

# Preface

## Special Issue on Management Studies

This special issue of Acta Polytechnica Hungarica analyses the economic and social changes that are affecting our everyday lives from the perspective of management, business and marketing, and project thinking. Mega-trends such as globalisation, digitalisation and urbanisation have transformed many areas of management in a pervasive way, prompting practitioners and researchers alike to find new and innovative solutions and methods to meet the challenges. This special issue offers insights into economic, social and human policy changes in business.

The volume presents studies that address current research issues and provide theoretical and practical support for a multidisciplinary approach to management, integrating technical and economic content. All of the manuscripts are excellent for broadening the reader's knowledge and for increasing the practical orientation of the educational content. Numerous empirical studies complement the wide range of literature, making the research areas under study more experiential and lifelike, presenting relevant conclusions and professional observations that can be used in practice.

The majority of the manuscripts presented in this special issue present a consumer-oriented approach to analysis from a practical perspective. The consumer-orientation is due to the fact that the main focus of each study is on the end-user, whose decision and preference factors are analysed in detail by the authors in order to explain the expected response to each trend effect. The volume also includes evergreen research topics such as CSR, employer branding or CSR activities, the analysis and evaluation of which through international examples is an excellent way to learn about good practices, and the useful conclusions drawn by the authors can stimulate the reader to generate new research topic ideas.

In addition to descriptive research on the effectiveness of small and medium-sized enterprises, the practical aspects of project management are also explored, with studies on this topic focusing on the parallel between practice and science, examining the economic aspects of management and evaluating project-based process models to introduce the reader to the possibilities for practical adaptation of the topics under study. Several studies touch on the much-mentioned area of consumer behaviour and marketing: generational research. Differences in values, mindsets and attitudes between generations have inspired a range of research. The studies provide a comprehensive analysis of the causes of intergenerational differences, the indicators of differentiation in consumer choices and preferences of each generation from the perspective of HR, marketing and management.

Digitalisation and its complex impact analysis is also an indispensable theme in the volume. The authors explore how the relationship between the young generation and digitalisation is complemented by the dimension of financial decisions. The impact of digitalisation on consumer habits and the way we make decisions is unquestionable and provides a good research base for a wide range of consumer analyses. The impact of the pandemic, the coronavirus, is also covered. The dominant macro-environmental impact of recent years has forced humanity to adapt on a complex and unprecedented scale, with significant limits to its freedom. This phenomenon will be a relevant topic for a broad spectrum of consumer research for a long time to come. The book offers a versatile and colourful palette for researchers, teachers and students interested in the fields of economics and social sciences.

**Mónika Garai-Fodor, Ágnes Csiszárík-Kocsir, Katarzyna Szymczyk,  
Iwona Otolá, Drita Kruja**

Guest Editors