

TDK topics 2026/27.

Department of International and Applied Economics		
Name	Topic	Description of the topic
Éva Berde PhD	Demographic elements of economic growth	“Longer lives and fertility far below the replacement level of 2.1 births per woman are leading to rapid population ageing in many countries. Many observers are concerned that ageing will adversely affect public finances and standards of living. Fertility near replacement would be most beneficial for standards of living when the analysis includes the effects of age structure on families as well as governments. Fertility below replacement would maximise per capita consumption when the cost of providing capital for a growing labour force is taken into account. Although low fertility will indeed challenge government programmes, and very low fertility undermines living standards, we find that moderately low fertility and population decline favour the broader material standard of living.” Ronald Lee and Andrew Mason: Is low fertility really a problem? Population ageing, dependency, and consumption. Science, 10 October 2014.
	The microeconomics of the gig economy and the sharing economy	The sharing economy has attracted a great deal of attention in recent years. The disruptive innovation of this new market structure could yield specific outcomes, but living in the midst of these changes makes it difficult to evaluate where the process will lead. Nevertheless, the tools of market analysis provide a structured view of what is happening. The gig economy differs in part from the sharing economy, although many authors consider it a component of it. Many gig workers obtain jobs by sharing their own consumption goods, which are then used as investments (such as a car or an apartment). This is why the concept is sometimes understood in that way. However, the basic definition of gig work refers to the temporary nature of the jobs. Gig workers must find new “bosses” and new customers from day to day. In their work, students may write about Uber, Grab, Oszkár, Airbnb, Mechanical Turk, or any other platform economy, or they may explore the general theoretical background.
	Labour market situation of those over 55	“Employment of the older population has strongly increased over the last decade. While the employment rate for those aged 20–64 in the EU27 increased by 2.1 percentage points (from 66.5% in 2000 to 68.6% in 2010), the rates for older age groups rose more sharply, by 10.6 pp for those aged 55–59 (from 50.3% to 60.9%) and by 7.5 pp for those aged 60 to 64 (from 23.0% to 30.5%). The employment rate remained at around 5% for those aged 65 and over. In 2010, the highest employment rates for those aged 55–59 were observed in Sweden (80.7%), Denmark (75.9%) and Finland (72.5%), and the lowest in Poland (45.8%), Slovenia (46.9%) and Malta (49.3%). For those aged 60–64 the highest rates were recorded in Sweden (61.0%), the United Kingdom (44.0%) and Estonia (42.8%), and the lowest in Hungary (13.0%), Malta (14.2%) and Slovakia (17.2%). For those aged 65 and over, the highest employment rates were found in Portugal (16.5%), Romania (13.0%) and Cyprus (12.9%), and the lowest in France and Slovakia (both 1.6%) and Hungary (1.9%).” Active ageing in the EU. STAT/12/8, 13 January 2012. We are going to analyse similar statistics and explain why the employment of older generations is so important. Since 2010, the employment rate of Hungarians aged 55–59 and 60–64 has increased dramatically.
	Massive Open Online Courses (MOOCs)	MOOCs represent a new approach to learning in higher education. In the last eight years, even BA and MA diplomas can be obtained. The process began in 2012, and since then millions have taken part in online courses on platforms such as Coursera, MITx, and others. What is behind this development, and what can be expected for the future? Students will analyse the trends, the quality of education, and the monetisation of these platforms.
	Working while studying as a foreign student	As university participation increases, so does the proportion of students who work while studying. Some want to gain work experience because they know this will increase their future job opportunities. Others are forced to work because of financial constraints. It is not uncommon for students to be motivated by both. In our research, we investigate this type of work among foreign students studying in Hungary by means of a questionnaire survey.
Barbara Huszár PhD	Behavioral Perspectives on Individual and	Within this broad topic, students may examine how individual characteristics, social influences, cognitive biases, and organizational

	Organizational Decision-Making	conditions shape workplace behavior and decision-making. Possible research areas include motivation, cooperation, leadership, performance, well-being, and organizational change.
Eszter Kazinczy PhD	International Comparative Finance	Comparative analysis of international financial systems and indicators
Krisztián Koppány PhD	Input-output methods in the analysis of value chains	Application of input-output volume and price models; analysis of regional, national, and global value chains using input-output methods; comparative analysis and application of Koopman and Wang decomposition schemes; calculation and comparative analysis of input-output GVC indicators; comparative country studies – this topic is available only to students who have completed Advanced Macroeconomics / Macroeconomics of Value Chains course.
Norbert Kovács PhD	Human risks in the age of AI	The rapid organizational integration of artificial intelligence (AI) systems has induced a paradigm shift: human factors, rather than technological limitations, are increasingly becoming the primary source of risk. This research aims to conduct a multidimensional analysis of human vulnerabilities arising from AI adoption, with a specific focus on cognitive biases (e.g., automation bias, deskilling), psychological strain (technostress, existential anxiety), as well as information security and ethical challenges (e.g., Shadow AI, diffusion of responsibility). The thesis seeks to explore how these novel, human-centric risks can be identified and mitigated, and how employee resilience can be enhanced in an environment dominated by algorithmic decision-making.
Eszter Lukács PhD	Global value chains	
	UN Sustainable Development Goals – local challenges and impacts	
	Regional integrations and MNEs	

Department of Statistics, Finances and Controlling		
Name	Topic	Description of the topic
Rita Anna Ambrus PhD	Family taxation in European Countries	There are various methods of family taxation. Individual tax liability can be reduced through tax allowances, which depends on the number of children. In case of joint taxation, the spouses' incomes are aggregated and divided into two, or the number of children is also taken into account to determine the tax base.
Jewel Kumar Roy	Bridging the Gap: The Integration of Decentralized Finance Protocols with Traditional Banking Infrastructure	This topic would examine the opportunities and challenges of integrating Decentralized Finance (DeFi) with traditional finance. It could explore how smart contracts, decentralized lending, and other DeFi applications can enhance efficiency, transparency, and financial inclusion, while also considering the regulatory and security challenges they present.
Gábor Kovács PhD	Financial management	Financial simulations, company valuation, financial services
Alex Suta PhD	AI-assisted analysis of corporate financial/sustainability disclosures	Students may investigate corporate annual, financial and sustainability reports using modern data analytics and text-mining methods. Potential research areas include financial performance, the quality of corporate disclosures, ESG and sustainability reporting, and the analysis of structured XBRL data. The specific research question can be tailored to the student's interests and may involve statistical analysis, text mining, or automated data-processing techniques.

Department of Tourism and Hospitality		
Name	Topic	Description of the topic
Éva Happ PhD	Using generative artificial intelligence (ChatGPT) for travel purposes	Artificial intelligence, especially generative models, offers new opportunities in tourism marketing. They can support personalized recommendations, content creation, and assist travelers in their decision-making.
Viktória Kundi PhD	Sustainable development in tourism	Short supply chain, informed consumer choices, circular economy in tourism, social responsibility

	The challenges of tour guiding	The role of new skills, the rise of AI and its impact on tourism, challenges in the service market
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Department of Corporate Leadership and Marketing		
Name	Topic	Description of the topic
Abderahman Rejeb PhD	The nexus of blockchain technology and environmental, social, and governance measures	This research explores how blockchain technologies intersect with Environmental, Social, and Governance (ESG) practices. Students will examine how blockchain can enhance transparency, accountability, and trust in ESG reporting, with applications ranging from sustainable supply chain management and carbon credit verification to impact investing and decentralized governance models. The work will involve both theoretical analysis and practical case studies of organizations leveraging blockchain to strengthen sustainability and responsible business practices.
	Generative AI and supply chain management	This research examines how generative artificial intelligence can transform supply chain management by enabling smarter decision-making, scenario simulation, and process optimization. Students will explore applications such as demand forecasting, risk assessment, supplier selection, and logistics planning, as well as the ethical and operational challenges of adopting generative AI in global supply chains. The work will combine theoretical insights with practical case studies to evaluate how generative AI can drive efficiency, resilience, and innovation in supply chain networks.
	Blockchain applications in business and management	Blockchain Applications in Business and Management explores how blockchain technology is adopted across business functions to improve transparency, security, trust, traceability, and operational efficiency. The topic covers applications such as supply chain management, finance and accounting, smart contracts, digital payments, data management, human resources, marketing, and inter-organizational collaboration. It also examines the managerial opportunities, implementation challenges, governance issues, and strategic implications associated with blockchain adoption.
	Virtual teams in business and management	Virtual Teams in Business and Management examines how geographically dispersed employees collaborate through digital technologies to achieve organizational goals. The topic focuses on areas such as virtual leadership, communication, trust, team performance, knowledge sharing, coordination, employee engagement, and the use of collaborative technologies. It also explores the challenges of managing virtual and hybrid teams, including cultural differences, technological barriers, isolation, conflict, and maintaining team cohesion.
	Current Status of ESG and Sustainability Research	This topic examines the evolving landscape of environmental, social, and governance (ESG) scholarship and its growing importance in business and management. The topic focuses on major research trends, theoretical developments, measurement approaches, corporate sustainability practices, ESG performance, sustainable finance, stakeholder engagement, and regulatory pressures. It also identifies emerging themes, research gaps, and future directions, particularly regarding ESG disclosure, greenwashing, firm performance, climate-related risks, and the integration of sustainability into corporate strategy and decision-making.
László Buics PhD	Service process development, measurement and management	This thesis explores the systematic design, evaluation, and control of service processes within organizations. It focuses on how services can be effectively developed to meet customer needs, how performance can be measured using quantitative and qualitative indicators, and how process management tools can be applied to ensure continuous improvement. The research aims to bridge theoretical frameworks with practical applications, offering insights into optimizing service delivery for efficiency, quality, and customer satisfaction.
Tibor Dóry PhD	Exploring barriers and drivers to sustainability innovation	To visit a selected family business and learn about their innovation activities related to "sustainability", briefly describe their products and services and illustrate their portfolio in the "innovation space". Conducting an interview with the owner of a (family) business to identify the barriers and drivers of sustainability innovation, presenting the sustainability innovations developed in the last 3 years and their characteristics, and highlighting the findings and conclusions.
	AI and teamwork research	We are seeking to answer the question of whether the use of generative AI makes teams more effective and cohesive, or, on the contrary, isolates team members. In parallel, we are also investigating how trust within the team and

		psychological safety influence the extent to which members can use the advice of AI effectively and critically. Through a two-stage study (involving interviews and questionnaires), we are mapping out the hidden dynamics and knowledge-sharing processes that are essential for successful human-machine collaboration.
Boglárka Eisingerné Balassa PhD	Research on behavioural economics	Behavioural economics looks at how people's actual decision-making differs from traditional, rational economic models. Central questions in the field include the role of cognitive biases, emotions and social influences in consumer, financial and everyday decisions. This line of research sheds light on how economic processes can be better understood and how more effective public policy instruments can be designed.
Gábor Élő PhD	Artificial intelligence and the media	The media is a broad target market for the development of artificial intelligence technologies. There are many and varied opportunities and more are emerging all the time. It is worth researching the trends of the near future.
Szandra Gombos PhD	Food waste	The research focuses on the relationship between food waste and consumer choices. Students will explore how marketing tools, communication strategies and consumer habits influence food waste. The theme will also focus on sustainability issues and on corporate and societal solutions to promote conscious consumer behaviour and reduce food waste.
	Digital detox	The aim of the theme is to examine the impact of the digital detox on consumer behaviour. Students will analyse how excessive online presence shapes purchasing decisions and the motivations behind digital detox. They can also explore how the search for digital balance affects leisure activities, social relationships and everyday consumer choices.
Patrícia Horváth	Competencies in the Age of Artificial Intelligence: Future Employees' Preparedness and Expectations	The spread of artificial intelligence is continuously reshaping the competencies required in the labour market. This research aims to explore which competencies higher education students consider essential for their future employment and to what extent they perceive themselves as possessing these competencies. The study may focus on digital and AI-related competencies, problem-solving, critical thinking, adaptability, and lifelong learning. A questionnaire-based survey can also be used to identify different competency profiles and examine whether factors such as the frequency of AI use, work experience, or other background characteristics are associated with students' perceived preparedness for the future labour market.
	The Relationship Between Attitudes Towards Artificial Intelligence and Future Career Perceptions	The growing presence of artificial intelligence in the labour market is transforming not only work processes and competency expectations but also how young people perceive their future careers and employment opportunities. This research aims to examine higher education students' attitudes towards AI, including the extent to which they perceive it as an opportunity or a threat, and how these attitudes relate to their perceptions of future employability and career prospects. The study may investigate factors such as the intensity of AI use, trust in AI, perceived usefulness, AI-related uncertainty, and expectations regarding future career opportunities. A questionnaire-based analysis may also enable the identification and comparison of distinct AI attitude profiles among students.
Veronika Keller PhD	Food waste - Consumer behavior	Nowadays, reducing food waste is one of the greatest sustainability challenges. The objective of this TDK (Scientific Student Conference) research project is to explore domestic consumers' attitudes and behavioral patterns regarding food waste in greater depth using primary research methods.
	AI challenges in Higher Education	The rapid rise of digital technologies and artificial intelligence (AI) is fundamentally transforming higher education methodology. The objective of this TDK research project is to explore how students integrate AI-based tools into their project work, and how this impacts learning efficiency, creativity, critical thinking, and motivation.
Attila Kurucz PhD	Planning, analysis and evaluation of company operations	Identify areas for improvement based on in-depth analysis of areas of internal functioning of companies. Process planning, measurement, management decisions, development of KPI systems. Operating Lean and Agile frameworks.
Viktória Magyar-Stifter PhD	AI and employee well-being	The impact of AI in the workplace on employee well-being is not simply positive or negative: it depends significantly on how employees evaluate and perceive the introduction of AI.
	Hybrid working and home office	Hybrid working has already stabilized in Hungary, so it may be interesting to examine not whether it is "good or bad", but under what conditions it works well.

	The role of leadership behavior in the development of silent quitting	Research could examine how managers' communication, support, feedback practices, and treatment of employees affect the development of silent quitting. It could also explore the role of trust in the leader and employee commitment in causing employees to withdraw from work psychologically and in their performance.
Petra Platz PhD	Wine tourism and gastronomic experience marketing	Wine tourism sits at the intersection of place, product, and experience. Students will explore how wineries and gastronomic destinations design and communicate authentic visitor experiences, how digital tools and storytelling shape engagement and repeat visits, and how sustainability, local identity, and provenance function as brand assets. Possible directions include winery visitor-experience design, wine tourism route development, gastronomic destination branding, or the role of authenticity and trust cues in tourism marketing communication.
	Virtual influencers and Gen Alpha consumer behaviour	Virtual (AI-generated) influencers are an increasingly common presence in brand communication. Students will examine how source credibility, parasocial relationships, and the uncanny valley effect shape Gen Alpha consumers' trust, engagement, and purchase intention toward virtual influencers compared with human influencers, with sector-specific applications possible in food, wine, or tourism marketing.
	Trust and authenticity in AI-driven marketing communication	Generative AI is reshaping how marketing content is created and consumed — AI-written reviews, synthetic media, and AI shopping agents acting as intermediaries in the customer journey. Students will investigate consumer perceptions of AI-generated versus human-generated content, the effects of AI-disclosure and authenticity labelling, or how emerging "agentic AI" tools are changing trust and decision-making in the purchase process.
	Food waste and changing food culture	Attitudes toward food waste are shaped as much by culture as by economics — from shifting norms around leftovers, imperfect produce, and portion sizes, to the revival of "nose-to-tail" and "root-to-stem" cooking, home preservation, and traditional thrift practices re-emerging as lifestyle trends. Students will explore how food culture, culinary traditions, and generational or regional differences shape household or foodservice attitudes toward waste, how chefs, restaurants, and food media are redefining "waste" as culinary opportunity, or how nostalgia and sustainability narratives are used to market waste-conscious food culture to consumers.
Gábor Szabó-Szentgróti PhD	Workplace well-being and psychological safety: HR tools for sustainable performance	In the modern workplace, maintaining performance and retaining employees is increasingly intertwined with well-being and psychological safety. The research seeks to answer the question of what HR tools (e.g. employee satisfaction surveys, well-being programmes, leadership training, flexible working arrangements, improving organisational communication) can support employee mental health and engagement. The theme provides an opportunity to explore how HR's strategic role contributes to shaping organisational culture, preventing burnout and achieving sustainable performance.
Eszter Szabó-Szentgróti PhD	Exploring customer concerns about unstaffed shops	Unstaffed shops are less common in our country, but are already spreading in some countries in Europe, America and Asia. This type of shop has many advantages, but the aim of this thesis is to explore and analyse the criticisms, objections and shortcomings that consumers have with regard to these shops.
Zsolt Roland Szabó PhD	Overcoming the digital divide	The digital divide can be attributed to several factors, and its scientific definition is constantly evolving. It was first attributed more to technological factors, such as internet speed. Today, economic and social factors, such as the ability to use technology, are increasingly important, both at the individual, organizational and governmental levels.
	Digital/AI Maturity Models	The Fourth Industrial Revolution is fundamentally changing the economy and society. It affects all industries and organizations. Research on digital transformation has already yielded significant results in identifying its drivers and barriers, and some models for digital maturity have recently been developed. Research is most advanced in industrial (manufacturing) companies. Although, even in this area, it is in its infancy, as it provides little guidance to practitioners on how to implement digital transformation in their own unique business context effectively and efficiently. The research, therefore, aims to develop business context (such as industry, and company size) specific digital / artificial intelligence maturity models. In addition, identifying as many universal model elements and development tools as possible.