



INVITATION

to the conference organised by Budapest Business School University of Applied Sciences
in the framework of the **Day of Hungarian Science** programme, entitled

Multiple paths to digitalization

Digitalization, robotization and other related technological trends have been leading to a tighter interconnectedness of physical, digital and biological worlds during the last decade. This phenomenon has been named by various authors diversely, but most often we hear about Industry 4.0 or 4th industrial revolution. Anyhow we call it, it is clear that its impact will not remain within the industrial domain; it transforms our economic and social circumstances, too. Business strategy and analysis, planning, networking, business models or human resource management are also among the fields witnessing huge challenges. Ethics, responsibility or sustainability is being valorised in business decisions of the previously mentioned fields following the recent technological developments. The program of BBS will try to highlight the diversity of challenges and changes by Industry 4.0 in business and economics putting into focus these topics based on the international and national literature and on recent empirical evidences, use cases.

Please accept our warmest welcome to our International Conference!

Date: 14th November 2019

Venue: Budapest Business School
Hall (1055 Budapest, Markó u. 29-31.) 09:30AM

We count on your participation, we are confident that you can find the time for our event!

Sincerely,

Prof. Balázs HEIDRICH PhD.
Rector, BBS

Dr. habil. Krisztina Szegedi PhD.
Vice Rector for Research, BBS

Participation is free but registration is required.

To access the detailed programme of the conference click [HERE](#), for registration click [HERE](#).

The language of the conference's first session is English but the Ceremony of the Academic Awards and the workshops' language is Hungarian.