

THE LINK BETWEEN DIGITAL MATURITY AND SUSTAINABILITY PERFORMANCE IN HUNGARIAN SMEs

Miklós Hornyák, Vivien Csapi and Petra Putzer

Our research explores the relationship between the digital maturity of small and medium-sized enterprises (SMEs) and their sustainability performance. By incorporating text mining techniques to visualise sustainability, we expand the Online Presence Maturity (OPM) framework, which links corporate competitiveness and online presence. Sustainability performance will be analysed using available environmental, social, and governance (ESG) metrics, as well as primary ESG keywords and their associated connotations. We examine the digital maturity of companies that emphasise sustainability and effectively communicate this commitment, considering industry, size, and geographic characteristics. Our results reveal a positive relationship between the sustainability performance of SMEs' websites and their level of digital maturity. By analysing the relationship between the presentation of key areas of sustainability performance on corporate websites and the level of corporate digital maturity, we aim to provide deeper insights that can help better manage sustainability initiatives, facilitate ESG transition, and strategically integrate digital resources.

CHILDBEARING AND MOTHERS' EARNINGS IN THE 2010s

István Boza and Ágnes Szabó-Morvai

In our study, we examine the impact of childbearing on women's labour market outcomes, with a particular focus on employment and earnings. For our analysis, we use administrative panel data and event-study methods that estimate causal effects, including childless women as a control group alongside mothers. According to our findings, mothers' employment rates and wages drop significantly after childbirth. Six years after giving birth, their labour income is on average 31% lower, and their likelihood of employment is 32% lower than that of women who remained continuously in the labour market. Among women who return to work, there is a 7% decrease in the number of hours worked per week, and their average relative hourly wage rates remain 12% below the pre-birth levels. Our results highlight that extended maternity leave leads to significant disadvantages in the labour market.

ARE SWISS-SYSTEM CHESS TOURNAMENTS UNFAIR? EMPIRICAL EVIDENCE

Réka Boros, Adrienn Czakó and László Csató

The Swiss-system, originally used in chess, is an increasingly popular tournament format for sports competitions, but few empirical studies have addressed this design. Our paper analyses the fairness of Swiss-system chess competitions. Most of them contain an odd number of rounds when roughly half of the players play more games with the white pieces than with the black pieces. According to our results, based on the three recent editions of the most prestigious and strongest tournament (FIDE Grand Swiss), these players enjoy a significant advantage and are expected to score more points. Therefore, Swiss-system tournaments may be better organised with an even number of rounds and a dynamic pairing algorithm that ensures a balanced colour assignment.

UTILITARIAN FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOUR

Valentina Balogh-Kardos and Renátó Balogh

E-commerce has been increasing its role in the economy and in people's everyday lives globally and in Hungary over the last decades. The objective of this study is to develop a model of the utilitarian factors that influence online shopping, which can be of value not only to the academic community but also to companies operating in the field of e-commerce. Our study is based on a survey. Through exploratory and then confirmatory factor analysis, we identified five utilitarian factors: convenience, time efficiency, ease of use, security and social media. The model created could be used as a segmentation tool in the future, thus contributing to further scientific results, and can also be a useful tool in practice.