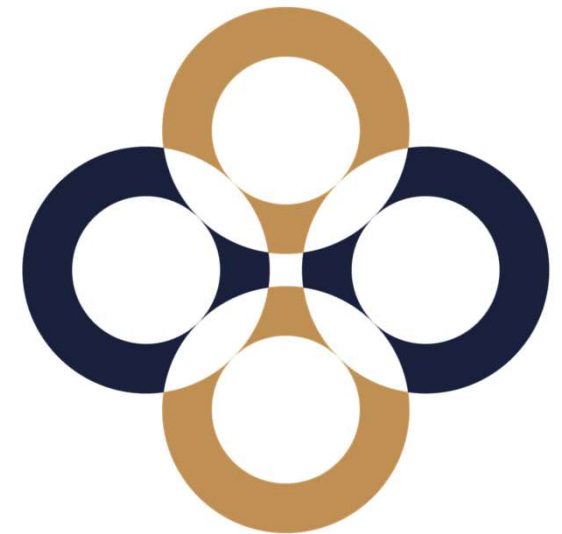


# Research group on Excellence in Strategic Technology Management

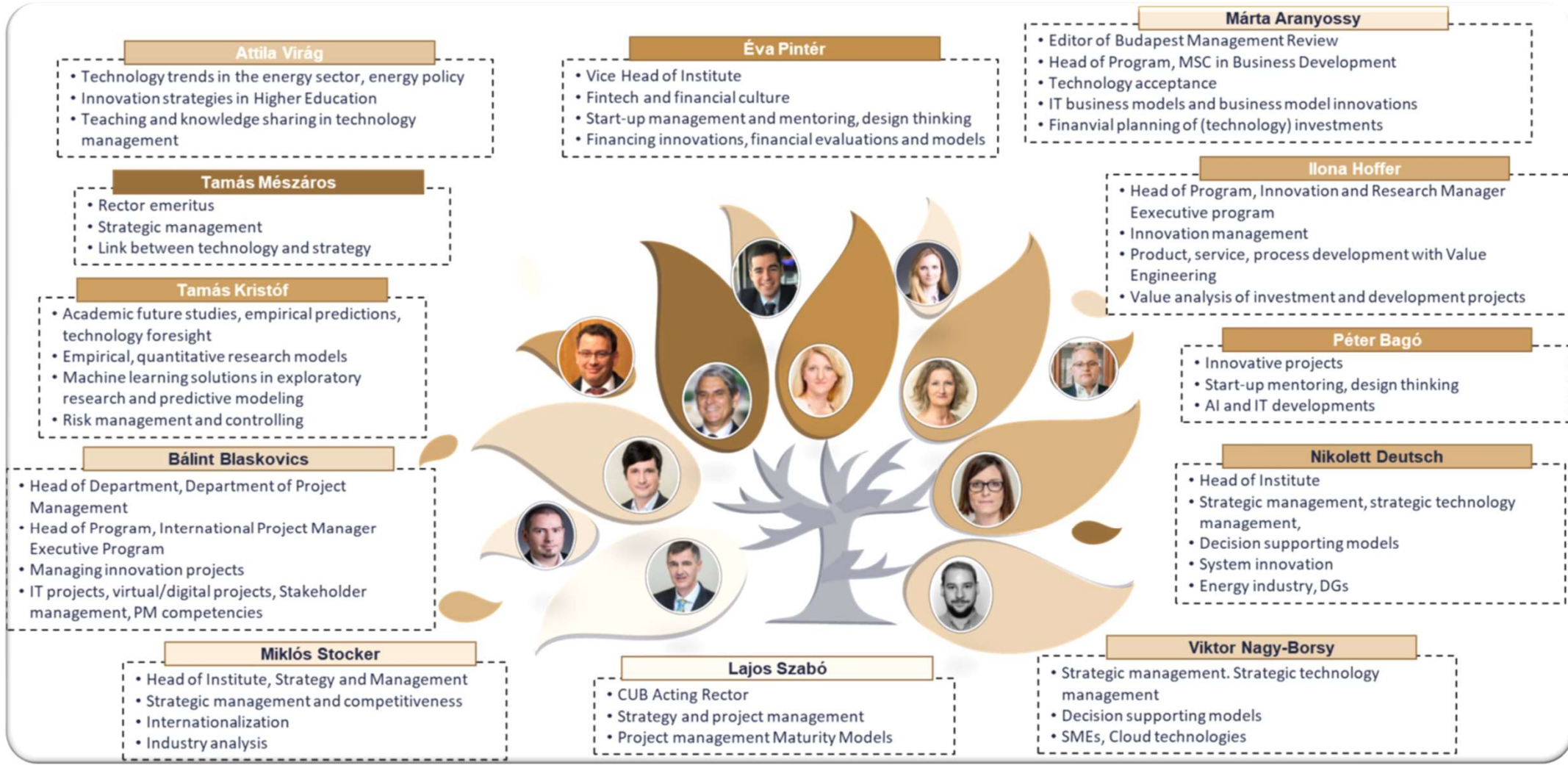
Nikolett Deutsch, dr. habil



11.10. 2023.

# Research group on Excellence in Strategic Technology Management

## Internal Founders of the Research Group



### Attila Virág

- Technology trends in the energy sector, energy policy
- Innovation strategies in Higher Education
- Teaching and knowledge sharing in technology management

### Tamás Mészáros

- Rector emeritus
- Strategic management
- Link between technology and strategy

### Tamás Kristóf

- Academic future studies, empirical predictions, technology foresight
- Empirical, quantitative research models
- Machine learning solutions in exploratory research and predictive modeling
- Risk management and controlling

### Bálint Blaskovics

- Head of Department, Department of Project Management
- Head of Program, International Project Manager Executive Program
- Managing innovation projects
- IT projects, virtual/digital projects, Stakeholder management, PM competencies

### Miklós Stocker

- Head of Institute, Strategy and Management
- Strategic management and competitiveness
- Internationalization
- Industry analysis

### Éva Pintér

- Vice Head of Institute
- Fintech and financial culture
- Start-up management and mentoring, design thinking
- Financing innovations, financial evaluations and models

### Lajos Szabó

- CUB Acting Rector
- Strategy and project management
- Project management Maturity Models

### Márta Aranyossy

- Editor of Budapest Management Review
- Head of Program, MSC in Business Development
- Technology acceptance
- IT business models and business model innovations
- Financial planning of (technology) investments

### Ilona Hoffer

- Head of Program, Innovation and Research Manager Executive program
- Innovation management
- Product, service, process development with Value Engineering
- Value analysis of investment and development projects

### Péter Bagó

- Innovative projects
- Start-up mentoring, design thinking
- AI and IT developments

### Nikolett Deutsch

- Head of Institute
- Strategic management, strategic technology management,
- Decision supporting models
- System innovation
- Energy industry, DGs

### Viktor Nagy-Borsy

- Strategic management. Strategic technology management
- Decision supporting models
- SMEs, Cloud technologies

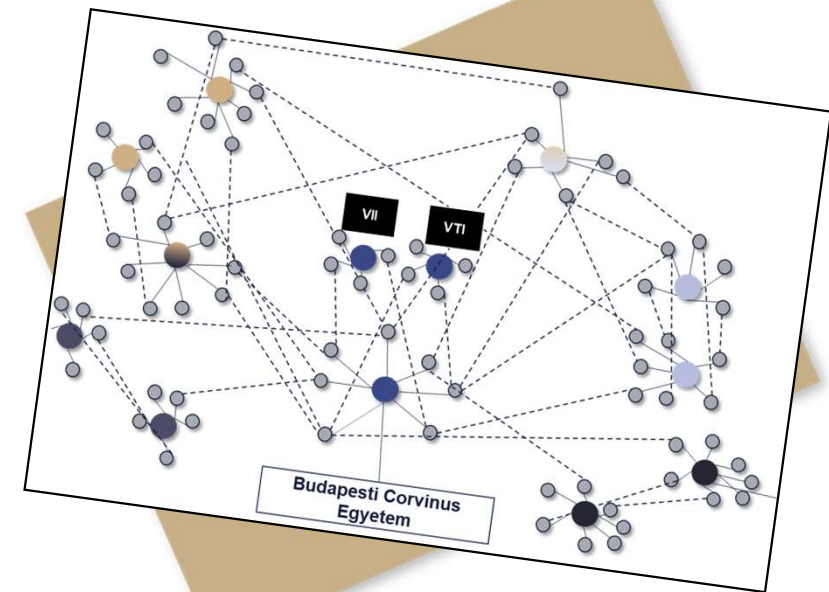
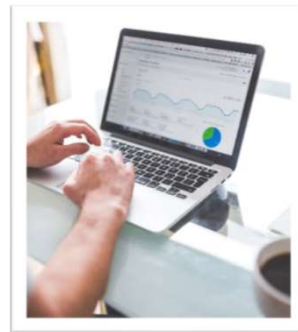
# Research group on Excellence in Strategic Technology Management

## Internal Founders and members



- György Baksay-Nagy
- László Berényi
- Éva Járasi
- Mária Findrik
- Zsuzsanna Gláser-Katona
- Tamás Gláser
- László Kónya
- Péter Takács
- Viktor Vajda

- Tamás Kovács
- Xénia Szanyi-Gyenes
- Márk Recskó



# Research group on Excellence in Strategic Technology Management

## Driving forces

Strengthening the role of the discipline in education and research - knowledge generation

Existing and emerging research topics and collaborations

Running OTKA tender and its objectives

Programmes curated and under development by the Institute – strengthening the portfolio



Interdisciplinary topic

The need for domestic involvement

Methodological development needs of education, research and consultancy activities

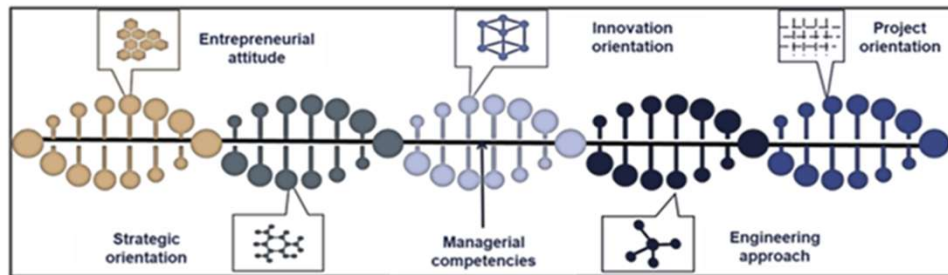
Need for closer understanding of the academic – public – corporate sector



**Research and teaching of the discipline requires COOPERATION.**



# Research Group on Excellence in Strategic Technology Management



## Strategic technology management is

*„the planning, organizing, leading and controlling of technological activities interacting with company’s skills to apply knowledge, structures, resources, and socio-economic environment to contribute to formulation and execution of company’s basic, long-term goals and objectives, and adoption of courses of action and the allocation of resources necessary for those goals”*

## OUR GOAL

**Conducting scientific and practical research in the fields of innovation and strategic technology management, and sharing research findings through collaboration with representatives from institutional and business sectors. This involves:**

- Publishing high-quality studies,
- Engaging in innovation and technology projects,
- Continuing and enhancing educational activities related to these disciplines,
- Implementing and communicating scientific and practical results.

**Where the latest research results and practical experience converge, and participants collaborate to promote best practices in technological innovation and development.**



# Research group on Excellence in Strategic Technology Management

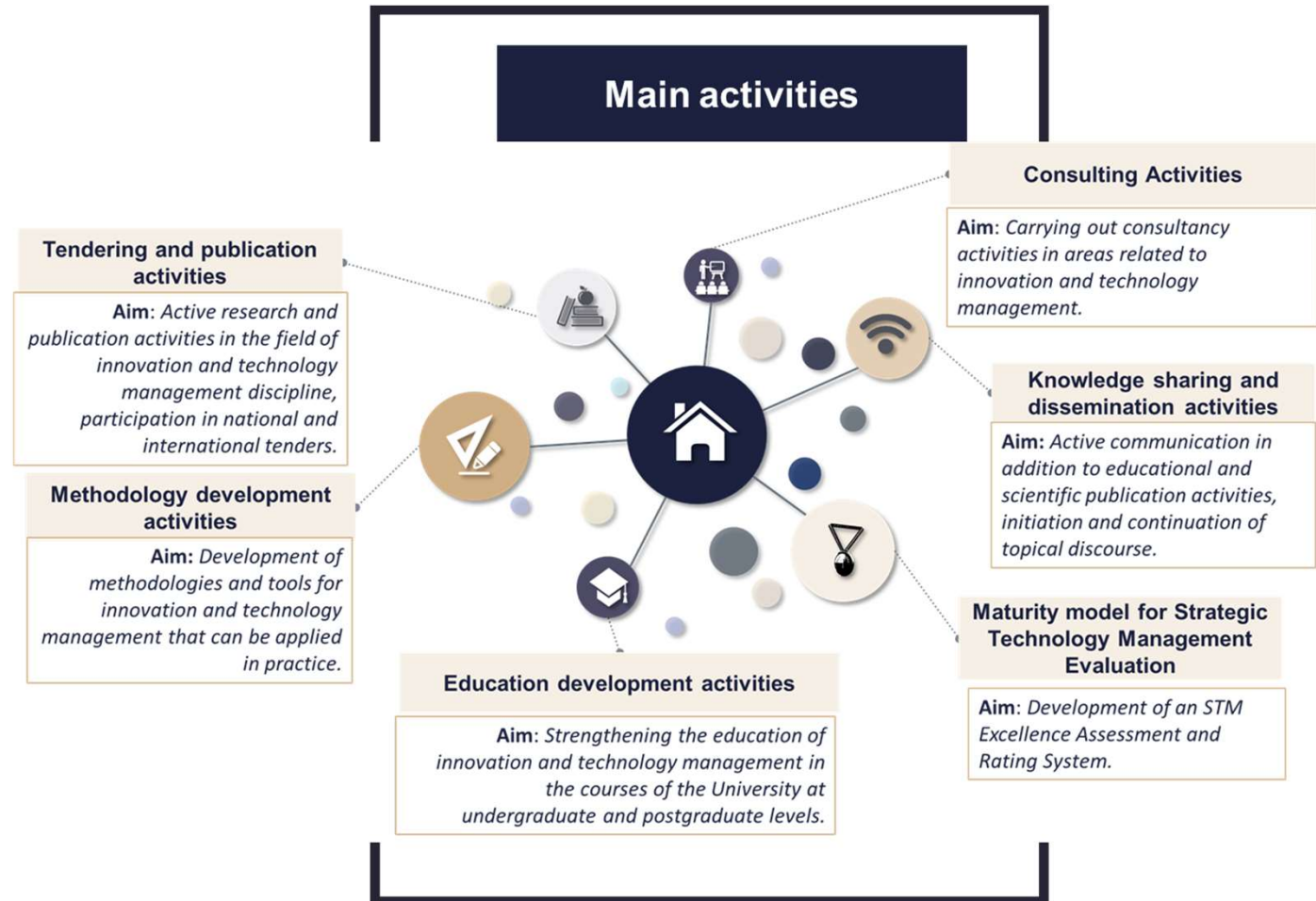
## Key activities of the Research Group



**Cooperation with corporate and institutional partners**

- Thinking together
- Research inputs, topic assignment
- Support for empirical research (interviews, questionnaire surveys, expert inquiries, etc.)
- Development of teaching materials, case competitions (case studies)
- Methodological testing (Validation)
- Knowledge sharing
- Participation in conferences, professional and alumni days

**Combining theoretical and practical approaches**



# Research group on Excellence in Strategic Technology Management

## Leader of the Research Group



**Nikolett Deutsch, dr. habil**

Associate Professor

Head of Institute

Institute of Entrepreneurship and Innovation

## Secretary of the Research Group



**Viktor Nagy-Borsy**

Assistant Lecturer

Department of Innovation and Business Incubation

Institute of Entrepreneurship and Innovation



# Research group on Excellence in Strategic Technology Management

## Committee on Education

### Education development activities

- **Aim:** Strengthening the education of innovation and technology management in the undergraduate and postgraduate courses of the University
- **Challenges:**
  - Competency assessment
  - Renewing the Master's programme in Business Development
  - Renewal of research and innovation manager/specialist economist programmes

### Senior internal members



Márta Aranyossy



Tamás Mészáros

### Main tasks

- Support for competency assessment
- Professional support for teaching and program renewal
- Corporate/institutional interviews, questionnaires
- Teaching methodology developments
  - Course suggestions
  - Methodological recommendations





# Research group on Excellence in Strategic Technology Management

## Committee on Research and publication

### Publication and grant activities

- **Aim:** Active research and publication activities in the field of innovation and technology management discipline, participation in national and international tenders.
- **Challenges:**
  - Systematization of research gaps, ongoing research
  - Competency assessment
  - Support for empirical research of PhD researchers
  - Joining international networks
  - Exploiting tender opportunities

### Senior internal members



Tamás Kristóf



Attila Virág

### Main tasks

- Competency assessment
- Publication idea generation
- Journal review
- Networking options
- Supporting the methodology of research activities – assisting expert interviews and questionnaires
- Monitoring tender opportunities, exploring potential collaborations
- Support for an international conferences



# Research group on Excellence in Strategic Technology Management

## Committee on Methodological development

### Methodology development activities

- **Aim:** Development of methodologies and tools for innovation and technology management that can be applied in practice
- **Challenges:**
  - Needs assessment
  - Development of a methodological cadastre
  - Methodology-application survey

### Senior internal members



Ilona Hoffer



Éva Pintér

### Main tasks

- Systematization of topic area models / methods, review, systematization and expansion of existing cadastre
- Assessment of method development ideas and needs



# Research group on Excellence in Strategic Technology Management

## Committee on Knowledge Sharing

### Knowledge sharing activities

- **Aim:** Active communication alongside educational and scientific publication activities, initiation and continuation of topical discourse
- **Challenges:**
  - International Innovation Conference
  - Dissemination of research group activities

### Senior internal members



Péter Bagó



Viktor Nagy-Borsy

### Main tasks

- Development of the professional/scientific program of the international conference
- Define sections and Professional Chair positions
- Professional and scientific podcats series
- Research Group Newsletters / Research Results



# Research group on Excellence in Strategic Technology Management

## Committee on STM maturity modelling

### Developing the STM maturity modelling

- **Aim:** Development of the STM Excellence Framework
- **Challenges:**
  - Review of existing models
  - Dynamic capabilities, theory-based modeling
  - Validation

### Senior internal members

- László Berényi
- Bálint Blaskovics
- Nikolett Deutsch
- Ilona Hoffer
- Tamás Mészáros
- Viktor Nagy-Borsy
- Éva Pintér

### Main tasks

- Critical review of existing models
- Structural proposals considering the framework
- Development of the evaluation system (criteria)
- Validation





# Research group on Excellence in Strategic Technology Management

## Committee on Consultancy

### Consultancy activities

- **Aim:** Consulting activities in areas related to innovation and technology management.
- **Challenges:**
  - Competency assessment
  - Needs assessment
  - Start of short-cycle courses

### Senior internal members



Nikolett Deutsch



Bálint Blaskovics

### Main tasks

- Development of criteria for competency assessment
- Development of potential advisory topics and list of activities
- Development of training proposals



**T H A N K S F O R**  
YOUR KIND ATTENTION!



OUR contact

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E-mail: [viktor.nagy-borsy@uni-corvinus.hu](mailto:viktor.nagy-borsy@uni-corvinus.hu)