

1. Name of the Institute	Institute of Business and Management Sciences
2. Name of the researcher(s) and research group (if applicable)	Research group for the development of the Carpathian Euroregion Members of the University of Nyíregyháza: Barabásné dr. Kárpáti Dóra Bácskainé dr. Pristyák Erika Dr. Hegedűs László Zsigmond Dr. Nagy Andrea Dr. Nagy Zsuzsanna Oroszné Ilcsik Bernadett
3. Research field and keywords	Research field: Economic and Management Keywords: regionalism, rural and business development, digitalisation, business models (macro- and microeconomic processes) and sustainable development, education development, management, marketing, logistics connection, tourism, destination, sports
4. Research objectives (in 1-2 sentences)	Survey of digital competencies in education in business organizations at territorial and regional level. Business development and creation and implementation of cooperation projects in the field of R&D&I, cooperating with private and civil sectors through dual training. Regionalization and spatial structure analysis in local, subregional and macro-level processes, smart cities, logistics connection at regional level. Economic aspects of the relationship between sport and tourism. Cross-border cooperation, digitalisation in sport and tourism.
5. Description and results of research (in detail, max. 1500 characters)	According to Albert Szent-Györgyi, scientific research: "Research is all about seeing what everyone sees and thinking about what no one else has." Nowadays, spreading of digitalisation and robotisation means a growing economical and political challenge, the complete transformation of the worlds of sport, tourism and health, the strengthening of sustainability and climate protection efforts, and the reorganization of regional processes. The impulsive change of consumer preferences and the transformation of the regulatory environment are emerging challenges for economic operators. It is an outstanding importance that our research team could be able to help local and regional businesses facing these challenges to find answers and to address the difficulties arising. Our research focuses on solutions given by theoretical and empirical methods. Our research includes the analysis of the management of micro and small enterprises, corporation, local governments and other institutions, non-profit organizations, and the examination of the sustainability and development of their business processes. At the same time, the challenges both in the economy and in education play a prominent place in the process of digitalization, and our research also focuses on the research of these processes. Our research activities cover tourism and sports recreation processes, from tourism and sports development plans to market research and analysis. processes, which measures the success and effects of the implemented projects. Our goal is also to make analysis focusing on the smaller area and destination, highlighting the examination of the image, the

	<p>exploration of local values, the growing role of influencers and digitization in sports and tourism and health economic processes. The knowledge and professional experience of our employees ensure the practical usability of the results. Thanks to our domestic and international networks, it is also possible to involve international experts in this research.</p>
6. Research partners from other institutions (if any)	<p>Organization of the Hungarian Economic Association in Szabolcs-Szatmár-Bereg county Ferenc Rakoczi II Transcarpathian Hungarian College of Higher Education</p>
7. Other information (if any)	
8. Publications (max. 5)	<p>Barabásné Kárpáti Dóra, Oroszné Ilcsik Bernadett: Pályakezdők a munkaerőpiacon: elhelyezkedési lehetőségek és esélyek ACTA ACADEMIAE BEREKSASIENSIS-ECONOMICS : 8 pp. 38-54. , 17 p. (2025)</p> <p>Oroszné Ilcsik Bernadett ; Barabásné Kárpáti Dóra: Green Finance and Financial Awareness: Experiences From a Questionnaire Survey. ACTA ACADEMIAE BEREKSASIENSIS-ECONOMICS 2025 : 11 pp. 366-381. , 16 p. (2025)</p> <p>Hegedüs László Zsigmond: Fenntartható fejlődés a kereskedelemben In: János, István (szerk.) Ezerarcú tudomány a régió szolgálatában. Nyíregyházi Egyetem (2023) 260 p. pp. 130-142. , 13 p</p> <p>Nagy Zsuzsanna; Hegedüs, László Zsigmond; Oroszné Ilcsik Bernadett; Makszim Györgyné Nagy Tímea: A Kárpátok Eurorégió főbb gazdasági mutatóinak komparatív elemzése. In: János, István (szerk.) Tradíció és innováció ötvözete a Nyíregyházi Egyetemen. Nyíregyháza, Magyarország: Nyíregyházi Egyetem (2022) 614 p. pp. 381-397., 17 p</p> <p>Bácskainé Pristyák Erika: Ipartelepek a bokortanyák térségében. In: Kókai, Sándor; Csüllög, Gábor (szerk.) Táj, társadalom, kultúra: Tiszteletkötet Frisnyák Sándor kilencvenedik születésnapjára. Nyíregyházi Egyetem Turizmus és Földrajztudományi Intézet, MTA Társadalomföldrajzi Tudományos Bizottság Történeti Földrajzi Albizottsága (2024) 603 p. pp. 13-26. , 14 p.</p> <p>Bácskainé Pristyák Erika: A településföldrajz tanításának jelentősége az identitástudat kialakításában – tanyán élő tanulók esetében. In: Karátson, Dávid; Nagy, Balázs (szerk.) X. Magyar Földrajzi Konferencia = 10th Hungarian Geographical Conference: absztraktkötet. Budapest, Magyarország : Földgömb az Expedíciós Kutatásért Alapítvány (2021) 213 p. p. 13</p>