

S.M.A.R.T. INTERNATIONAL RESEARCH GROUP

Sustainability, Marketing, Artificial Intelligence, Research, Transformation

▲ The international S.M.A.R.T. Research Group connects business and academia to foster collaboration and develop future-ready, strategy-shaping solutions.



More information

Dr. András Szeberényi, PhD.
Founder and Director

Sarolta Ács,
Co-founder, Secretary

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SMART
research group

▲ Sustainability

- Evaluating corporate responsibility through ESG frameworks and social-psychological analysis of climate change impacts on different generations.
- Driving green innovation by integrating circular economy models with research on environmental awareness and sustainable consumer behaviour.



Dr. András Szeberényi, PhD.

Main research topics:

Renewable energy sources, environmental awareness; generational studies related to climate change; the role of artificial intelligence in science

Keywords: sustainability, environmental protection, climate change, artificial intelligence, large language models



Dr. Klaudia Horváth, PhD.

Main research topics:

Innovation lifecycle, sustainability in supply chains, sustainability as a brand signature

Keywords: innovation, supply chain, product development, green branding



Dr. Dorottya Kozma, PhD.

Main research topics:

Examination of sustainable development in the EU-27, impacts of the circular economy and climate change using a composite indicator, regulation of ESG by law

Keywords: Sustainable development, climate change, circular economy, ESG, corporate sustainability



▲ Marketing

- The group explores how communication, marketing, and PR evolve in the digital age, focusing on AI's role in shaping consumer engagement, brand reputation, and communication strategies.
- Examines social media dynamics and digital communication's impact on trust, influence, and crisis management through a multidisciplinary approach.



Anna Mesterházi-Tamási

Main research topics:

Digital marketing, Artificial intelligence in communication, Search Engine Optimization

Keywords: Marketing, Artificial Intelligence, Digital Marketing, Search Engine Optimization



Luca Utassy

Main research topics:

Digital marketing in higher education; search marketing and performance campaigns; short food supply chains and sustainable agriculture

Keywords: Digital Marketing, Search Marketing, Performance Marketing, Agriculture, Short Food Supply Chains



Krisztina Finta

Main research topics:

Digital marketing, PPC, Online marketing measurement, Artificial intelligence, Infotainment solutions

Keywords: Digital Marketing, Artificial Intelligence, Online Measurement Analytics



▲ Artificial Intelligence

- Exploring AI applications to enhance sustainability management and optimize processes while supporting strategic marketing.
- Using AI to enable targeted marketing, personalized communication, and increased engagement with environmentally responsible products and practices.



Sarolta Ács

Main research topics:

Impact of AI on PR and corporate communications, Crisis communication with AI tools, AI influencers and consumer trust, Media behavior of generations (Gen Z, Millennials), Ethical issues in AI and PR

Keywords: AI, PR, reputation, AI influencers, consumer attitudes, digital campaigns

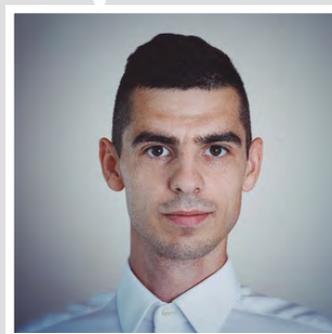


Ágnes Fűrész

Main research topics:

Role of online communication in promoting energy awareness, Examining consumer behaviour and attitudes regarding renewable energy; Potential applications of AI to increase acceptance of renewable energy

Keywords: Energy awareness, renewable energy, consumer attitudes, communication, AI



Mátyás Imre Kovács

Main research topics:

Role of blockchain and cryptocurrencies in sustainable financial systems, Application of AI in promoting sustainability and efficiency, Sustainability dimensions of cryptocurrencies and digital financial instruments

Keywords: AI, blockchain, cryptocurrencies, sustainability



▲ Research: Management

- The group explores how communication, marketing, and PR evolve in the digital age, focusing on AI's role in shaping consumer engagement, brand reputation, and communication strategies.
- examines social media dynamics and digital communication's impact on trust, influence, and crisis management through a multidisciplinary approach.

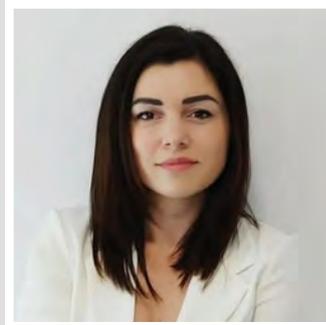


Dr. Gabriela Michalec, PhD.

Main research topics:

Organizational trust, commitment and satisfaction research, Knowledge management and technostress, Effects of the digital work environment

Keywords: Trust, organizational commitment, employee satisfaction, technostress, HR

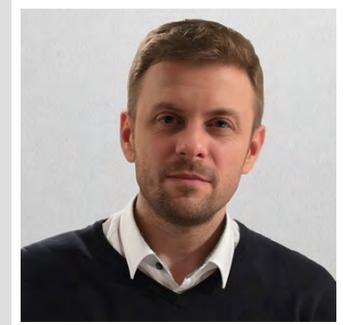


Beáta Pajor

Main research topics:

Workplace well-being, behavioural engagement (socio-psychological), motivation in the IT sector

Keywords: Well-being, motivation, incentives, engagement, organizational culture



Róbert Balku

Main research topics:

Measuring IT system efficiency, Building and developing cloud infrastructure, data center operations and analytics

Keywords: Cloud-based systems, performance analysis, high-availability systems



S.M.A.R.T.

▲ Transformation

- Strengthening cross-sector and international research partnerships.
- Translating academic insights into practical business applications.

▲ Sustainable Transformation

- Evaluating corporate responsibility and long-term impact.
- Supporting policy and business innovation for a greener economy.

▲ AI and Digital Innovation

- Exploring AI's role in strategic communication and decision-making.
- Researching ethical frameworks for AI use in media and business.

▲ Trust and Reputation Management

- Understanding how AI reshapes consumer trust and stakeholder relations.
- Investigating how to develop transparent, human-centred corporate narratives in the age of AI.

▲ Knowledge and Collaboration

- Strengthening cross-sector and international research partnerships.
- Translating and coding academic insights into practical business applications.



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