying the Sports Industry*

A4. Industry and Innovation

Chair: Bándy, Katalin (Associate Professor, Széchenyi István University)

Community Space, Basement

- **Bándy, Katalin** (Associate Professor, Széchenyi István University): *Industry 4.0: Science, Technology, Innovation, and Social Development in South Korea*
- **Özari, Çiğdem** (Assistant Professor, Istanbul Aydin University) – **Can, Esin Nesrin** (Assistant Professor, Istanbul Aydin University) – **Unanoğlu, Murat** (Assistant Professor, Istanbul Aydin University): *The Comparison of Innovation, Digitalization, and Economic Development through Bibliometric Analysis between Asian Countries and Europe*
- **Székely, Blanka** (GoTo Technologies Hungary Kft.): *Industry 4.0 and Its Impact on Organizational Projects' Success*
- **Nguyen, Thi Kim Cuc** (PhD Candidate, University of Pécs): *Vietnam's Response to a Call for a Renewable Energy Revolution in the Context of Trade Integration: What Could Be Learnt from EU?*
- **Aman, Ahmed** (Research Scholar, University of Lucknow): *Assessing the Consequences of Climate Change on Water Scarcity in India: A Study on Current Status and Future Projections*

Section B: 14:30 - 16:30

B1. Asia and Its International Political and Economic Relations

Chair: Gaviria-Ochoa, Lady (Professor, Universidad Pontificia Bolivariana)

Lotz Hall, 2nd Floor

- **Gaviria-Ochoa, Lady** (Professor, Universidad Pontificia Bolivariana): ***BRI and Latin America: Analysis of Political, Economic, and Cultural Development in the Period 2013 – 2022***
- **Odorige, Cathérine Enorédia** (Associate Professor, University of Dunaújváros) – **Kovács, Szilvia** (Assistant Lecturer, University of Dunaújváros): ***Energy Mobility Transition in Nigeria and Hungary under the Bilateral Relations of China***
- **Lucena, Patricia Nicole E.** (Student, Ateneo de Davao University) – **Pendulat, Algybryl G.** (Student, Ateneo de Davao University): ***Identifying the Transformations in the U.S. Exchange Alumni and their Role in Preventing and Countering Violent Extremism in the Bangsamoro Region***
- **Gyene, Pál** (Associate Professor, Budapest Business School): ***Turkey and Its Partners in the Organization of Turkic States – A (Geo)political Overview***

B2. Trade and Investment in the Changing Global Economic Environment

Chair: Gáspár, Tamás (Associate Professor, Budapest Business School)

Room 124, 1st Floor

- **Gáspár, Tamás** (Associate Professor, Budapest Business School) – **Sass Tölgyessy, Magdolna** (Associate Professor, Budapest Business School): ***Hungary–China Foreign Trade Relations: The Role of Global Value Chains***
- **Sass Tölgyessy, Magdolna** (Associate Professor, Budapest Business School): ***Outward FDI and the GVC-impact: The Case of the Visegrad and Austrian Automotive Industries***
- **Szigetvári, Tamás** (Senior Research Fellow, Institute of World Economics) – **Túry, Gábor** (Research Fellow, Institute of World Economic, Centre for Economic and Regional Studies): ***Asian Investors and State Strategies in Promoting Automotive Manufacturing Investments - The Case of Hungary and Türkiye***
- **Csongrádi, Gyöngyi** (Associate Professor, Budapest Business School) – **Engelberth, István** (Associate Professor, Budapest Business School) – **Kálmán, Géza Botond** (Senior Lecturer, Kodolányi János University) – **Tóth, Arnold** (Associate Professor, Budapest Business School): ***Japanese Foreign Direct Investment and Its Labour Market Effect in Hungary***
- **Ul Haq, Haris** (Research Assistant, University of Technology Peshawar): ***Global Value Chain***

Section B: 14:30 - 16:30

B3. Business, Government, and Diplomacy

Chair: Popović, Slobodan
(Research Associate,
University of Belgrade)

Room 14, Ground Floor

- **Páldi, Zoltán** (PhD Candidate, University of Public Service): *The EU–ASEAN Free Trade Agreement: Fiction or Reality?*
- **Vörös, Zoltán** (Assistant Professor, University of Pécs): *Energy Investments of Emerging Asian Economies in Africa*
- **Suechika, Kota** (Professor/Visiting Scholar, Ritsumeikan University/SOAS University of London): *Political Communication Strategy in Divided Society: A Quantitative Text Analysis of al-Manar Channel in Lebanon*
- **Xu, Xinxin** (PhD Candidate, Corvinus University of Budapest): *The Effect of China's Outward Foreign Direct Investment on the Economic Growth of the Visegrád Group*
- **Lee, Antony** (Political and Law Editor, Kompas Newspaper): *Disrupted Gatekeepers in the Online Disinformation Warfare: Agenda Setting Challenges in a Developing Democratic Country*

B4. Academic Youth – Young Researchers' Forum (PhD Students' Panel)

Chair: Neszmélyi, György Iván (Professor,
Head of Research, OBIC)

Community Space, Basement

- **Cai, Jing** (PhD Candidate, Budapest Business School) – **Neszmélyi, György Iván** (Professor, Milton Friedman University) – **Wei, Ziji** (PhD Candidate, Budapest Business School): *A Study on Fiscal Policies to Promote the Development of Digital Economy – A Case Study of Chongqing Municipality*
- **Bata-Balog, Amadea** (PhD Candidate, University of Public Service): *In the Shadow of the Russian-Ukrainian War: Venezuela as a Beneficiary*
- **Lima da Frota Araujo, Carlos Raul** (PhD Candidate, Corvinus University of Budapest): *Investing in Asia's Infrastructure: A Profile of China's Contributions and Future Solutions*
- **Keresztes, Mária** (PhD Candidate, Széchenyi István University): *Increasing Workplace Efficiency and the Issue of Sustainability by Cultural Mentoring*
- **Altnaa, Ulziimaa** (PhD Student, Budapest Business School) – **Neszmélyi, György Iván** (Professor, Milton Friedman University): *The Impact of Russia-Ukrainian Conflict on Neighboring Countries' Food Security: A Case Study from Mongolia*

Panel Rules and the Duties of the Panel Chair

1. Length of presentations must be limited to 13-20 minutes, afterwards the Chair of the panel shares his/her insights and comments with the audience and the presenters.
2. This part is followed by Questions and Remarks (Discussion), limited to 12-20 minutes.
3. In panels with 5-6 papers, discussion time might be limited to 10 minutes in case the schedule requires it.
4. Duties and powers of the Chair:
 - a. The Chair will open and close each session, rule on points of order, may limit speaking time and decide the propriety of any procedural motion.
 - b. The Chair will have complete control of the proceedings at any meeting.

	PANEL WITH 4 PAPERS		PANEL WITH 5 PAPERS	
	A very short introduction of the panel topics given by the Panel Chair			
Paper presentation	20 min	By panelists	15 min	By panelists
Commentary	5 min	By chair	5 min	By chair
Discussion	15 min	Open discussion	15 min	Open discussion
Total time:	120 min		120 min	

Important: those asking questions must state their names and affiliations before raising the question.

Please turn off the mobile phones during the proceeding of panels and conference activities. Food and smoking are prohibited in the conference rooms.