

CALL FOR ABSTRACTS

BBS International Sustainability Student Conference

Date: 29th April 2021

Venue: Budapest Business School University of Applied Sciences (BGE); hosted virtually

Be aware, learn the trends, share the best practices and solutions, be innovative!

The BBS Sustainability Conference provides an excellent opportunity to achieve all these within the framework of one conference!

The conference aims to bring together those students and fellow researchers interested in sustainability who would like to present new research, exchange information, and discuss the current issues.

As a responsible University and member of the European School of Sustainability Science and Research ([ESSSR network](#)) we cordially invite all bachelor, master, and PhD students to conduct an independent research in the following practice-oriented topics:

- **Sustainability in SMEs** – how the business deals with these challenges
- **Circular economy** – how this approach can be the solution for global sustainability issues
- **Stakeholder engagement** – how the sectors (incl. HEI) can operate an efficient stakeholder approach
- **Alternative business approaches** – how the business can have a different view on sustainability
- **The importance of education** – how the industries can help increase the level of sustainability knowledge and consciousness of stakeholders/consumers
- **Gamification: new way of experiencing global sustainability issues** – how the gamification can teach generations on sustainability
- **Conscious consumption** – how the consumer groups can help each other have a more sustainable/responsible way of life

What are the benefits for you to join?

- Your voice will be heard in one of the most challenging questions of our times
- You can present and discuss your results with our business/academic/NGO partners to extend your



knowledge and network

- You are invited to submit your research paper for BBS Sustainability Conference, online.
- Accepted research papers will be published in the conference proceedings. The best research papers will be published in a special edition of Prosperitas scientific journal.
- You may be selected to join the Future Sustainable Managers Exclusive Summer School in 2021 with other international students and corporate experts from different fields and industries.
- You can get an offered grade 'A' for the course 'Responsible and Sustainable Company'.

What and when?

1. You are invited to register and submit your abstract for BBS Sustainability Conference. Send your abstract to Dorina Körtvési via email kortvesi.dorina@uni-bge.hu
E-mail subject: Name – BBS Sustainability Conference
Abstract submission deadline: 1st April, 2021
2. Present your research results in 15 minutes to our business/academic/NGO partners and spread the word at BBS Sustainability Conference on 29th April 2021

How to write your abstract?

- Abstracts should be written in English, the official language of the event. It should be up to 250 words, written concisely and clearly. The abstract should reflect your planned research on what will appear in your research paper. Please divide the abstract into these headings:
 - Author (s) name, faculty, university, email
 - Title of the paper- the title should be as simple, clear, and precise as possible
 - Purpose - What are the objectives of your research? What are your research questions?
- Design/methodology/approach - How are the objectives achieved? Include the main scientific method(s) used in your research. What is the approach to the topic and what is the theoretical or subject scope of the paper?
- Findings - What are the expected research results?
- Practical implications - What outcomes and implications for practice, applications and consequences will be identified? How will the research impact the business or enterprise? What changes to practice should be made as a result of this research? What will be the commercial or economic impact?
- Social implications - What will be the impact on society of this research? How will it influence public attitudes? How will it influence (corporate) social responsibility or environmental issues? How could it inform public or industry policy? How might it affect the quality of life?



- Originality/value - What will be new in your research paper? Why and to whom may your research be valuable?

How to conduct your scientific research?

1. Choose one of the research topics/questions listed above that interests you or that you find yourself drawn to.
2. Specify your research question. The research question will be the primary focus of your study. Once you have chosen a topic that interests you, investigate some of the unanswered questions within that field.
3. Perform a comprehensive literature search. Find and read articles in the field related to the research question you have identified. Synthesize previous research findings related to your chosen research topic / question.
4. Determine what research method (s) you would like to apply to answer your research questions.
5. Plan and conduct your research
6. Write your research paper.

We are here to support you

If you have any questions, please let us know and experts (mentors) from concerned fields will help you find the right answer or approach. Email: kortvesi.dorina@uni-bge.hu

How to write your research paper?

We ask you to comply with the following formal requirements:

- The length of the research papers should be between 10-15 pages, not including the bibliography and any appendices. Scientific research is highly recommended but literature reviews as part of researches are appreciated as well.
- All the text must be in one column and Arial font, including figures and tables, with single-spaced 10-point interline spacing. [Arial, 10 point, normal, justified alignment]
- Research papers should follow the traditional structure of academic publications: (a) abstract; (b) introduction; (c) chapters of discussion (theory, methodology, findings) (d) conclusion. It is indispensable that the research paper should contain correct citations. Both in-text citations and the list of citations should be used in accordance with the APA (American Psychological Association) style guide. In case of verbatim references, it is also indispensable to provide page number references. <https://www.mendeley.com/guides/apa-citation-guide>
- Please see the detailed Guidelines for Authors here: <https://uni-bge.hu/hu/dokumentumok/folyoiratok-es-kiadvanyok/prosperitas/prosperitas-guideline-for-authors.pdf>