X. Winter Conference of Economics PhD Students and Researchers

5th of March, 2024

Hungarian University of Agriculture and Life Sciences
Szent István Campus, Gödöllő



Book of Abstract

X. Winter Conference of Economics PhD Students and Researchers Book of Abstracts

Organizer of the conference:

Association of Hungarian PhD and DLA Candidates – Economics Department

Edited by:

Csaba József Kovács, PhD – Péter Földi – Patrik Viktor

Responsible Publisher:

Association of Hungarian PhD and DLA Candidates
ISBN 978-80-69066-02-1

Associated partner:

Hungarian University of Agriculture and Life Sciences



Ministry of Culture and Innovation



Scientific and Cultural Association of Hungarian Youth in Slovakia



Table of content

Changes in green HR management (GHRM) - a literature review
Decoding Dynamics: Exploring the Impact of Mergers and Acquisitions in Central Europe $\dots 2$
Economic Perspectives on Climate Change Adaptation in Rural Communities of Developing Countries
Industry 5.0: The Role of Human-Centric Technology in digital transformation5
International trade policies and entrepreneural opportunities: Navigating the global marketplace
Interpretation of cultural heritage as the main factor of strategic communication for sustainable Tourism development (in the case of Bukhara historical centre)
Measuring leanness by using publicly available financial data
Microfinance in Empowering Small and Medium Enterprises- A Bibliometric Review 10
Navigating Perception Pathways: A Study on Brand Image, Knowledge, Trust, and Purchase Intentions in Indonesia's Palm Oil Market
Start-up acquisitions in multinational corporate strategy
Sustainable Success: Quality Management Initiatives in Locally-Led Businesses, A Case Study in Vietnam
The assessment of green-level initiatives based on companies' financial disclosures
The Impact of Moody's Sovereign Debt Ratings on Bond Investment Companies with Variable Capital (SICAV) Performance_(Case of Tunisia)
The impact of the crises on household saving patterns in Hungary
The nexus between Foreign Aid, Exports, FDI, and Economic Growth new Evidence from the Africa Region
The Pros and Cons of Artificial Intelligence Usage in the Educational Sector: A critical Assessment
The writing on the wall – Implementing daily wheat prices into a country risk model 19
Ways to improve the quality of public transport services in the digital economy_(in the case of Bukhara region)

Ways to improve the quality of public transport services in the digital economy (in the case of Bukhara region)

Erkin Farmanov¹²³

As a result of the acceleration of the urbanization process, the increase of megalopolis cities,

and the growth of the population, the demand and need for public transport is increasing every

year. on the other hand, it is leading to increase the quality of public transport service, raise its

culture, adapt it to today's times and conditions, and further develop the sector with the help of

digital economy and tools.

Also, based on the experience of advanced countries, public transport services in the region are

encouraged to be widely introduced in the development of public transport routes connecting

large cities and their agglomerations, remote settlements with district centers, in the context of

the digital economy.

For this, the scientific basis of the main aspects of improving the quality of transport services

in Bukhara region was analyzed, and the current state and number of existing public transport

routes were analyzed using digital economy tools. Also, ways to increase and improve the

quality of transport services using digital platforms UzTmyBus and UzTransport applications.

Based on the results of the conducted analysis, suggestions and recommendations are given to

increase the quality of transport services using digital economy tools.

Keywords: Public transport, digital economy, improve, quality, transport services

JEL code: O18

PhD student, lecturer, Bukhara State University, Faculty of Economics and Tourism, Bukhara; e.a.farmanov@buxdu.uz

² PhD student, Hungarian University of Agriculture and Life Sciences, Economic and regional sciences, Gödöllő;

e.farmanov.bsu@gmail.com

³ PhD student exchange, University of Žilina, Faculty of Operation and Economics of Transport and Communications, Žilina; farmanov@stud.uniza.sk

20