



16th International Week Brochure

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16th International Week Brochure

Under construction

Stephan Schlüter dr.

I am a full professor at Ulm University of Applied Sciences (UAS). Here I am teaching mainly in the fields of advanced mathematics, applied mathematics, and statistics. I am author of scientific papers in various fields, e.g. in the fields of statistics, theoretical and applied mathematics, as well as energy finance. My PhD thesis was about modeling energy commodities and respective derivatives. Lately, due to the increased significance of renewable energy sources, my research shifted to topics from meteorology, especially concerning the forecast of various climate data such as temperature or solar irradiation. Besides I am concerned with optimizing energy derivatives like batteries or gas storages. Including practical experience in different energy companies I do have about 15 years of experience in solving quantitative problems in the energy business.



Affiliation:

Ulm University of Applied Sciences, Germany

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Title of Workshop: Does it pay off to switch to an electric car?

Each major car brand has now a couple of battery electric vehicles on offer. However, these are still rather expensive, and a large-scale transformation will only take place if the economic payoff for the individual consumer is positive. But how to estimate this payoff? What are the main influence factors? How to relevantly extract information from past data (e.g. temperature observations, driving patterns)? This workshop aims to answer these questions. For this purpose, among other things, we generate temperature simulations in R using statistical methods.



Elżbieta Pohulak-Żołędowska

I am an assistant professor at Department of Economics and Economic Policy, Wrocław University of Economics. I completed my doctoral thesis long ago, in 2005, and my doctoral dissertation was on the topic of the impact that income taxes have on the development of SME's. But let us call it the past. Last couple of years - I've been investigating issues of economic aspects of innovation. Starting with the issues of academic sources of innovation (like academic science), through the industrial science, entrepreneurial state issues, breakthrough innovations to - open innovation model with all its supplementary institutions - like crowdsourcing the knowledge and finance (in short). My last research is about innovation in pandemic - the "open" idea development. At my University I give few strictly "economic" lectures, like International Economics, Economics of Development, Managerial Economics, Innovation in Enterprises and Economies, Microeconomics and Paradoxes in Economics. I love the master-apprentice relation - both as a teacher and as a researcher. In private - I have two kids - an adult daughter and a teenage son, and of course - a husband. I live in the village next to Jelenia Góra - in a very south-western corner of Poland, 30 km from Czech Republic and 70 km from Germany. Close to the forest with a mountain view (Giant Mountains - Karkonosze). Have two dogs and a parrot. Love my place, but I'm curious of the world. And... meeting people gives me the energy shot.



Affiliation:

Wrocław University of Economics and Business

Faculty of Economics and Finance

Department of Economics and Economic Policy, branch in Jelenia Góra

ul. Nowowiejska 3

58-500 Jelenia Góra

<http://www.ue.wroc.pl/>

Title of Workshop: Knowledge in Contemporary Economies

Knowledge in Contemporary Economies - a lecture on the contemporary vital issues of innovation. It is the lecture that gives student a broadened view of the issues of knowledge

IW INFORMATION

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CONTACT INFORMATION

Teaching and conference:

András Keszthelyi PhD
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IW ARCHIVES

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University



Library



Jánosy Ferenc
Collage for
Advanced
Studies



KGK
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economies, digitalisation and innovation. It starts with introducing the phenomenon of information (symbolic) good, shows the essence of knowledge - a contemporary "most wanted" production factor, and finishes on COVID times, when we could observe the great scientific and technological mobilization to combat the virus and its health, social and economic consequences.



Ivan Mihajlović

Prof. dr Ivan Mihajlović is Full Professor at Engineering Management Department of Technical Faculty in Bor, University of Belgrade. At Tehnical faculty in Bor he is teaching courses on Operations Management (PhD Course); Logistics (MSci course); Manufacturing Management and Systems Theory (BSc Courses). At faculty of Mechanical Engineering in Belgrade, professor Mihajlović is teaching courses at BSC level: Engineering Economy and Engineering Management and Economy. Professor Mihajlović is also coordinating trainings in the field of Entrepreneurship and Innovation. Preparing and leading international and national research projects. His research field is industrial engineering. Specific research subject of interest are development of the operations models; large data bases modeling, statistical analysis and mathematical modeling targeting operations optimisation. Profesor Mihajlovic is editor in chief of Serbian Journal of Management (www.sjm06.com) and member of editorial board in many international journals.



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Title of the Lecture/Workshop: "Models and cases of social entrepreneurship (SE) and strategic planning used for solving environmental problems in the contemporary Industry 4.0 environment"

Students will be introduced to the basic elements of CSR and then with the Social entrepreneurship concept, through different SE models developed in the world. Besides this, the concept of strategic planning and some of the available tools for strategic decision making support will be presented. Both aspects will be evaluated through the contemporary concept of Industry 4.0. Than Professor Mihajlovic will present the environmental issues which resulted after more than one century of industrial production in one region in Serbia. Afterwards the questions will be opened of possibilities to integrate the CSR dimension of large industrial companies, with some of the Social Entrepreneurship development models, which can be used to increase employment in the SME sector, but also in solving inherited environmental problems of the region. Students will be offered Business Model Canvas tool which will be used during development of the Business model for SE Business ideas. Also, the SWOT and TOWS matrix tools will be offered to students as the potential tools for strategic planning in the SME sector.



Marko Laitila

Marko Laitila: 51 years, married, four children, a cat, living in a house 4 km from town center

Interested in:

sports, following both son´s football / futsal hobby, engineering studies, spending time at the summer cottage, table hockey collecting, hobby car, building sheds / stores, reading, travelling

Career:

Language teacher Swedish / German 1995 – 2021,
- Language studies at University of Oulu 1990 - 1995
Fair & Exhibition organizer Finland, Sweden, Germany 1998 – 2018,
- Bachelor Studies in Business Management 2004 - 2007
Study Counsellor 2018 for Technics students – continues
- Bachelor Studies in Industrial Management 2020 -

Working place:

Centria UAS, Ylivieska Campus since 1997

Affiliation:

Centria UAS, Ylivieska Campus since 1997

<https://web.centria.fi/en>

Title of the lecture: A company´s participation in an exhibition abroad

Lecture is based on a relatively long experience (1998 – 2018) in organizing fair / exhibition participations for Finnish companies. Some pictures and experiences to take account, general hints on fair participation before, during and after the event.





Pascal Ricordel

Economist

Affiliation:

Université Le Havre-Normandie, France

<https://www.univ-lehavre.fr/>

Hi everyone, I have taken my Mona Lisa posture for you to guess where I am originated from. I am a PhD economist graduated from Paris I Paris Pantheon-Sorbonne. My anchorage in Le Havre City has influenced my research that is currently developed in three directions: Cities renewal policies, Regional performance and resilience, Corporate Finance and Social Responsibility. The common denominator in my studies is the focus on neighborhood relationship in equilibria. I currently use Network analysis and spatial econometrics. I use to teach International Economics, Macroeconomics, Finance and Management. I am fond of Serious Games. And I like to be involve in international initiative and meet diverse audience. My credo: "a foreigner is a friend you haven't yet met"



Workshop for the 16th IW: Enhance your Project Management Skills, Embark for a venture in a French Food Company to supervise the creation of a new product.

Embark in a French food Company and enhance your project management skills in a serious, relax and funny atmosphere. With your team (4 people, please bring your individual laptop for the dashboard file), you have to organize the issuing of a new product (a baby jar) for the firm to enlarge its market and profit.

Organization.

First quarter: Welcome on board. Presentation of your mission and visit of the Company resources, at the end you will be aware of the 12 tasks you have to coordinate in the best way.

Second quarter: We all together build the P.E.R.T. and the critical associated way

Third quarter: You receive the dashboard file with the PERT. Instruction and start of the game, you drive the project with your budget of 300 € to avoid delay, cost and quality risks that are likely to come every week.

Last quarter: End of the game, reading of your score (market share for the baby jar) and debriefing.



Yue Wu

Wu Yue, 2021- 2025 Ph.D. student at Obuda University. Research topics: How to improve food production on the view of precision agriculture in the emerging country (economic aspect). 2019-2021: Master degree in Business development at Obuda University. Bachelor's degree (Food Science and Engineering) at Inner Mongolia Agricultural University, China. My motto: The goal of our lives is to improve ourselves continuously. Ph.D. student (Agricultural Economic) at Obuda University, Hungary



Affiliation:

Óbuda University

<https://uni-obuda.hu/main-page/>

Inner Mongolia Agricultural

<https://www.imau.edu.cn/>

The theory of value chain and marketing tools and the study experience

AI is a cutting-edge technology and method based on an intelligent computer system that is generating enormous profits in today's industries. Smart restaurants are brand-new restaurants that use innovative technology to reduce human errors, simplify the automated process, and provide higher-quality products. Restaurants are expected to improve customer service quality, optimize supply chain efficiency, and maximize business profit in this manner. What are customers' thoughts on the smart restaurant? Is it possible for this new restaurant style to spread widely? This paper was conducted using a qualitative method, with in-depth interviews with six customers who have previously visited AI restaurants and one manager who works in an AI restaurant to clarify the customer's perception of smart restaurants. Most interviewed customers have a positive attitude toward AI restaurants, and the customers' main motivations for entering smart restaurants are curiosity and uniqueness. While the interviews revealed some reservations about this new restaurant style.



Ani Mbrica

Lecturer

**Affiliation:**

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 European University of Tirana
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Ani Mbrica is a lecturer at European University of Tirana. After graduating at Agricultural University of Tirana, Albania she holds a master degree in "Environment and Health" in Tuscia University (Italy, 2006). She completed her PhD studies in "Economy and Territory" in Tuscia University (Italy, 2013). During her stay in Italy, she got the opportunity for an intership at European Commission - Directorate General for Agriculture and Rural Development (October 2010 – February 2011). Her research areas include organizational behaviour, entrepreneurial behavior, tourism, and rural development. Previously she held the position of junior expert at German International Cooperation (GIZ) and has also experience in teaching at public and private higher education. Some of her scientific works are presented at different international conferences.

Lecture: Organizational behavior

Topic I - What Is Organizational Behavior?

In this lesson, we will discuss the concept of organizational behavior. Identification of scientific disciplines that contribute to the field of behavior and the challenges and opportunities of managers in the application of concepts related to organizational behavior. One of the challenges that organization has to take in the account is enhancing employee well-being at work. Students here will have the opportunity to be informed about a research that is conducted in Albania concerning the work-life balance.

Topic II – Attitudes and Satisfaction at Work

It seems that we keep attitudes to everything that surrounds us, to our leaders, our school, university, family or even ourselves. In this lecture we will analyze attitudes, their relation to behavior, and how the employee's satisfaction or dissatisfaction affects the workplace. Students here will have the opportunity to be informed about a research that is conducted in Albania concerning the impact of workplace spirituality on organizational commitment.

**Aurela Braholli**

Lecturer

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Aurela Braholli graduated from the Faculty of Economics, "Economics" branch, at the University of Tirana. She completed a Master Degree, "Marketing" branch, at the Faculty of Economics of the University of Tirana. She also completed the third cycle of Doctoral studies at the Faculty of Economics and Agribusiness, Agribusiness Department, of the Agricultural University of Tirana. In 2005-2006 she worked as Community Coordinator in the Municipal Unit n. 3, Tirana. In 2006-2007 she worked as a budget specialist in the Finance and Economic Planning Sector at the General Directorate of the Legalization Agency, Tirana. From 2007 to 2019 she worked as an Audit Inspector at the Regional Directorate of Social Insurance, Tirana. From 2008 to 2018 she was engaged as an external lecturer in several private and public universities. She is the author of numerous publications at home and abroad and has participated in numerous international conferences at home and abroad. Since 2019 she has been hired as an internal lecturer at the Department of Management and Marketing of the European University of Tirana. The teaching focuses on the subjects: Basics of Marketing, Integrated Marketing Communication, Consumer Behavior, Hospitality and Tourism Management etc.

Basics of Marketing

Topic I - An Overview of the Basics of Marketing, Introduction. Marketing: Managing Profitable Customer Relationships

In this lecture, students will be introduced to an overview of marketing in general and the basics of marketing in particular, the traditional 4 P's of marketing, as well as the most important marketing concepts. Understanding the needs of customers and markets is a fundamental concept for building and managing the entire marketing process. Many of the most successful companies today are highly customer focused and are also heavily involved in marketing. They are focused on satisfying customer needs, in the target markets they have defined. Some of the problems that will address in this lesson are: What is marketing? Design of a customer-oriented marketing strategy. Attracting value from customers.

Topic II - Marketing environment

In this lecture, students will be shown how marketing does not operate in a vacuum system, but in a very complex and changing environment. Different actors in this environment can work for or against the company, forcing it to pay close attention to developments in the marketing environment. In order to understand marketing and develop effective marketing

strategies, students need to understand the context in which marketing operates. In this lecture I will address the following topics: The company's microenvironment. The company's macro-environment. Responses to the marketing environment.



Walter Czarnetzki

Professor

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Hydrogen - Energy Carrier of the Future

To fight climate change, Europe is committed to meeting ambitious climate policy goals. In particular, greenhouse gas emissions are to be reduced to a minimum by 2050 at the latest and the energy supply is to be largely based on renewable energies. Building an economically feasible hydrogen economy is a necessity to achieve these goals. Hydrogen production in particular can generate national and international added value and open up new business areas. Within the framework of this lecture, the potentials of hydrogen as an energy carrier of the future will be developed.



Lāsma Licīte-Ķurbe

Associate professor and leading researcher

Affiliation:

Latvia University of Life Sciences and Technologies

<https://www.llu.lv/>

Associate professor and leading researcher at Latvia University of Life Sciences and Technologies (Latvia) where she has delivered a study course in social entrepreneurship for more than 10 years. She is the author of several publications on social entrepreneurship. Lāsma has presented research papers on social entrepreneurship at various international scientific conferences as well as delivered lectures in Estonia, Turkey, Slovakia, Kazakhstan, Poland, Ukraine, etc., including an intensive international BOVA course titled "Exploring Social Entrepreneurship in the Baltic States", which was subsequently published as a book under the similar title.



How to turn social and environmental problem into the business idea?

Students will learn the essence of social entrepreneurship and different examples of successful social businesses around the world. Also, there will be workshop where students will use creative thinking method on searching for business ideas. As a result, students will be able to see how to turn social and environmental problem into opportunity for business and will get to know innovative type of entrepreneurship – social entrepreneurship.



Félix Puime Guillén

associate professor

Affiliation:

University of A Coruña

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Bachelor of C.C. Economics and Business Studies from the University of Santiago de Compostela. Doctor in Business Administration and Management from the University of Vigo. Professor Doctor of the Business Department of the University of A Coruña. Author of numerous publications in specialized financial journals. Speaker at national and international scientific conferences. He has more than 34 years of professional experience as a CFO and consultant in the business world in the field of corporate finance, both nationally and internationally.



What you always wanted to know about accounting and because of shame you didn't ask

Fundamental principles of Accounting is explained in a very simple and practical way so that all students will understand and end up loving accounting.



Markéta Zajarošová

Assistant professor

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Marketa is assistant professor at Department of Marketing and Business of VSB-Technical University of Ostrava and scientific secretary of the department. Marketa is an academic who specializes in procurement, marketing research, advanced data analysis and international marketing. Marketa teaches her master's degree courses in Czech and English, as well as in MBA management courses. She has broad experience with courses, as well as internationalization through the Erasmus+ mobility programs. Marketa completed the Digital Procurement Team course within the Procurement Board Academy educational project in the Czech Republic. She has completed several academic writing courses, including the Writing for Publications lecturer course organized by Indiana University of Pennsylvania.

Emotional intelligence and mindfulness

The lecture focuses on human behavior, mind concentration and the principles of behavioral economics in marketing. These principles find application in many different areas, including managerial work, work in a procurement team or in the marketing department, as well as in the field of private life and all its aspects. Mindfulness is a key tool in understanding ourselves, our own thoughts and feelings and what is important to us. Mindfulness is a skill that needs regular practice to be effective.

**Aleš Melecký**

Associate professor

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Aleš is associate professor at Department of Economics of VSB-Technical University of Ostrava and former head of this department. He has broad experience with international cooperation in research projects and preparing of educational materials among pedagogical projects. He introduced the subject Behavioral Economics in the Czech and English language versions at several study programs of Economic faculty of VSB-Technical University of Ostrava, including Applied Economics, Marketing, and Finance. During his lectures, Aleš discuss also practical applications of behavioral economics in various fields. He received the dean's price for the best paper at the faculty twice and for the best book twice. Aleš is the coauthor of three books and ten papers published in WOS/Scopus Journals. He has broad experience with summer schools, online courses, as well as internationalization through the Erasmus+ mobility programs.

Behavioral Economics – The Two Systems Within Us and Systematic Mistakes

The lecture focused on the field of behavioral economics as an alternative to the classical economic concept. We will discuss that stimuli from our surroundings and our inside lead to a systematic violation of rational decision-making. People are influenced by, for example, the availability of information, stereotypes and seemingly unrelated information. If we understand how people make decisions and on what basis they judge others, we can improve our own decision-making process, and we will better understand our customers and loved ones.

**Edmund Lorencowicz**

Professor

**Affiliation:**

University of Life Sciences in Lublin, Poland
 Faculty of Production Engineering
 Department of Machinery Exploitation and Management of Production Processes

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Research interest and key qualification: Farm machinery management,

Farm work organisation, Farmers organisations. Present position: Professor in Department of Machinery Exploitation and Management of Production processes, Chief of Subdepartment of Management of Agricultural Machines and Eco-energetic Systems, Faculty of Production Engineering, ULS Lublin

Selected international activities:

Representative of Poland in ERABEE network (Education and Research in Biosystems Engineering in Europe) in frame of Erasmus (2009-2010)

Representative of Polish contractors in CEETTAR (European Organisation of Agricultural, Rural and Forestry Contractors) from 2009

Representative of Polish journalists in Tractor of the Year International Awards- jury member from 2016

The creator and organizer of the international symposium Farm Machinery and Process Management in Sustainable Agriculture - 10 editions - Poland & Belgium. This year, the 11th FMPMSA is organized in Bari / Italy (13-15th June 2022)

Publications: more than 450 different publications, in this about 300 in professional journals for farmers.

Hobby: sailing, bicycle walks, hiking in Polish mountains Beskidy

Problems of technical development of small farms – the case of Polish agriculture

One of the main problems of small family farms is mechanization of farm works. However, machinery ownership is limited due to lack of funds. One of the possible solutions is to develop cooperation in machinery usage by group of farmers. Polish farming is traditionally very fragmented with the average farm area is around 11.1 ha, and 52% below 5 ha of Utilized Agricultural Area. Such small acreage affects the level of mechanization, making it very limited and inadequately low. Approximately 1.3 million farms are using almost 1,444,000 tractors, however their age and quality are key limitations in the introduction of new technologies. In the lecture will be presented common forms of collaboration between farmers to provide better access to machinery under Polish conditions.



Susana Moreira Bastos

senior lecturer

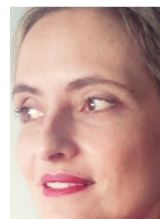
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Susana Adelina Moreira Carvalho Bastos is a senior lecturer at Porto Accounting and Business School, Polytechnic of Porto, Portugal. She received her PdD in Education and Didactics from Aveiro University. Master in Accounting and Administration from Minho University. Coordinator of the European Project SOCRATEST - Soft Skills Assessment in Times of Crisis (2021-2023). Coordinator of the European project CosKi 21 - Core Skills for the 21st Century Professionals, 2018-2019. She was council member at Matosinhos City Hall from 2008 until 2017 having, in the year 2017, been responsible for projects in the accounting, economic and financial area. She has more than 20 articles published in education, management and accounting journals and participated in more than 30 national and international conferences. Her main research areas are educational changes through digital learning, soft skills in the promotion of the accountant professional for the future, financial and public accounting and governance.



Skill Your Mind

The main goal is to do several activities with students in order for them to acknowledge their soft skills! The 21st century skills...



Nicoleta Racolța-Paina

Associate professor

Affiliation

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Babeş-Bolyai University, Cluj-Napoca, Romania

Head of Department of European Studies and Governance

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<https://www.ubbcluj.ro/en/>

Nicoleta Racolța-Paina teaches management and marketing at both undergraduate and postgraduate levels. She graduated in 1996 from Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics, specialization in marketing. She received her PhD in Management from Babeş-Bolyai University of Cluj-Napoca in 2002. She developed her professional experience and improved her teaching and research skills through cooperation with several international academic institutions, such as Michigan State University, University of Sussex



and University of Munster. Her main research results are materialized in: 7 books (2 as main author and 5 as co-author), more than 50 scientific papers published in national and international journals and conference proceedings. Recent publications are available here:

<https://www.researchgate.net/profile/Nicoleta-Racolta-Paina/research>

Research interests: Human resource management, Organizational behavior, Entrepreneurship and small business in the EU.

Planned course at IW:

How teams work nowadays

The course is designed to give students a practical overview of teamwork in companies through skills-development exercises. It is organised in three parts. The first part briefly presents the main elements of teamwork in organizations, emphasizing the current challenges of working in teams. The second part is a practical one that enables students to acquire teamwork skills. It consists of some practical activities, such as the Marshmallow Challenge team building exercise and Johari window team building activity. The third part presents the main characteristics of virtual teams in companies, considering that remote working is very common in today's business environment. This interactive course is a good opportunity for the students to acquire knowledge about how teams work, to learn about and to practice teamwork skills.



Esmeralda Kadëna

Lecturer, PhD Candidate

Affiliation

ÓBUDA UNIVERSITY

Keleti Faculty of Business and Management

Doctoral School on Safety and Security Sciences

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Smartphones and Security: New Challenges in a Connected World / Blockchain: Challenges and Opportunities

The first part of the lecture is about the rapid advancements in technology, the so-called "convenience" to control everything from smartphones vs. security risks.

Main points: General overview: the connected world; Defining smartphones (Security); Identifying security challenges and understanding the main threats; Understanding the weakest link in the security chain in the view of Technology Threat Avoidance Model; Theoretical and practical suggestions.

The second part focuses on Blockchain technology and its integration into Mobile Devices.

Main points: How does Blockchain work? Characteristics and Cryptocurrencies; Risks and Technical challenges; Integration into Mobile Devices; Impacts on users' experience.



Timetable

subject to change!

<http://kgk.uni-obuda.hu/english/international-week/programme>