

Abstracts of the articles

Tamás Kovács

INITIATIVES AND WAY FINDING – TRENDS AND OPPORTUNITIES OF EMPLOYMENT PROMOTION IN AN ENVIRONMENT LOADED WITH CRISIS

The article recalls the effectiveness of the European Union's employment policy objectives of the years 2000 and 2010 in the context of the global social and economic developments. It looks at the domestic situation through concrete example, citing the measures taken in Hungary during this period and their impact. It draws parallels between these experiences and the actions of the present period, and through research on the baseline, seeks to answer the question of how adults who are to be included in employment promotion and inclusion programmes in the future can become employable and how, beyond employability, they can become socially responsible, active citizens and empowered by increasing their employability skills and employability levels. The aim is to provide information for a more effective labour market and social integration of adults in the field of study, pointing out which competences can be strengthened for the continuous development of the target group. The author summarises his research and practical experience to show how the tools of work management (Taylor, 1911), pragmatism (Dewey, 1916) and self-efficacy (Bandura, 1977) can be effectively integrated into community and employment-based adult learning activities.

Bence Tamás Selejő Joó – Márk Komóczy – Csilla Csukonyi

THE USES OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT

Nowadays, artificial intelligence is changing human lives as it is all around us and assists in everyday life. Furthermore, artificial intelligence is revolutionizing human resource management by enabling intelligent data collection, analysis, and decision-making in the management of human resources. This study presents a wide range of uses of artificial intelligence within human resources, including recruitment, performance evaluation, workplace improvement, and workforce planning. With the help of artificial intelligence, professionals can gather more accurate, predictive information about employee performance and satisfaction, allowing them to create more efficient strategies for resource optimization.

Tímea Szonja Szucsics – Zsolt Király – Szilvia Szabó

THE RELATIONSHIP BETWEEN JOB STRESS, BURNOUT AND WORK ENGAGEMENT IN MULTINATIONAL CORPORATE ENVIRONMENT

In the modern world, stress pervades all areas of our lives, and it is no different in the world of work. Under these circumstances, it is important to understand the causes of stress and its effects in our daily lives. As a result, burnout also deserves special attention – a condition that is often caused by job stress. Burnout is a serious challenge not only at the individual level, but also at the organizational level, affecting performance, engagement and corporate culture.

In connection with the actuality of the topic, in our publication we focus on the effect of stress, its coping strategies, the burnout syndrome resulting from workplace stress, and work engagement - our main goal is to examine the relationship between workplace burnout and engagement.

In our research conducted among the employees of multinational companies, we study the level of burnout of the employees and add the concept of work engagement to the formula, which is measured using the lack of burnout (engagement dimension), and then connect the two variables using statistical methods. As our sample was not normally distributed, it justified the

use of Spearman's rank correlation to examine the connection between the two variables. We supplemented these results with questions about the intention to change jobs.

József Poór – Ákos Jarjabka – Gábor Balogh – Katalin Szabó – Zsolt Kőműves – Gábor Szabó-Szentgróti – Mónika Galambosné Tiszberger – Mártonné Karoliny

THE ASPECTS OF EMOTIONAL INTELLIGENCE IN LEADERSHIP, AND ITS IMPACT ON DIRECT REPORTS

The system change in 1989 was a significant milestone in the development of human resources (HR) management in Hungary. Political changes drastically transformed the legal, institutional and ownership environment of various organizations. The aforementioned transformations and changes place significantly different demands on the HR work of companies and institutions compared to the socialist practice of previous decades. It has become very important for organizations to have access to HR data that can be compared with other organizations related to HR activities. The international HR university CRANET, founded in 1989 in Cranfield, England, is a non-profit research network with a long tradition in the field of International Comparative HRM/HR. We, Hungarian researchers have participated in CRANET's international HR research four times so far. In this article, we try to present the main features of the international CRANET HR research conducted in 39 countries in 2021–2022. We review the results of the research and its notable findings. Where possible, we compare it with the data of the Hungarian survey. In some cases, the domestic results are compared with the results of the previous CRANET study in Hungary.

Csilla Molnár – Imola Cseh Papp

THE EFFECT OF EMPLOYEE WELLBEING ON ORGANIZATIONAL INDICATORS

Current study presents the complex phenomenon of employee wellbeing and its effects on organizational indicators through a review of relevant literature and research. Today's environmental, economic, technological, social and labor market changes directs the focus on employee wellbeing. According to research, workplaces play significant role in the development of employees' wellbeing. Employee wellbeing is a determining factor of present and future sustainability of the workforce both at organizational, economic and social level. Development of physical, mental and social conditions of employees has an impact on the economic performance of organizations and, through the general physical and mental health of society, on the competitiveness of the macro-economy. Therefore, understanding of organizational outcomes as a result or lack of employee wellbeing is essential. The paper describes relevant approaches, from general models to the concept of work-related wellbeing. The review examines various research results from the organizational point of view, with the aim of presenting the impact of employee wellbeing developments on organizational output indicators. Through the impact of human resource management and health promotion practices on employee wellbeing and output factors, the study introduces organizational and economic aspects, highlighting the importance of employees' bio-psycho-social wellbeing.

Tibor Czeily – Krisztina Dajnoki

THE IMPACT OF GAMIFICATION IN DIFFERENT HR FUNCTIONS

Nowadays the organizations are facing serious challenges and they have been forced to respond with creative, innovative HR tools to find, attract and retain talented employees. One of these innovative tools in the hands of HR professionals is gamification, which has been successfully applied by many organizations. The aim of this study was to explore and provide a comprehensive

picture, based on international literature, of the HR functions in which gamification is being used and the results achieved by professionals in the field. Through a systematic literature review, using the PRISMA protocol, the emergence of gamification in HR functions and present good practices were explored. The sample included international publications published after 2023 based on the ScienceDirect database. The results revealed that the most common application of gamification is in the area of training development, however it also appears in HR functions of performance and career management. The gamification tools are the followings: serious games, VR, digital platforms/applications, and the escape room. Employees who have undergone gamified training are more engaged and motivated, but the improved performance is not proved to be the result of the gamification in all the cases.

Krisztina Dajnoki – Csaba Berde – József Boros

THIRTY YEARS WORK OF THE NATIONAL ASSOCIATION OF HUMAN RESOURCES PROFESSIONALS (HSZOSZ) IN THE SERVICE OF HR

The National Association of Human Professionals, HSZOSZ, is thirty years old. We celebrated the significant anniversary in Debrecen, with a scientific conference called “Innovative HR Challenges in the XXI Century”. We remembered the great predecessors, the founders, and honoured those who contributed a lot with their work for the establishment and successful operation of the Association. In this study, we briefly present the history, the past, the intention of the founders, the objectives and the mission and future possibilities of the Association.

Noémi Cseh

EFFECTIVE MOTIVATIONAL STRATEGIES FOR GENERATION Z YOUTH

Nowadays, we can witness an increasingly significant participation of Generation Z both in the labor market supply and in the demand within the market for goods and services. Rapid technological advancement is one of the fundamental background trends that lead this generation to live, behave, and think differently from their predecessors. Within labor market processes, two key questions arise: (1) how can representatives of this age group collaborate with other generations, and (2) how can the observed age group be effectively motivated. This article focuses on the latter question. The secondary research section briefly outlines the characteristics of different generations, then draws from motivational studies to provide a theoretical framework that effectively evaluates incentive and reward systems. Subsequently, the study summarizes the results of three types of primary research, primarily focusing on answering the question of *how to integrate members of this young generation more effectively into the organizational culture of the organizations employing them, and how to motivate them effectively to create higher added value for their companies.*