

Danube Cup

Entrepreneurship Research Conference 2025

Conference theme: Entrepreneurship Research from a Small Business Perspective

Date of the conference: 10-11 October (Friday-Saturday) 2025

Location: Széchenyi István University, Management Campus Building
(Address: Egyetem tér 1, H-9026 Győr / Hungary)

Conference organisers:

- Széchenyi István University, Kautz Faculty of Business and Economics
- Corvinus University of Budapest
- Budapest University of Technology and Economics, Faculty of Economic and Social Sciences

Conference website: <https://danubecup.sze.hu/home>

Session 5 - Sustainable Development of SMEs – Green Innovations

Session head(s):

Anikó Kelemen-Erdős, Budapest University of Technology and Economics,
Hungary

Session description:

Innovation, entrepreneurship and the role of SMEs in sustainable development are essential in the global ecologic and social environment. However, the challenges of globalisation, technological development and environmental responsibility require new approaches from enterprises. Green innovation, encompassing environmentally friendly principles, sustainable technologies, and practices, is increasingly becoming a part of business strategies that fosters increasing efficiency and reduces negative externalities.

Sustainable innovation and its socio-cultural context are essential for the success of the sustainability of SMEs. Enterprises that are able to integrate innovation management into their operations in a sustainable way can not only increase their

competitiveness, but also contribute to addressing environmental issues. By recognising entrepreneurial opportunities and intensively applying green innovation, SMEs can respond to social and environmental challenges with forward-looking solutions, while improving their economic performance. This creates opportunities for SMEs to develop competitive business models.

Keywords:

sustainability, innovation, SMEs

References:

1. Kelemen-Erdős, Anikó and Szórá, Dávid Csaba: A vállalkozói lehetőségek és a mesterséges intelligencia összefüggései szisztematikus szakirodalmi áttekintés alapján. / The links between entrepreneurial opportunity and artificial intelligence based on a systematic literature review. Vezetéstudomány, in release.
2. Gura, Kriselda, Sulcaj, Kokthi, Elena; Kelemen-Erdős, Aniko (2021): Circular Pathways Influential Factor in Albania through Green Products Approximation, Acta Polytechnica Hungarica 18(11) pp. 229–249.
3. Majlath Melinda; Kelemen-Erdős Anikó; Valocikova Cyntia (2019): Understanding SME's failure – focus on success factors and gender differences: comparative analysis of SMEs in Czech Republic, Hungary, and Serbia. Serbian Journal of Management, 14(2) pp. 327–344.

The deadline for submissions (i. Full papers, ii. Work-in-progress papers and iii. Good practice cases) is **1 June 2025**.

All submissions must use the submission template and follow the submission procedure described on the webpage <https://danubecup.sze.hu/submissions> . Otherwise, they will not be considered for review.