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GLOBAL PHD CONNECT ABSTRACTS

DEBRECEN
2025





UNIVERSITY *of*
DEBRECEN

Doctoral School of Management and
Business

GLOBAL PHD CONNECT

ABSTRACTS

EDITORS:

**DR. ANDRÁS NÁBRÁDI — DR. TROY WIWCZAROSKI — BOGLÁRKA NAGY-TÓTH
DR. DÁNIEL FRÓNA — ENIKŐ PERGÉNÉ SZABÓ**

**University of Debrecen
Economics and Business
2025**

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AND BUSINESS - UNIVERSITY OF DEBRECEN**

**SERIES EDITOR
DR. NÁBRÁDI ANDRÁS**

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TABLE OF CONTENTS

SCHEDULE OF THE CONFERENCE	3
SECTIONS.....	4
1. section: Artificial Intelligence and Digital Business Transformation	5
2. section: Sustainability and Green Transitions in Emerging Economies.....	6
3. section: Leadership, Innovation, and Human Capital in the Digital Era.....	7
4. section: Global Trade, Policy, and Socioeconomic Development.....	8
ABSTRACTS.....	9
BIRHANU DABA CHALI: The Impact of Human Resource Management on Financial Performance: A Systematic Review in Cooperative Enterprises.....	10
BOROS HENRIETTA MÓNIKA: Artificial Intelligence in Food Industry Marketing.....	11
BUGLYÓ-NYAKAS ERZSÉBET: A historical overview of a global problem: A bibliometric analysis of household food waste over the past 10 years	12
CHEN HANTANG: Business model innovation and value chain restructuring empowered by artificial intelligence for industrial transformation	13
DANIEL KIBET KOECH: Leveraging Study Abroad for Cognitive, Affective, Behavioural and Intercultural Competence Development Among International Students In Central Europe	14
DÁRIO SACHICOLA VICTOR: Monetary Sector: Implications and Insights for Real Estate Market Analysis	15
DEJSI QORRI: Examining the Link Between Farm Efficiency Trends and Supply Chain Performance in Central and Eastern Europe Using the PECO Framework	16
DHITA WIDYA PUTRI: Resilient Leadership and Digital Transformation in Indonesian Higher Education: Strategies for Sustainable Public Service	17
ESAYAS DEGAGO DEMISSIE: Customer Perceptions Driving the Adoption of Artificial Intelligence Products in Ethiopian market	18
GAO TIANJI: Media Appeals, Trade Towards: How Media Sentiment Influences the Trade Flow of China within the Belt and Road Initiative.....	19
HASINA IMAM: Synergy of Green Supply Chain, Circular Economy, Green Innovation for sustainable Green Garment performance in an Emerging Economy	20

HONG FUYING: How US Tariffs Policies affect the EU’s economy?.....	21
HORNYÁK MARIANN: Unlocking Potential: The Role of Biohacking in Neuroleadership.	22
KRISTIA KRISTIA: Uniform Cohort, Fragmented Motives: Segmenting Generation Z of Indonesia Sustainable Food Consumption Patterns	23
LAVENDER AWINO OKORE: Optimising public health OPEX: a conceptual systematic review of health sector and rural development stakeholder management in Kenya	24
LIU LAISHA: Investigating the relationship between digitalisation and GVC position: empirical evidence from Central and Eastern European countries	25
MAMUN ASEP YUSUP: Exploring the Nexus Between Development Financial Institutions, ESG, and Sustainable Development Goals: A Bibliometric Analysis.....	26
MUFTI TAHIR NIYAZ: Research Trends in Organizational Psychology in the Context of Employee Satisfaction.....	27
NI MADE ESTIYANTI: Profiling Sustainable University Business Incubators in Emerging Economies: A Descriptive Analysis of Institutional Support and Service Offerings in Indonesia	28
OMAR HANNOUN: Exploring Judo Management: A Two-Decades’ Bibliometric Literature Review of the Themes, Trends and Gaps Using Scopus Data	29
RÁCZ ADÉL: AI-driven personalization on streaming platforms: An eye-tracking and focus-group study.....	30
SEPIDEH MAHDIKHANI: Exploring Key Drivers of SME Performance: Environmental Practices and Organizational Capabilities.....	31
TÓTH KITTI, TAKÁCS PÉTER, BALATONI ILDIKÓ: Smart Device Features and User Factors Supporting Physical Activity.....	32
YINUO JIAN: Embedding Culture into Regional Trade Networks: A Social Network Analysis Perspective on ASEAN	33
YUSUF ENRIL FATHURROHMAN: Drivers of Halal Meat Purchasing in Indonesia: Insights from a TPB–HBM Integrated Framework	34
ZHA LEI: Environmental and resource drivers of EU agricultural global value chain evolution: Evidence from separable temporal exponential random graph model	35

SCHEDULE OF THE CONFERENCE

9:30 **REGISTRATION** (MAG-HÁZ building)

9:50 **OPENING CEREMONY** (MAG-HÁZ 1-2.)

Prof. Dr. Nábrádi András, Professor, Head of DS

Dr. Troy Wiwczarowski, Associate Professor

10:00-10:20 **PLENARY SESSION**

*Prof. Dr. Lengyel Péter József, Professor – Data, Models, and Minds:
Integrating AI into the Research Process*

10:20-10:30 **BREAK**

10:30-12:50 **SECTIONS** (MAG-HÁZ building / TVK building)

1. section: MAG-HÁZ building, 1-2.

2. section: TVK building, Tanácssterem (Council Room)

12:50-13:30 **LUNCH BREAK**

13:30-15:30 **SECTIONS** (MAG-HÁZ building / TVK building)

3. section: MAG-HÁZ building, 1-2.

4. section: TVK building, Tanácssterem (Council Room)

SECTIONS

1. section: Artificial Intelligence and Digital Business Transformation

Place: MAG-HÁZ building, 1-2. 2025. November 13. (Thursday)

Chair **Dr. Molnár Edina**, *College Professor*

Co-chair **Dr. Gál Tímea**, *Associate Professor*

Secretary **Rácz Dóra**, *PhD Student*

	NAME	TOPIC OF THE PRESENTATION
10:30 10:50	Boros Henrietta Mónika	Artificial Intelligence in Food Industry Marketing
10:50 11:10	Chen Hantang	Business Model Innovation and Value Chain Restructuring Empowered by Artificial Intelligence for Industrial Transformation
11:10 11:30	Hornják Mariann	Unlocking Potential: The Role of Biohacking in Neuroleadership
11:30 11:50	Esayas Degago Demissie	Customer Perceptions Driving the Adoption of Artificial Intelligence Products in Ethiopian Market
11:50 12:10	Rácz Adél	AI-Driven Personalization on Streaming Platforms: An Eye-Tracking and Focus-Group Study
12:10 12:30	Liu Laisha	Investigating the Relationship Between Digitalisation and GVC Position: Empirical Evidence from Central and Eastern European Countries
12:30 12:50	Dhita Widya Putri	Resilient Leadership and Digital Transformation in Indonesian Higher Education: Strategies for Sustainable Public Service

2. section: Sustainability and Green Transitions in Emerging Economies

Place: TVK building, Tanácsterem (Council Room), 2025. November 13. (Thursday)

Chair **Dr. Várallyai László**, *Associate Professor*

Co-chair **Dr. Kovács Krisztián**, *Assistant Professor*

Secretary **Harangi-Ökrös Nóra**, *PhD Student*

	NAME	TOPIC OF THE PRESENTATION
10:30 10:50	Dejsi Qorri	Examining the Link Between Farm Efficiency Trends and Supply Chain Performance in Central and Eastern Europe Using the PECO Framework
10:50 11:10	Hasina Imam	Synergy of Green Supply Chain, Circular Economy, Green Innovation for Sustainable Green Garment Performance in an Emerging Economy
11:10 11:30	Zha Lei	Environmental and Resource Drivers of EU Agricultural Global Value Chain Evolution: Evidence from Separable Temporal Exponential Random Graph Model
11:30 11:50	Mamun Asep Yusup	Exploring the Nexus Between Development Financial Institutions, ESG, and Sustainable Development Goals: A Bibliometric Analysis
11:50 12:10	Yusuf Enril Fathurrohman	Drivers of Halal Meat Purchasing in Indonesia: Insights from a TPB–HBM Integrated Framework
12:10 12:30	Kristia Kristia	Uniform Cohort, Fragmented Motives: Segmenting Generation Z of Indonesia Sustainable Food Consumption Patterns
12:30 12:50	Buglyó-Nyakas Erzsébet	A Historical Overview of a Global Problem: A Bibliometric Analysis of Household Food Waste Over the Past 10 Years

3. section: Leadership, Innovation, and Human Capital in the Digital Era

Place: MAG-HÁZ building, 1-2. 2025. November 13. (Thursday)

Chair **Prof. Dr. Nagy Adrián Szilárd**, *Professor*

Co-chair **Dr. Fehér András**, *Associate Professor*

Secretary **Nagy Péter**, *PhD Student*

	NAME	TOPIC OF THE PRESENTATION
13:30 13:50	Tóth Kitti, Takács Péter, Balatoni Ildikó	Smart Device Features and User Factors Supporting Physical Activity
13:50 14:10	Omar Hannoun	Exploring Judo Management: A Two-Decades' Bibliometric Literature Review of the Themes, Trends and Gaps Using Scopus Data
14:10 14:30	Mufti Tahir Niyaz	Research Trends in Organizational Psychology in the Context of Employee Satisfaction
14:30 14:50	Birhanu Daba Chali	The Impact of Human Resource Management on Financial Performance: A Systematic Review in Cooperative Enterprises
14:50 15:10	Sepideh Mahdikhani	Exploring Key Drivers of SME Performance: Environmental Practices and Organizational Capabilities
15:10 15:30	Ni Made Estiyanti	Profiling Sustainable University Business Incubators in Emerging Economies: A Descriptive Analysis of Institutional Support and Service Offerings in Indonesia

4. section: Global Trade, Policy, and Socioeconomic Development

Place: TVK building, Tanácssterem (Council Room), 2025. November 13. (Thursday)

Chair **Dr. Orbán Ildikó**, *Associate Professor*

Co-chair **Dr. Bittner Beáta**, *Associate Professor*

Secretary **Vuk Alíz**, *PhD Student*

	NAME	TOPIC OF THE PRESENTATION
13:30 13:50	Gao Tianji	Media Appeals, Trade Towards: How Media Sentiment Influences the Trade Flow of China within the Belt and Road Initiative
13:50 14:10	Yinuo Jian	Embedding Culture into Regional Trade Networks: A Social Network Analysis Perspective on ASEAN
14:10 14:30	Hong Fuying	How US Tariffs Policies Affect the EU's Economy?
14:30 14:50	Dário Sachicola Victor	Monetary Sector: Implications and Insights for Real Estate Market Analysis
14:50 15:10	Lavender Awino Okore	Optimising Public Health OPEX: A Conceptual Systematic Review of Health Sector and Rural Development Stakeholder Management in Kenya
15:10 15:30	Daniel Kibet Koech	Leveraging Study Abroad for Cognitive, Affective, Behavioural and Intercultural Competence Development Among International Students in Central Europe

ABSTRACTS

BIRHANU DABA CHALI:

The Impact of Human Resource Management on Financial Performance: A Systematic Review in Cooperative Enterprises

This paper presents a systematic review that examines the influence of human resource management (HRM) on financial performance in cooperative enterprises, utilizing the PRISMA approach. To gather relevant resources, we formulated a search strategy using predefined keywords such as “HRM”, “Financial Performance”, and “Cooperative”. After applying the inclusion criteria (full articles, online accessibility, English language, and relevance to the topic), 26 articles were selected for review. The findings of this analysis reveal a positive relationship between HRM practices and financial performance, with HRM driving both efficiency and profitability. High-performing HRM functions enhance employee productivity while ensuring personnel welfare and improving the organizational climate. Modern HRM practices are crucial in increasing employee engagement, fostering innovative cultures, and improving operational efficiency. These practices directly affect financial performance by linking employee engagement with product quality, profitability, and retention. Based on the studies reviewed, this paper contributes significantly to the existing literature and offers key conclusions that can be drawn from the findings.

Keywords: HRM; financial performance; cooperative enterprises; employee participation; HRM practices

BOROS HENRIETTA MÓNIKA:
Artificial Intelligence in Food Industry Marketing

Artificial intelligence (AI) has emerged as a transformative force in food industry marketing, reshaping how visual content is created, perceived, and interpreted by consumers. In a sector where product appearance and sensory cues strongly influence perceptions of quality, trust, and desirability, the integration of AI-generated imagery introduces both opportunities and challenges for brand communication.

This study compares AI-based visual content with human-created food photography in terms of their ability to capture consumer attention and influence perceptions of authenticity, trust, and emotional engagement. A mixed-methods approach was employed, combining eye-tracking analysis with qualitative focus group discussions and expert interviews. Drawing on expert insights from professional food photographers, detailed prompts were designed to guide AI image generation, ensuring realistic visual and compositional parameters. Participants were exposed to both AI-generated and human-created images while their eye movements, fixation durations, and Areas of Interest (AOIs) were recorded and analyzed. These quantitative data were complemented by qualitative insights on emotional responses and perceived brand authenticity.

Results indicate that AI-generated visuals attracted greater visual attention, reflected in higher fixation frequencies and shorter initial gaze latencies, emphasizing their vivid color and texture appeal. However, human-created images were consistently perceived as more credible, emotionally engaging, and aligned with authentic brand identity. While AI-generated visuals proved effective for short-term engagement and digital campaigns, human photography remained crucial for fostering long-term trust and brand loyalty.

This research contributes to a deeper understanding of how AI-driven visual communication shapes consumer perception in the food industry and provides practical guidance for marketers seeking to integrate artificial intelligence without compromising authenticity and emotional connection.

Keywords: artificial intelligence, food industry, marketing communication, eye-tracking

BUGLYÓ-NYAKAS ERZSÉBET:

A historical overview of a global problem: A bibliometric analysis of household food waste over the past 10 years

Bibliometric analysis is an indispensable tool in scientific research, the main purpose of which is to measure scientific performance and efficiency in a given topic. Food waste plays a key role in the lives of consumers, as well as in environmental protection and in some areas of the supply chain: therefore, mapping the topic is of considerable importance.

The main goal of the research is to analyze the literature on food waste using bibliometric methods between 2015 and 2025 using the Web of Science Core Collection and VOSviewer software. In the framework of the study, we examine publication trends, during which we highlight the examination of publications written on the topic of household food waste (97 publications), paying special attention to influencing effects, factors, and solution proposals, the most cited documents, and the examination of the co-occurrence of keywords. Changes in food consumption habits predict a sustained increase in publications on the topic of food waste worldwide, which is why the study is novel and topical. Geographically, most publications were written in India, the USA and China, but in Hungary it is a less researched topic, therefore its importance is unquestionable. Household food waste plays a prominent role in the food waste topic, to which several keywords are related, such as food packaging, strategy, knowledge and data labels, as well as food supply chain, all of which indicate the topicality of research, development and communication of waste management strategies in households. The prepared systematic literature analysis provides an excellent basis for future research and research directions.

Keywords: food waste, sustainable consumption, sustainable production, SDG 12.3, household waste

CHEN HANTANG:

Business model innovation and value chain restructuring empowered by artificial intelligence for industrial transformation

Artificial intelligence technology is rapidly penetrating various industries. It is not just a simple superposition of technologies, but also a driving force for industrial transformation and even a reshaping of the competitive landscape through business model innovation and value chain reconstruction. This paper uses the "technology-business-value chain" as the analytical framework and adopts literature research, case studies and data verification methods to analyze the internal logic of AI-enabled industrial transformation. It also conducts case studies in manufacturing, finance and retail industries. The study found that: (1) Although the business models enabled by AI are different, they must all be in line with the data characteristics and resource endowments of the industry; (2) There are patterns to follow in the reconstruction of the value chain by AI - the basic layer relies on the collaboration of "data + computing power + algorithm", the technology layer turns core technologies into industrial capabilities, and the application layer enables the technology to be implemented in specific scenarios; (3) The industry characteristics have a particularly obvious constraint on the transformation path. Industries with high data density transform faster, while industries with heavy assets need to rely on collaboration to break through barriers; (4) The success of AI-enabled industrial transformation cannot be separated from the joint efforts of the government, enterprises and industries to solve bottlenecks. The research results can provide theoretical and practical references for different enterprises to formulate AI transformation strategies and improve the industrial support system.

Keywords: Artificial intelligence; industrial transformation; business model innovation; value chain restructuring; industry case studies

DANIEL KIBET KOECH:

Leveraging Study Abroad for Cognitive, Affective, Behavioural and Intercultural Competence Development Among International Students In Central Europe

Higher education institutions are embracing internationalization through a variety of strategies, with study abroad programs being one of them. Little research exists on the contribution of study abroad programs toward intercultural competence, especially when cognitive, affective, and behavioral variables are part of the study. This study investigates the impact of study abroad programs on the cognitive, affective, behavioral, and Intercultural Competence welfare of international students in Central Europe. A survey on a sample of n=308 was carried out on a population of international students in Central European Universities. Quantitative data were analyzed using SPSS. Findings show that study abroad programs significantly influence cognitive skills development, affective skills, behavioral skills, and intercultural competence development. A Sobel test performed to determine the mediating effect of intercultural awareness on intercultural competence development confirmed its role as a positive mediator. In addition, Internationalization at home was found to be insignificant in moderating the effect of Study abroad programs on Intercultural competence development. We recommend that institutions of higher education and other education stakeholders invest more in study abroad programs to enable their students and faculty to achieve a holistic intercultural development. Intercultural awareness programs are significantly vital in fostering Intercultural Competence Development among students studying abroad.

Keywords: Study Abroad Programs, Cognitive Goals, Affective Goals, Psychomotor Goals, Behavioral Goals

DÁRIO SACHICOLA VICTOR:

Monetary Sector: Implications and Insights for Real Estate Market Analysis

This article investigates how monetary policy consistency and macroprudential measures impact real estate market outcomes across East Asia & Pacific, Europe & Central Asia, Latin America & Caribbean, North America, and Sub-Saharan Africa (excluding high income). Drawing on regional data and a comprehensive literature review. The study explores the relationship between credit, money supply, and housing market dynamics. The findings reveal notable differences in how monetary shocks and policy interventions shape investment, pricing, and financial stability across these regions, emphasizing the need for coordinated policy approaches to foster resilient and sustainable real estate markets.

Keywords: Monetary policy; Real estate markets; Housing supply elasticity; Financial stability

DEJSI QORRI:

Examining the Link Between Farm Efficiency Trends and Supply Chain Performance in Central and Eastern Europe Using the PECO Framework

Supply chain disruptions continue to be a concern in many regions, making it crucial to analyze the current literature on farm efficiency, including research themes, regional focus, and technological applications, and to examine how these findings link farm efficiency with supply chain performance. For this review, we used keywords such as “farm efficiency,” “technical efficiency,” “DEA,” “food supply chain,” and “value chain.” We included articles published within the past ten years that assessed farm efficiency (inputs, outputs, costs) and / or productivity, measured supply chain impacts or logistics, or examined value chain linkages using cooperative or buyer-level supply chain data, specifically for studies conducted in Central and Eastern European countries. Research questions: (1) What are the major trends in farm efficiency research over the past 20–25 years using DEA methods? (2) Are there regional or sector-specific differences in the relationship between farm efficiency and supply chain performance? We applied the meta-review of input-output connectivity in studies employing DEA, categorizing findings by region, thematic focus, and technical efficiency across the poultry, pig, beef, and dairy sectors, using bibliometric thematic analysis for visualization. Furthermore, we used the PRISMA protocol to select the adequate papers, as well as PECO framework (Population, Exposure, Comparator, Outcomes) to structure the systematic analysis to: provide clear identification of who (P) is exposed to what (E), compared to whom (C), and with what outcomes (O). Only empirical studies, case studies, and efficiency analyses were included.

Keywords: Farm efficiency, technical efficiency, food supply chains, meta-review, PECO framework

DHITA WIDYA PUTRI:

**Resilient Leadership and Digital Transformation in Indonesian Higher Education:
Strategies for Sustainable Public Service**

The need for greater transparency, efficiency, and inclusivity has prompted the re-evaluation of public service delivery by higher education institutions through digital transformation. In Indonesia, where higher education is vital for sustainable national development, the ability of institutional leaders to manage technological change affects the excellence of service. This preliminary study aims to investigate the integration of digital transformation through resilient leadership as a basic pillar of sustainable public service for higher education institutions in Indonesia. This study is based on Organizational Information Theory and the Theory of Change. It employs qualitative research through literature and secondary data analyses, as well as preliminary data of universities in the Higher Education Service Institution (LLDikti) Region III Jakarta, Indonesia. This study seeks to develop leadership that promotes institutional agility, digital readiness, and stakeholder trust. This study also will expand the conceptual and empirical discourse on digital transformation in public education by identifying the dimensions of leadership and governance resilience to provide for sustainable public service.

Keywords: resilient leadership, digital transformation, sustainable public service, higher education, Indonesia

ESAYAS DEGAGO DEMISSIE:

**Customer Perceptions Driving the Adoption of Artificial Intelligence Products in
Ethiopian market**

Artificial intelligence (AI) is revolutionizing how businesses function. Products with AI integration are the newest trend in several stores. In these stores, consumers interact with totally automated technology. As a result, it's important to carefully consider the factors that led to consumers' intention to buy these products. This paper attempts to investigate the factors influencing the customer intention to buy AI-integrated products in Ethiopia. A survey questionnaire is used to gather data from different customers located in different shopping centers in the capital city. A simple random sampling technique from different accessible shopping centers was used and a sample of 255 respondents was utilized or an actual response rate of 85%, were obtained in the analysis. Partial list square structural equation modeling (PLS-SEM) was used to analyze the data. The study finds customers' behavioral intentions are highly influenced by Perceived usefulness, Perceived ease of use, attitude, subjective norm, and enjoyment. However, perceived cost and performance risk were found insignificant. This study offers important academic and managerial implications in the fields of business and technology. Business and policy makers needs to address affordability and digital literacy gap to enhance AI acceptance in Ethiopian market. Consequently, this study adds to the expanding body of research on emerging trends in services using AI-based technologies.

Keywords: Artificial intelligence, Ethiopian customers, Technology, behavior intention

GAO TIANJI:

Media Appeals, Trade Towards: How Media Sentiment Influences the Trade Flow of China within the Belt and Road Initiative

The media shape the up-to-date image of the world for its readers. Its sentiment, like praise, hate, encouragement, or warning, represents the attitude of its owner or who it stands for, and influences the daily decision-making. The Belt and Road Initiative is the most significant foreign policy launched by China recently, aiming to stimulate international cooperation. The Chinese media also spare no effort to propagandize it. To understand the effect of this media campaign on China's trade, a media sentiment database was developed. Extracted from the most authentic news sources in China, Xinhua News Agency and People's Daily, this database, with 6624 news articles from 2017 to 2024, shows the quarterly Chinese media sentiment of China and its trade partners regarding the Belt and Road Initiative. Research proves that positive media sentiment towards trade partners of China has a significant positive influence on China's exports and imports, 6.44% and 6.69% per standard deviation, respectively. The amount of articles also contributes 13.57% and 14.51% per standard deviation for exports and imports, respectively. While the negative media sentiment leads to -4.88% for exports and -5.33% for imports, per standard deviation. However, the media sentiment and articles amount regarding China itself only significantly influences the exports, but not the imports. Some robustness checks have been done and support the previous outcomes.

Keywords: Media sentiment, international trade, the Belt and Road Initiative, gravity model

HASINA IMAM:

Synergy of Green Supply Chain, Circular Economy, Green Innovation for sustainable Green Garment performance in an Emerging Economy

This study aims to examine in connecting the interlinkage among green supply chain management (GSCM), circular economy (CE), green innovation (GI), and sustainable performance (SP) of LEED certified green garment organizations in Bangladesh. The underlying concept of this study is the resource-based view theory. Based on this theory, this research collected perception-based data from 418 managers of LEED certified garments in Bangladesh. The researchers of this study used PLS-SEM version 4.06 to analyze the data. The findings of this study revealed significant direct relationships among GSCM, CE, GI, and SP. Additionally, both CE and GI serve as partial mediation in the relationship between GSCM and SP. This study contributes to our understanding of how GSCM, CE, and GI can effectively address environmental concerns by the policymakers, investors, administrators, and all other stakeholders in Bangladesh's garment industry, the second-largest labor-intensive sector in the country. Additionally, our findings shed new light on the underlying mechanisms that link GSCM, CE, GI, enhancing our knowledge of these crucial relationships.

Keywords: Green Supply Chain Management; Circular Economy; Green Innovation; Sustainable Performance; Green Garments; Bangladesh

HONG FUYING:

How US Tariffs Policies affect the EU's economy?

On February 10, 2025, the US adjusted tariffs on EU steel, aluminum, and derivative products, posing a significant economic threat to the EU. This study builds upon Caliendo et al. (2022) to construct a theoretical model with global input-output linkages, assessing the impact of US-EU tariff changes on EU member states.

Using 2014-2024 trade data and news on tariff disputes, the paper identifies key sectors—machinery, electrical equipment, steel, and aluminum—and tariff changes ranging from 10% to 50%. It then builds a multi-sector, multi-country model based on the OECD Input-Output Database to run counterfactual simulations for three policy scenarios: a unilateral US tariff increase, simultaneous EU retaliatory tariffs, and mutual US-EU tariff reductions.

The results show:

1. A 10% US tariff on key EU sectors (e.g., steel, aluminum, automobiles) most severely impacts the automotive industry. The negative effects intensify as the scope and rate of US tariffs increase, leading to greater declines in EU exports, imports, and output.
2. After reciprocal tariffs, the EU's trade performance varies significantly across sectors. High-tech industries like pharmaceuticals and chemicals are hit hardest. While EU exports to the US drop sharply, exports to other markets such as Canada, Mexico, and China rise, indicating a trade diversion effect.
3. Mutual tariff reductions between the US and the EU would boost global trade and generally improve welfare in other countries.

Keywords: US-EU Trade Relations, Tariff Policy, Economic Impact, Input-Output Model

HORNYÁK MARIANN:

Unlocking Potential: The Role of Biohacking in Neuroleadership

Neuroleadership is an interdisciplinary field that applies findings from neuroscience to the art and science of leadership. It focuses on how leaders make decisions, regulate emotions, collaborate, and drive change. Neuroleadership recognizes that leadership is not just strategic but also deeply neurobiological. Understanding how stress, fatigue, and emotional regulation affect these systems enables leaders to build self-awareness and improve interpersonal effectiveness. Biohacking refers to the use of science, technology, and behavioral interventions to optimize human biology. Combining biohacking with neuroleadership helps leaders create the biological conditions necessary for optimal executive functioning. Scientific evidence suggests that practices such as regulated sleep, breath control, exposure to natural light, and targeted nutrition improve neuroplasticity, emotional regulation, and stress resilience. Understanding this connection turns self-care into strategic leadership development. Companies that recognize this invest in biohacking strategies to reduce absenteeism, boost engagement, and extend executive longevity.

Keywords: neuroleadership, biohacking, potential, leadership

KRISTIA KRISTIA:

**Uniform Cohort, Fragmented Motives: Segmenting Generation Z of Indonesia
Sustainable Food Consumption Patterns**

People from the same generational cohort often look similar in how they eat, although the motives shaping those decisions do not always line up. Recent interest in sustainable diets among younger Indonesians has led to closer attention on the reasons behind their daily food choices. In this study, the motives behind food choices among Indonesian Generation Z were analyzed and then organized into clusters reflecting shared patterns of sustainable consumption behavior. Across the cohort, a few motives stand out as broadly important, including taste, perceived health impact, and affordability, which continue to shape routine food choices. A clustering procedure, applied to several motivational dimensions, produced four groups with distinct orientations toward sustainable practices. One group shows little enthusiasm for sustainability and usually sticks to low-barrier actions. A second cluster is shaped by health concerns and treats sustainable options as a way to support personal well-being. A third and largest cluster demonstrates consistently high motivation across most aspects, which reveals a stronger tendency to perform sustainability action. The last cluster holds only moderate motives and pays close attention to cost, preferring local food items and small habits such as packing leftovers. Taken together, the findings show that while this cohort shares a few common priorities, notable differences still appear in how those motives translate into sustainable food choices. These contrasts may be useful when designing more targeted efforts to encourage responsible eating habits among Indonesian youth.

Keywords: motive; segmentation study; generation z; sustainable food consumption

LAVENDER AWINO OKORE:

Optimising public health OPEX: a conceptual systematic review of health sector and rural development stakeholder management in Kenya

The African Health Ecosystem is yet to optimize multi-stakeholder collaborative efforts for desired outcomes in health-care interventions. Despite heavily relying on multiple sectors and developing progressive engagement frameworks, challenges in harnessing diverse stakeholder contributions to meet evolving health-care priorities persist within the sector. This situation exacerbates the challenge of health disparities, especially regarding regional and rural development. We seek to focus on Reversing the Hierarchical Overview of Public Health Stakeholders in Kenya by redesigning it to fit - a community and related stakeholders-centred Approach. We used the Conceptual Systematic Review to conceptualize the complexity of stakeholders' ecosystem coordination. We use peer-reviewed literature and reports covering the stakeholders in public health, including the rural development context. We coded the literature findings following the CSR stages. The study develops a proposed ecosystem map of stakeholders that incorporates suggested changes for improved local stakeholders' coordination and local ownership of health investment activities in Kenya. The structuring and layering of the stakeholders were informed by the tenets of the stakeholder salience model, thus advancing theoretical and implementation discourse in the area by including households, proposed Village Development Committees, Ward Development Committees, Community Development Committees, Cooperatives, Associations, Self-Help Groups, County Delivery Unit and the Specialised Directorate of Rural Development. Budget constraints, salience, technology and infrastructural strains emerged as constraints while data, policy, research agenda, accountability and governance were found to be opportunities for. Optimisation. The study recommends prioritisation and fast tracking the operationalisation of essential structures: rural development units, community feedback trackers, stakeholder engagement avenues and Primary Care Networks (PCNs), which are reliant on a hub and spoke model.

Keywords: Operational Excellence (OPEX), Rural, Governance, Ecosystem, Public Health

LIU LAISHA:

Investigating the relationship between digitalisation and GVC position: empirical evidence from Central and Eastern European countries

The global value chain (GVC) position serves as a reliable metric for evaluating a country's capacity to derive benefits from global production. Grounded in the new new trade theory, transaction cost economics, endogenous growth theory, and skilled-biased technical change, this study explores the impact of digital transformation on country-industry GVC position across 10 Central and Eastern Europe countries and 16 industries (2007–2021), with technological innovation as the mediating mechanism. The findings digital transformation enhances GVC position, with this effect being significantly mediated by technological innovation. The benefits are more pronounced in labour-intensive and non-technology-intensive industries. This article contributes to the digital internationalisation and GVC literatures by offering a mechanism-based perspective specifically tailored to the CEE context. It reframes digital transformation as an enabling condition, with its returns emerging through enhanced innovation capability.

Keywords: digital transformation; GVC; technological innovation; CEE countries

MAMUN ASEP YUSUP:

Exploring the Nexus Between Development Financial Institutions, ESG, and Sustainable Development Goals: A Bibliometric Analysis

Development Financial Institutions (DFIs) have become key players in advancing Environmental, Social, and Governance (ESG) principles and promoting progress toward the Sustainable Development Goals (SDGs). This study conducts a bibliometric analysis to examine the relationship between DFIs, ESG integration, and sustainable development. Based on 826 peer-reviewed journal articles published from 1996 to 2024, the research follows the PRISMA 2020 guidelines and employs citation network analysis, co-occurrence keyword mapping, and bibliometric visualization to uncover major research patterns and thematic trends. The findings highlight four core thematic areas: sustainability-linked financial instruments such as green bonds and blended finance, ESG-conditional lending, private sector participation, and SDG-aligned investment strategies. A conceptual framework is developed to demonstrate how financial innovation, institutional mandates, and development objectives interact to drive ESG implementation. Despite increasing scholarly attention, notable research gaps remain. Few studies have examined how DFIs align ESG frameworks with regional policy agendas, and there is limited empirical evidence on the effectiveness of DFI-led ESG initiatives in under-regulated and high-risk environments, especially across the Global South. Structural challenges such as weak institutions, fragmented policies, and governance asymmetries continue to limit the impact of DFIs in fostering sustainable transformation. This study contributes to the literature by mapping intellectual structures, identifying emerging research fronts, and offering insights for policy and practice. It underscores the importance of context-specific ESG frameworks, stronger cross-sector collaboration, and innovative financial mechanisms. Limitations include reliance on the Scopus database and English-language sources. Future research should integrate non-English and grey literature, along with case-based analyses, to provide deeper insight into DFIs' contributions to sustainable development.

Keywords: Development Financial Institutions, ESG, Sustainable Finance, Sustainable Development Goals, Bibliometric Analysis

MUFTI TAHIR NIYAZ:

Research Trends in Organizational Psychology in the Context of Employee Satisfaction

Job satisfaction has gained popularity in recent years because of its relevancy with the current gen Z entering the workforce and disrupting innovations. This is why we applied a systematic review and a bibliometric analysis of the literature as a basis. Our study aims shed light of what constitutes the idea of 'job satisfaction'. We present the main elements that contribute to an individual's satisfaction with their work. The Scopus database was used for this review for the papers published from 2014 to 2024. In total 71 documents were selected for the study after the PRISMA protocol. The tools used were R studio software for visualization and presentation. The keywords used to extract data were: "employee satisfaction", "job satisfaction", "productivity", "organizational commitment", "turnover retention". Results: We offer important understandings about the importance of employee satisfaction in organizations through this review paper. Our findings suggest that there is a relationship between employee satisfaction and productivity at work by showing the trends and clusters discussed in the literature. The researchers have focused on the determinants and results of job satisfaction, mainly its impact on employee turnover.

Keywords: Employee satisfaction, job satisfaction, organizational commitment, turnover retention, review

NI MADE ESTIYANTI:

Profiling Sustainable University Business Incubators in Emerging Economies: A Descriptive Analysis of Institutional Support and Service Offerings in Indonesia

University Business Incubators (UBIs) play a pivotal role in fostering sustainable entrepreneurship, particularly in emerging economies where institutional support for startups is still developing. This study presents a comprehensive profiling of UBIs in Indonesia, focusing on their organizational structure, service offerings, funding mechanisms, and sustainability orientation. Using a quantitative descriptive research design, data were collected through a structured online survey administered to 31 UBIs in Indonesia. The findings reveal that while most UBIs provide core services such as mentoring, office space, and networking opportunities, only a minority have formal programs or dedicated budgets for sustainability-driven innovation. Furthermore, the ownership and funding of these incubators are predominantly university-driven, with limited engagement from external stakeholders such as government or private investors. The study contributes to the literature on entrepreneurial ecosystems by providing empirical evidence of the current state of sustainable incubation in Indonesian context. It also offers practical insights for university managers and policymakers seeking to strengthen the role of UBIs in advancing sustainable development goals (SDGs). This research is among the first to systematically profile UBIs in Indonesia, filling a critical gap in the understanding of how higher education institutions support sustainable entrepreneurship in Indonesia.

Keywords: university business incubators, sustainable entrepreneurship, entrepreneurial ecosystem, startup support; Indonesia

OMAR HANNOUN:

Exploring Judo Management: A Two-Decades' Bibliometric Literature Review of the Themes, Trends and Gaps Using Scopus Data

This study presents a bibliometric analysis of Judo management research over the past two decades (2004–2024) using Scopus data. Employing Systematic Literature Network Analysis (SLNA), it identifies key trends, themes, and research gaps in the field. The findings reveal a growing scholarly interest in Judo management, with Europe leading research output, followed by Asia and North America. Dominant themes include sport governance, athlete performance, commercialization, and ethics, while underexplored areas involve digitalization, leadership strategies, and sustainable athlete management. The study highlights the multidisciplinary nature of Judo research, integrating insights from sports science, business, and ethics. By mapping the evolving landscape, this review provides valuable insights for researchers, policymakers, and practitioners seeking to enhance Judo's governance and management practices. Future research should explore technological advancements, performance-driven decision-making, and global governance challenges in Judo.

Keywords: Judo Management, Sports Governance, Bibliometric Analysis, Systematic Literature Review, Sports Management, Judo Organizations, Research Trends

RÁCZ ADÉL:

AI-driven personalization on streaming platforms: An eye-tracking and focus-group study

AI-driven recommender systems are reshaping how audiences navigate digital entertainment. Platforms such as Netflix, Disney+, and HBO Max deliver data-driven, preference-based suggestions that steer attention and influence decision making. Ahmed and Aziz (2024) show that personalization ($\beta = 0.34$) and trust are key drivers of user satisfaction, while interactivity and expectation-confirmation foster loyalty. Yet we know little about how these factors appear at visual and cognitive levels during real interactions with AI recommendations.

This study examines users' responses to interactive platform elements (autoplay previews, trailers, hover effects), identifies which visual features (icons, color, motion) most strongly signal quality and interactivity, and tests how attention and decision speed vary with recommendation relevance. We also assess whether expectation-congruent suggestions yield shorter fixations and faster choices, and how focus-group participants define "good" versus "bad" recommendations, emphasizing trust and algorithmic transparency.

Methodologically, we combine eye-tracking with focus-group interviews. Participants browse their own streaming accounts while screen activity and eye movements are recorded. Area-of-Interest analyses of attention distribution, fixation duration, decision pathways, and interaction patterns reveal the visual elements that most contribute to perceived interactivity. Qualitative insights then interpret how users experience trust, surprise, and uncertainty around AI-generated suggestions.

Anticipated results suggest that AI personalization not only boosts satisfaction but also creates new attention and decision patterns mediated by trust and interactivity. The study deepens understanding of data-driven UX and AI-based service quality and offers practical guidance for designing transparent, trust-building recommender systems.

Keywords: artificial intelligence (AI), recommender systems, video-streaming platforms, user experience (UX), user satisfaction

SEPIDEH MAHDIKHANI:

Exploring Key Drivers of SME Performance: Environmental Practices and Organizational Capabilities

Small and medium-sized enterprises (SMEs) play a crucial role in economic development, yet their performance is often constrained by both external pressures and internal resource limitations. We have conducted research focused on key factors influencing the performance of small and medium-sized enterprises (SMEs), concentrating on environmental practices and organizational capabilities. Our investigations in the adoption of green technologies examine their potential to enhance operational efficiency and support managerial decision-making, highlighting the relevance of environmentally oriented practices for contemporary SMEs. In parallel, we have explored the relationship between capacities, organizational competencies, and performance, offering insights into how internal resources and capabilities can contribute to achieving business objectives. The findings indicate potential applications for SME managers and policy makers, providing guidance for improving effectiveness and fostering sustainable operations. Overall, this work contributes to a better understanding of the mechanisms driving SME performance and emphasizes the possible impact of both external and internal factors in practical business contexts.

Keywords: SME, Sustainability, Performance, Green technologies

TÓTH KITTI, TAKÁCS PÉTER, BALATONI ILDIKÓ:

Smart Device Features and User Factors Supporting Physical Activity

In contemporary societies, sedentary behavior has become increasingly prevalent. Numerous studies have explored how smart devices (such as smartphones and smartwatches) influence physical activity levels and how they might promote more active lifestyles. However, these investigations often overlook the varying needs and characteristics of different user groups.

The present study aimed to explore the relationship between smart device functions and physical activity among university students. A three-section questionnaire was used to collect data on participants' socio-demographic characteristics, smart device usage habits, and physical activity levels (measured with the International Physical Activity Questionnaire - IPAQ). In addition, respondents evaluated 14 smart device functions identified in a previous literature review. Out of 354 completed questionnaires, 348 were valid for analysis.

Chi-square tests revealed a significant association between age and smartphone usage frequency ($p = 0.021$), while no significant relationship was found for smartwatch use ($p = 0.102$). Factor analysis grouped the 14 examined functions into four components (KMO = 0.844; Bartlett's test: $p < 0.0001$): motivation, usability, personalization, and convenience.

These findings highlight how different functional dimensions of smart devices correspond to distinct motivational and behavioral profiles. Tailoring smart technologies to these factors may enhance their potential to effectively foster and sustain physical activity among various user groups.

Keywords: Smart devices, Physical activity, User behavior, Motivation, Personalization

YINUO JIAN:
Embedding Culture into Regional Trade Networks: A Social Network Analysis
Perspective on ASEAN

While culture has long been acknowledged as a critical factor influencing international trade, most empirical studies adopt bilateral frameworks that fail to capture the structural and contextual complexities of trade relationships—especially within regional systems. Drawing on recent advances in social network analysis (SNA), this study proposes a multilevel conceptual framework to examine how cultural variables shape the structure of regional trade networks. Building on a prior theoretical review, this paper distinguishes three levels at which culture can be embedded in network-based trade analysis: (1) as node-level attributes reflecting national cultural characteristics, (2) as tie-level variables such as cultural distance or language similarity, and (3) as systemic mechanisms shaping community formation and structural cohesion. The Association of Southeast Asian Nations (ASEAN) offers a compelling case for applying this framework due to its strong economic integration and rich cultural diversity. This study does not focus on specific traded products but emphasizes how cultural factors may influence countries' positions, connections, and clustering patterns within the ASEAN trade network. The paper concludes by outlining potential empirical strategies and calling for more structurally sensitive and culturally aware approaches to regional trade research.

Keywords: SNA, ASEAN, Regional Trade

YUSUF ENRIL FATHURROHMAN:

**Drivers of Halal Meat Purchasing in Indonesia: Insights from a TPB–HBM
Integrated Framework**

Halal meat remains a central component of Muslim dietary practice, yet the determinants underlying purchasing behavior continue to evolve alongside growing health awareness in urban environments. This study investigates the key psychological and health-related factors influencing halal meat purchase intention and behavior among Muslim families living in Indonesia. By integrating the Theory of Planned Behavior (TPB) with selected constructs from the Health Belief Model (HBM), this quantitative research evaluates how attitudes, subjective norms, perceived behavioral control, perceived benefits, and perceived threats shape consumer choices. Data were obtained from 460 respondents living in Jakarta through an online survey and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings demonstrate that attitude, perceived behavioral control, and perceived benefits significantly predict purchase intention, while subjective norms and perceived threats show no meaningful effect. Moreover, purchase intention emerges as a strong driver of actual purchase behavior. These results highlight that personal confidence and perceived value of halal products outweigh external influences and health concerns in shaping consumer decisions. The study offers actionable implications for policymakers and halal industry players to enhance accessibility, certification transparency, and value communication to strengthen consumer trust and loyalty in Indonesia's halal market.

Keywords: Halal meat, Purchase behavior, Health Belief Model, Theory of Planned Behavior, Muslim families, Indonesia

ZHA LEI:

**Environmental and resource drivers of EU agricultural global value chain evolution:
Evidence from separable temporal exponential random graph model**

The formation and dissolution of agricultural global value chain networks is driven by environmental pressure and input structure. Agricultural environmental and Global Value Chain (GVC) indicators were assembled for EU member states from 2014 to 2022 using EXIOBASE3. Standard social network analysis was then used to construct a directed binary network of agricultural GVC indicators. Multiple Factor Analysis (MFA) was applied to reduce the number of correlated environmental indicators to two axes: environmental impact intensity (EII) and resource input structure (RIS). The formation and dissolution of linkages were estimated separately within the framework of a Separable Temporal Exponential Random Graph Model (STERGM). The results showed that agricultural exports are primarily dominated by crop production, with livestock and coastal fisheries providing supplementary support. The networks contracted briefly in 2018 and peaked in 2021. EII primarily acts as an entry barrier, reducing the probability of new connections in the overall and forward networks. RIS mainly operates on the persistence margin, decreasing dissolution in both forward and backward GVC networks and reducing the formation of new backward ties. Overall, the study identified the differentiated impacts of environmental pressure and factor inputs in the "formation" and "dissolution" stages of value chain networks. These findings help to identify key risks and policy focus areas in the evolution of sustainability targets and agricultural value chains.

Keywords: GVC network, environmental impact intensity, resource input structure, STERGM, formation, dissolution