



6th May

9:15-9:20

Welcoming Remarks – Tamás Németh, PhD, moderator; Balázs Heidrich, PhD, Rector

9:20-9:45

Keynote Speech - Yoo-Taek Lee, PhD

9:45-10:05

Keynote Speech - Marcell Horváth, PhD

10:05-10:30

Questions & Remarks

10:30-11:00

Coffee Break

11:00-12:30

Section A

12:30-12:45

Questions & Remarks

12:45-13:30

Lunch Break & Networking

13:30-15:00

Section B

15:00-15:15

Questions & Remarks

15:15-15:30

Coffee Break

15:30-16:20

Roundtable Discussion

16:20-16:30

Questions & Remarks

16:30-16:40

Cultural Program: Sand Animation - Glimpses of Hungarian History and Science



7th May

9:00-9:05

Welcoming Remarks – Tamás Németh, PhD, moderator

9:05-9:30

Keynote Speech – Alexei D. Voskressenski, PhD

9:30-10:00

Keynote Speech – Zhidas Daskalovski, PhD

10:00-10:30

Questions & Remarks

10:30-12:00

Section C

12:00-12:15

Questions & Remarks

12:15-13:00

Lunch Break & Networking

13:00-14:30

Section D

14:30-14:45

Questions & Remarks

14:45-15:05

Closing Remarks – Csaba Moldicz, PhD, OBIC Head of Research

15:05-15:10

Ending – Tamás Németh, PhD, moderator

Keynote speakers:

- Yoo-Taek Lee, Dean, Endicott College, Woosong University, South Korea
- Marcell Horváth, Executive Director for International Affairs, Magyar Nemzeti Bank (Central Bank of Hungary)
- Alexei D. Voskressenski, Director of the Center of Comprehensive Chinese Studies and Regional Projects, MGIMO University, Russia
- Zhidas Daskalovski, Professor of Political Science, University of St. Kliment Ohridski, North Macedonia



Main Events:

May 6

- 9.15-9.20: Welcoming Remarks: Balázs Heidrich (Rector of Budapest Business School, University of Applied Sciences)
- 9.20-9.45: Keynote Speech: Yoo-Taek Lee (Dean, Endicott College, Woosong University)
IICC (Individually Innovative & Collectively Collaborative) Approach in the Era of Digital Transformation and the Post-Pandemic Crisis: From Trade-Off to Innovation
- 9.45-10.05: Keynote Speech: Marcell Horváth (Executive Director for International Affairs, Magyar Nemzeti Bank (Central Bank of Hungary))
The Rise of a New World Order – The Benefits of Eurasian Cooperation for Europe
- 15.30-16.20: Roundtable Discussion: *The Rise of New Technologies and National Security Challenges*
Dean Karalekas (Associate Research Fellow, Centre of Austronesian Studies, University of Central Lancashire)
David Morris (Senior Research Fellow, Beijing Foreign Studies University)
Péter Goreczky (Senior Analyst, Institute for Foreign Affairs and Trade)
Moderator: Csaba Moldicz (Head of Research of OBIC, Budapest Business School, University of Applied Sciences)

May 7

- 9.05-9.30: Keynote Speech: Alexei Voskressenski (Director, Center of Comprehensive Chinese Studies and Regional Projects, MGIMO University)
China Megatrends: How to Consider?
- 9.30-10.00: Keynote Speech: Zhidas Daskalovski (Professor of Political Science, Faculty of Security-Skopje, University of St. Kliment Ohridski)
Megatrends in Asia: Digitalization – Security and Foreign Policy Implications of China's Quest to Superpower Status
- 14.45-15.05: Final Remarks: Csaba Moldicz (Head of Research of OBIC, Budapest Business School, University of Applied Sciences)



Day 1

Section A: 11.00-12.45

A1. Foreign Policy and
Digital Diplomacy

A2. Security and
Insecurity in the Age of
Industry 4.0

A3. New Policy Issues in
the Central and East
Asian Perspective

Section B: 13.30-15.15

B1. Geopolitics on the
Indian Ocean

B2. The Belt and Road
Initiative

B3. From Digital
Marketing through
Social Media to Hoaxes

Day 2

Section C: 10.30-12.15

C1. Security Risks in the
New Digital Economy

C2. Culture and
Education in the Era of
Digitalization

C3. Paradigm Shifts

Section D: 13.00-14.45

D1. From Macro to
Microeconomic
Challenges (PhD)

D2. China and the Rest
of the World (PhD)

D3. AI and Digitalization
(PhD)

Section A: 11:00 - 12:45

A1. Foreign Policy and Digital Diplomacy

Chair: Karalekas, Dean (Associate Research Fellow, University of Central Lancashire)

- **Karalekas, Dean** (Associate Research Fellow, University of Central Lancashire): *On Morality and Culture: Lessons From the Kingdom of Wu*
- **Wiesenmayer, Teodora** (Editor, Helikon Publishing): *Frictions in the European Union's policy towards China: New Challenges on the Digital Battleground*
- **Klemensits, Péter** (Senior Research Fellow, Eurasia Center, Corvinus University of Budapest) - **Czirják, Ráhel** (PhD Candidate, PTE Geopolitics Doctoral Program): *The Effects of the Fourth Industrial Revolution on the Developing World: Opportunities and Challenges*
- **Akram, Khalid Taimur** (Executive Director, Center for Global and Strategic Studies (CGSS)): *Rising Asian Economic Powers: Prospects for Regional Integration*

A2. Security and Insecurity in the Age of Industry 4.0

Chair: Natsuda, Kaoru (Professor, Ritsumeikan Asia Pacific University)

- **Natsuda, Kaoru** (Professor, Ritsumeikan Asia Pacific University) - **Abrori, Shukuhiddin** (Ritsumeikan Asia Pacific University): *Tajikistan's Apparel Industry in the Global Value Chains: Industrial Upgrading and Firm Strategies*
- **Csonka, László** (Senior Research Fellow, Budapest Business School) - **Sass Tölgyessy, Magdolna** (Associate Professor, Budapest Business School) - **Natsuda, Kaoru** (Professor, Ritsumeikan Asia Pacific University): *Industry 4.0 and the Transformation of the Hungarian Automotive Industry*
- **Fazekas, Esztella** (International Development Expert, Bay Zoltán Nonprofit Ltd. for Applied Research, Knowledge Management Center): *Security or Insecurity: The Role of Chinese Vendors in 5G - The Hungarian Perspective*
- **Alim, Wajiha** (Research Scholar, Integral University, Lucknow) - **Maqbool, Adeel** (Associate Professor, Integral University): *Impact of Digitalization on Capital Market of India*

A3. New Policy Issues in the Central and East Asian Perspective

Chair: Yoshii, Masahiko (Professor, Graduate School of Economics, Kobe University)

- **Yoshii, Masahiko** (Professor, Graduate School of Economics, Kobe University): *Economic Roles of Japan after the Conclusion of the Japan-EU EPA*
- **Neszmélyi, György Iván** (Professor and Head of International Relations of FCHT, Budapest Business School): *Dilemmas in Regional Economic Alignment of Taiwan*
- **Gyene, Pál** (Associate Professor, Budapest Business School): *Uzbekistan in a New Role? The Policy of Opening-up of President Mirziyoyev*
- **Görömbölyi, David** (ex-Deputy Head of Mission of the Embassy of Hungary in Bangkok): *The Effect of Digital Tools on Foreign Policy in Asia – Through the Case Study of Thailand*

Section B: 13:30 - 15:15

B1. Geopolitics on the Indian Ocean

Chair: Kavalski, Emilian (University of Nottingham Ningbo China)

- **Kavalski, Emilian** (University of Nottingham Ningbo China): *The End of China's Romance with Central and Eastern Europe*
- **Páldi, Zoltán** (Trade Attaché, Embassy of Hungary in Jakarta): *Balancing between Powers: The Indonesian Aspects of the Indo-Pacific*
- **Miklós, Norbert** (International Relations Manager, Antall József Knowledge Centre): *China's Response to The Free and Open Indo-Pacific Concept: The Significance of the Regional Comprehensive Economic Partnership and Its Implications for the US-China Rivalry*
- **Szilágyi, Judit** (Assistant Professor, Budapest Business School): *The Implementation of the Free and Open Indo-Pacific Concept*

B2. The Belt and Road Initiative

Chair: Horváth, Levente (Director, Eurasia Center, Corvinus University of Budapest)

- **Horváth, Levente** (Director, Eurasia Center, Corvinus University of Budapest) et al.: *The Economic Power Shift in the 21st century: The Changing Dynamics of the Eurasian Supercontinent*
- **Gao, Xiaochuan** (Associate Research Fellow, Centre for CEE Studies, East China Normal University): *The Policy Integration and Cooperation on Eurasia Connectivity between China and EU*
- **Zoltai, Alexandra** (China Researcher, Eurasia Center, Corvinus University of Budapest): *Climate Change and the Polar Silk Road in China's Foreign Policy*
- **Popovic, Slobodan** (Associate Professor, Faculty of Political Sciences, University of Belgrade) – **Stevic, Ljiljana** (Confucius Institute Home Director, Banja Luka University): *The Position of the New Security Concept in China's Foreign Policy – Case Study on the Shanghai Cooperation Organization*

B3. From Digital Marketing through Social Media to Hoaxes

Chair: Gajzágó, Éva (Associate Professor, Budapest Business School, University of Applied Sciences)

- **Gajzágó, Éva** (Associate Professor, Budapest Business School): *Digital and Online Marketing Solutions and Networks of Hallyu*
- **Zhou, Jihong** (Lecturer, Jingchu University of Technology) - Charoensukmongkol, Peerayuth (National Institute of Development Administration): *Effect of Social Media Use in Sales on Customer Qualification Skills and Adaptive Selling Behaviors of Export Salesperson in Mainland China*
- **Simay, Attila Endre** (Assistant Professor, Corvinus University of Budapest): *How Mobile Technologies Contribute to the Digital Economy in China and Their Major Impacts*
- **Farzana, Sumaia** (Lecturer, Siam University) - Saif-Ur-Rahman (Dean, Faculty of Security and Strategic Studies, Bangladesh University of Professionals): *Knowledge Sharing Behavior Among Generation Y Academia in Bangladesh – The Influence of Social Network, Commitment and Extrinsic Reward*

Section C: 10:30 - 12:15

C1. Security Risks in the New Digital Economy

Chair: Vasa, László (Senior Research Fellow, Institute for Foreign Affairs and Trade)

- **Niemann, Ingmar** (Lecturer, Budapest Business School): *Climate Change on the Rooftop of the World and its Geopolitical Consequences: How China's Overexploitation of Tibet Changes the Ecological Balance in All of Asia*
- **Morris, David** (Vice-President, United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)): *Geopolitical Risks in the New Digital Economy: The Case of Huawei and What to Do About It*
- **Yau, Hon-min** (Assistant Professor, National Defense University): *Fragmenting Cyberspace and Constructing Cyber Norms: China's Reshaping of Global Cyber Governance*
- **Rizvi, Zakia** (Research Scholar, Integral University, Lucknow) - Khan, Farhina Sardar (Assistant Professor, Integral University, Lucknow): *Mega Digital Trends: The Changing World*

C2. Culture and Education in the Era of Digitalization

Chair: Hidasi, Judit (Professor Emerita, Budapest Business School, University of Applied Sciences)

- **Hidasi, Judit** (Professor Emerita, Budapest Business School): *Japanese Linguistic Solutions in the Age of Digitalization*
- **Pande, Samarth** (Research Scholar, Integral University, Lucknow) - Mazhar, Syed Shahid (Associate Professor, Integral University, Lucknow): *New Education Policy and Demographic Dividend - An Indian Perspective*
- **Nicolae, Mariana** (Professor Emerita, Bucharest University of Economic Studies) - **Nicolae, Elena E.** (Lecturer, Bucharest University of Economic Studies): *The Asian World – Are We Ready for It?*
- **Gaviria-Ochoa, Lady** (Professor, Universidad Pontificia Bolivariana) – Villegas, Laura Cristina Salazar (Universidad Pontificia Bolivariana): *Digitalization and Cultural Industry: The Case of South Korea and Hallyu in Colombia*

C3. Paradigm Shifts

Chair: Sass Tölgyessy, Magdolna (Associate Professor, Budapest Business School, University of Applied Sciences)

- **Sass Tölgyessy, Magdolna** (Associate Professor, Budapest Business School) - Antalóczy, Katalin (Professor, Budapest Business School): *The Role of the State in Shaping the Competitiveness and Internationalisation of the Indian and Hungarian Pharmaceutical Industries*
- **Xu, Runong** (Associate Professor, Zhejiang University of Technology): *Measurement and Convergence of Carbon Productivity Across Shanghai's Manufacturing Sectors*
- **Gáspár, Tamás** (Senior Research Fellow, Budapest Business School) - **Sass Tölgyessy, Magdolna** (Associate Professor, Budapest Business School) - Natsuda, Kaoru (Professor, Ritsumeikan Asia Pacific University): *Backward Linkages in the Hungarian Automotive Industry: Where Are the Links Concentrated?*
- **Bhatnagar, Vanshika** (Research Scholar, Integral University) - Khan, Abdul Tayyab (Assistant Professor, Integral University): *Economic Power Shift: A Study*

Section D: 13:00 - 14:45

PhD Conference

D1. From Macro to Microeconomic Challenges

Chair: Xu, Runong (Associate Professor, Zhejiang University of Technology)

- **Dorjjugder, Burentegsh** (PhD Candidate, Corvinus University of Budapest): *Macroeconomic Policy Empirical Analysis Using an Unrestricted Standard VAR Model: Case of Mongolia*
- **Muñez, Jephte Olimpo** (PhD Candidate, University of the Philippines): *E-Participation in Public Procurement and Internal Audit: Reinforcing Transparency, Accountability, and Stewardship in Regulatory Governance*
- **Sun, Xiao** (PhD Candidate, Shanghai International Studies University): *The Impact of Public Opinion on Chinese Enterprises' Foreign Direct Investment—Take Countries Along the Belt and Road as an Example*
- **Buah, Aku-Sika** (PhD Candidate, University of Miskolc) - **Ofori-Mensah, Kwame Anseré** (PhD Candidate, University of Alicante): *Analysis of the Impact of Entrepreneurship on Economic Growth: A Panel Regression Approach*

PhD Conference

D2. China and the Rest of the World

Chair: Gao, Xiaochuan (Associate Research Fellow, Centre for CEE Studies, East China Normal University)

- **Boros, Szilárd** (PhD Candidate, University of Pécs): *China-US Relation after Trump and before Biden Administration*
- **Pócsik, Orsolya** (PhD Candidate, Hungarian University of Agriculture and Life Sciences) - **Neszmélyi, György Iván** (Professor and Head of International Relations of FCHT, Budapest Business School): *Digital Yuan – A New Global Currency? China's New Challenges and Endeavours in Global Trade*
- **Soós, Kinga** (PhD Candidate, Corvinus University of Budapest): *Socialism with Chinese Characteristics – What's in the Name?*
- **Pareishvili, Otari** (PhD Candidate, Corvinus University of Budapest): *Chinese Sharp Power: When the Soft Becomes Sharp*

PhD Conference

D3. AI and Digitalization

Chair: Neszmélyi, György Iván (Professor and Head of International Relations of FCHT, Budapest Business School, University of Applied Sciences)

- **Ivanitskaia, Violetta** (PhD Candidate, Corvinus University of Budapest): *The Impact of Digitalization on Unemployment: The Case of China*
- **Wei, Yuling** (PhD Candidate, Corvinus University of Budapest): *The Impacts of AI Adoption in the Chinese Advertising Industry*
- **Xu, Feifei** (PhD Candidate, Corvinus University of Budapest): *COVID-19 Promote Digital Transformation in China*
- **Huang, Xin** (PhD Candidate, Corvinus University of Budapest): *Turning Crises into Opportunities, China's Digital Economic Transformation under COVID-19*