

Value-Driven Innovation Conference 2026

Károli Gáspár University of the Reformed Church in Hungary
Faculty of Economics, Health Sciences and Social Studies

- TITLE:** Value-Driven Innovation Conference 2026
- DATE:** May 5–6, 2026 Tuesday–Wednesday
- LANGUAGE:** English
- VENUE:** Day 1: Károlyi-Csekonics Palace
Day 2: Károli Gáspár University, Faculty of Economics, Health Sciences and Social Studies (Budapest, Reitter F. u. 132.)
- ORGANIZING COMMITTEE:** Dr. Gusztáv Stubnya (Dean), Dr. habil Róbert Kovács Präger (Chair),
Dr. habil Attila Endre Simay (Head of Institute),
Dr. Márk Birinyi, Dr. habil Mónika Pónusz, Dr. György Vas, Barbara Dorogi

PRELIMINARY PROGRAM

- Day 1** **Tuesday, May 5, 2026 – PLENARY SESSIONS**
- 08:30–08:50 Welcome addresses
- 08:50–09:50 **PLENARY A: Value-driven management**
(Responsible: Péter Bedekovics)
- Prof. Volker Kessler (University of Pretoria and South Africa): Blind spots in ethical leadership: what leaders can learn from modern organisational theory
 - Prof. Wessel Bentley (University of South Africa)
 - Károly Czibere (Charity Service of Hungarian Reformed Church) [under negotiations]
- 09:50–10:05 Coffee break
- 10:05–11:25 **PLENARY B: Housing policy and housing**
(Responsible: Róbert Kovács Präger)
- József Hegedüs: Housing policy in central Eastern Europe
 - Housing policy in the Visegrád countries (Eva Ardielli / Marta Macziejasz / Robert Kovács Präger / David Slavata) [ONLINE]
 - Balázs Lutár: Innovations for an affordable rental housing model
- 11:25–12:35 **PLENARY BLOCKS C.1: Innovations in management**
(Responsible: Mónika Pónusz)

- 11:25–12:05 **C.1 Panel discussion: Corporate executive roundtable**
(Responsible: Mónika Pónusz)
Participants: Andrea Herczeg-Bakker (Director of Supply Chain, Shell Recharge Solutions), Tamás Kovács (Regional Director, Stellantis), Klára Tatár-Kiss (Chief Culture and People Officer, Corvinus University of Budapest), Gábor Wolf (CEO, EMIKA Zrt.)
- 12:05–12:35 **C.1 Lectures: New wages in marketing**
- Attila Endre Simay – Data-driven marketing
 - Anetta Monika Alt – Financial marketing
- 12:35–13:15 Lunch
- 13:15–15:10 **PLENARY BLOCKS C.2: Questions of innovation management**
(Responsible: Dr. György Vas)
- 13:15–13:55 **C.2 Panel discussion: Effectiveness of university spin-offs and start-ups**
(Responsible: György Vas)
Enis Hulli, Lénárd Horgos, Gábor Dénes, Barnabás Málnay
- 13:55–14:15 **C.2 Lectures**
- Enis Hulli (general partner, e2vc, Turkey)
- 14:15–14:55 **C.2 Panel discussion: Innovations without universities**
(Responsible: György Vas)
Enis Hulli, Ákos Tallós, György Simó
- 14:55–15:10 **C.2 Lectures**
- György Vas: Innovations, patterns and venture capital
- 15:10–16:35 **PLENARY BLOCKS C.3: Technology – Society – Healthcare – Economy**
(Responsible: Dr. habil Róbert Kovács)
- Alexis Rusinek– Technology and economy
 - Tamás Kovács - Co-evolution of institutions and firms in the electric vehicle transition
 - Gábor Wolf - Ambidextrous crisis management in the automotive industry
 - Gusztáv Stubnya – Innovations in health care
 - Gyula Zoltán Pulay – György Vas: Renewal of the financial and accounting system of healthcare
- 16:35–16:45 Coffee break
- 16:45–18:40 **PLENARY BLOCK D: Socio-Economic Innovations**
(Responsible: Márk Birinyi)

16:45–18:00 **D. Lectures**

- Marcin Brycz/ Leszek Czerwonka - Research on social security systems
- Gábor Czagány - Fair trade and social cooperatives – innovation impulses from the world’s largest ethical trading initiative
- József Pótor – Subsidies targeting families
- Sándor Haász / Anikó Präger-Sükösd - Domestic Violence and Intergenerational Trauma
- Márk Birinyi – Social security aspects of persons with disabilities

18:00 Reception (*sparkling wine, dinner*)

Day 2 Wednesday, May 6, 2026 – SECTION SESSIONS

10:00–11:00 Lőkös Dániel: Egészség és társadalom (Health and society)

11:00–11:15 Coffee break

11:15–14:00 **SECTION 1:** Family research
(Responsible: Judit Pálmai)

SECTION 2: Regional and housing studies
(Responsible: Róbert Kovács Präger, Márk Birinyi)

SECTION 3: Supply chains
(Responsible: Mónika Pónusz)

Guest speaker: Andrea Herczeg-Bakker: Supply Chain Expert
(Philips, Shell)

SECTION 4: University innovation
(Responsible: György Vas)

Guest speakers in roundtable discussions:

SECTION 5: Ethical management and compliance
(Responsible: Csekő Katalin)

SECTION 6: Transgenerational identities
(Responsible: Anikó Präger-Sükösd, Haász Sándor)

SECTION 7: Smart learning: AI and the digitalisation of educational services
(Responsible: Andrea Fodor)

SECTION 8: Interrogative good practices – how companies help women to become managers? (Responsible: Klára Tatár-Kiss)

SECTION x: Student section

14:00 Sandwich lunch

15:00 Presentation, Closing Remarks