



INVITATION AND CALL FOR PAPERS

BUDAPEST BUSINESS UNIVERSITY
DAY OF HUNGARIAN SCIENCE 2024

INTERNATIONAL CONFERENCE

Futures in the making - Developing and adapting futures in business

Date: 14 November 2024

Venue: Budapest Business University, Hungary, 1055 Budapest, Markó street 29-31.

Dear Colleagues and Partners,

For more than twenty years each November the Hungarian Academy of Sciences (MTA) organises events for the Celebration of Hungarian Science. This year's motto is "Scientific consulting in the service of society". This distinguished event of Hungarian scientific life includes programmes held both in Hungary and abroad. Following suit, Budapest Business University is joining this year's event by organising a conference entitled: Futures in the making - Developing and adapting futures in business.

The acceleration of change and the unexpected environmental effects have enhanced activities regarding the future. The corporate field has recognised the importance of foresight in order to navigate and shape their future possibilities. The conference discusses the changing macro-environment, agile corporate transitions and case studies in terms of plenary keynotes and workshops by international experts as well as session presentations.

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PLENARY PROGRAM AND SPEAKERS

09:00	Prof. Dr. György Andor <i>Budapest Business University, Rector</i>	<i>Opening ceremony</i>
09:05	Dr. habil. Krisztina Szegedi <i>Budapest Business University, Vice-Rector for Research</i>	<i>Budapest Business University Scientific Award Ceremony</i>
9:20	Dr. Fabienne Goux-Baudiment <i>ProGective, France</i>	<i>Postnormal times: Time to leapfrog to X.0? – what the changing macro-environment looks like and how business practice should adapt to it</i>
09:45	Dr. Özkan Duman <i>First Counsellor and Deputy Head of Mission - Turkish Embassy in Budapest</i>	<i>Leveraging futures thinking in public sector for strategic foresight – Best practices, commonalities and differences</i>
Coffee break		
10:25	Szabolcs Szalay <i>BCG senior advisor, CEU</i>	<i>Enterprise agile @ scale – case studies on agile corporate transitions; how the structures and processes relate to futures; successes and failures</i>
10:50	Dr. habil. Tímea Juhász - Dr. Tamás Gáspár <i>Budapest Business University, FIMB, Associate professors</i>	<i>Futures skills and entrepreneurial expectations – quantitative research on how the futures skills expectations of future generation employees meet those of companies.</i>
11:15	Round-table discussion Moderator: Dr. Tamás Németh <i>Budapest Business University, FFA, College Associate Professor</i>	



We invite individual and collaborative proposals on a range of formats which engage with these broad questions and develop further the themes below.

- **Digital finance architectures (FinArch)** - digital ecosystems and the digital transformation of SMEs
- **Entrepreneurship** – entrepreneurship in times of economic turmoil, entrepreneurship education startups, women entrepreneurship, family businesses, social entrepreneurship
- **Sustainability challenges – future hopes** – micro and macro level solutions and opportunities, sustainability of the value chain
- **Futures in entrepreneurial behaviour** – entrepreneurial acts in different circumstances, the key to entrepreneurial success
- **Future skills, futures literacy** - the responsibility of business education.
- **Future challenges and opportunities in the development of visitor economy** – visitors, locals and tourists’ interaction in polycrisis

Next to the sections, the conference offers three workshops participation opportunities.

Change wheel – interactive workshop

Facilitator: Dr. Fabienne Goux-Baudiment

The workshop demands prior registration with the limit of maximum 20 participants. Duration is approximately 90 minutes.

Agile Masterclass: improve your delivery skills – interactive workshop

Facilitator: Szabolcs Szalay

The workshop demands prior registration with the limit of maximum 20 participants. Duration is approximately 90 minutes.

Writing and Publishing a Research Paper - interactive workshop

Facilitators: Erika Jáki and Nicholas Chandler

The workshop demands prior registration with the limit of maximum 20 participants. Duration is approximately 90 minutes.



Registration is available [HERE](#).

Abstract submission deadline: 23rd October 2024.

The conference offers seven publication opportunities:

- publishing in Budapest Business University's open access journal **Prosperitas**. For information on manuscript submission to this journal, please, click [here](#).
- publishing in Budapest Business University's open access journal **Multidisciplinary Challenges, Diverse Responses**. For information on manuscript submission to this journal, please, click [here](#).
- publishing in Corvinus University of Budapest's open access journal **Public Finance Quarterly (Q3)**. For information on manuscript submission to this journal, please, click [here](#).
- publishing in Corvinus University of Budapest's open access journal **Society and Economy (Q3)**. For information on manuscript submission to this journal, please, click [here](#).
- publishing in the special issue "Sustainability of the value chain" **Discover Sustainability (Q2)** open access journal. For information on manuscript submission to this journal, please, click [here](#).
- publishing in a peer-reviewed conference proceeding with an ISBN number containing studies with a separate DOI number. Paper submission information will be launched on the [website](#) soon;
- Extended abstract proceedings



“Day of Hungarian Science After - BBU for Community Closing Event”

In the evening a Hungarian language program will be organized.

Facilitator: Dr. Levente Horváth

Guests: Szilvia Szántó, Bence Csalár, Zoltán Pogátsa

Venue: UniZone (Faculty of Finance and Accounting, 10-12 Buzogány Street, Budapest, 1149)

Date: 14 November, 2024, 18:00-19:30

Details of the program will be available [HERE](#).

Sincerely Yours,

Prof. Dr. György Andor
Rector

Dr. habil. Krisztina Szegedi
Vice-Rector for Research