



KÁROLI GÁSPÁR UNIVERSITY
OF THE REFORMED CHURCH
IN HUNGARY
FACULTY OF ECONOMICS,
HEALTH SCIENCES AND
SOCIAL STUDIES

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 (1088 Budapest, Múzeum u. 17.) 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. Dániel Lőkös (vice-dean), 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) <ul style="list-style-type: none">• 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): Family Values in Flux: Identity, Diversity, and the Challenge of Plurality• Károly Czibere – Márk Birinyi (Hungarian Reformed Church Aid) [under negotiations]
09:50–10:05	Coffee break
10:05–11:25	PLENARY B: Housing policy and housing

(Responsible: Róbert Kovács Präger [80'])

- József Hegedüs: Housing policy in Central and 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 [30']

- Attila Endre Simay – Data-driven marketing
- Anetta Monika Alt – Financial marketing

12:35–13:15

Lunch (*sandwiches*)

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, Horgos Lénárd, Dénes Gábor, Málnay Barnabás

14:05–14:25

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 Präger)

- 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
- Borbála Erzsébet Rácz – Eco-social Innovations in the Hungarian Context: A Literature-Based Exploration

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

19:00 Evening Cultural Program

“**The Testament**” (a movie about Béla Bartók’s years in exile) – screening and discussion with the director, András Surányi and the Richárd Kiss

Moderator: Anikó Präger-Sükösd.

The program also includes a piano performance by a student of the Lauder Music School.

Day 2

Wednesday, May 6, 2026 – SECTION SESSIONS

10:00–11:00

Plenary Session BLOCK E – 2nd day opening

(Responsible: Dr. habil Róbert Kovács Präger)

- Lőkös Dániel: Egészség és társadalom (Health and society)
- Jaco Beyers: How do religions influence leadership styles?
- Adam Pawliczek: Governing Openness: Value-Driven Innovation for Trust, Security, and Responsible International Collaboration

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 Hollandia

(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 9: Physical culture, sport and health (Responsible: Dániel Lőkös)

SECTION x: Student section (Responsible: Sándor Zsiray / Student Autonomy Organisation)

14:00 Sandwich lunch

15:00 Presentation, Closing Remarks