

# BUDAPEST MANAGEMENT REVIEW<sup>1</sup>

## CALL FOR PAPERS – THEMATIC ISSUE (2026): "ENTREPRENEURSHIP RESEARCH"

In recent years, the academic discourse on entrepreneurship and research on small and medium-sized enterprises (SMEs) have evolved into two vibrant research streams. Despite their conceptual and empirical intersections, entrepreneurship, frequently associated with high-growth, innovative, technology-driven ventures, and small and medium-sized enterprises, typically characterized by gradual growth, local embeddedness, and long-term sustainability, are often examined in isolation. This thematic separation obscures the dynamic and multifaceted nature of entrepreneurial activity as it occurs within and across small business contexts.

This special issue aims to critically examine the complexities of these intersections. Specifically, it aims to advance the scholarly understanding of the conceptual and developmental linkages between startups and SMEs. While startups are often framed as distinct, high-potential actors within entrepreneurial ecosystems, many originate from or evolve into SMEs. Conversely, many SMEs exhibit entrepreneurial behaviours and innovation patterns commonly associated with startups, challenging the presumed dichotomy between these organizational forms.

SMEs and entrepreneurial ecosystems operate in environments shaped by shifts in management and technological paradigms, resource constraints, and increasing demands for adaptability. In this context, research on entrepreneurship requires novel perspectives that address not only business growth but also digital transformation, inclusivity, resilience, and long-term societal impact. At the same time, universities and educators play a crucial role in fostering entrepreneurial skills that can contribute to innovation and social change.

The special issue encourages submissions that employ diverse methodological approaches, including qualitative, quantitative, and mixed-methods research, as well as conceptual and interdisciplinary studies. It aims to foster dialogue that bridges disciplinary boundaries and contributes to a more integrated, nuanced understanding of entrepreneurship as it unfolds within the heterogeneous world of small businesses. In addition to papers directly addressing the SME–startup interface, the proposed special issue welcomes innovative contributions from the broader field of entrepreneurship research.

This call for papers invites submissions from the 3rd Danube Cup Conference, which was held at Széchenyi István University in October 2025, but submissions are not exclusive to this event. Themes can include, but are not limited to, the following areas:

### **1. Current Dynamics and Disruption Management in Entrepreneurship**

- Entrepreneurial practices during periods of disruption
- SME Development and Startup Dynamics
- Scaling SMEs into High-Growth Ventures
- Women entrepreneurship, inclusive ventures, and student entrepreneurship

### **2. Marketing Challenges of SMEs**

- Strategic management and marketing of SMEs
- Communication challenges for entrepreneurs in dynamic markets

### **3. Green Innovations and Sustainable Development of SMEs and their Social Impact**

- Green innovations and sustainable development of SMEs
- Social entrepreneurship and community-driven business models

#### 4. Digital Transformation and Emerging Technologies

- The role of generative AI in shaping SMEs' opportunities and risks
- Digitally enabled entrepreneurial ecosystems and their governance

#### 5. Entrepreneurship Education

- Cultural and regional differences in entrepreneurship education and practice
- Startup evaluation methods in educational and practical contexts

#### Guest Editors:

- Dr. Tibor Dóry, Széchenyi István University, doryti@sze.hu
- Dr. Anikó Kelemen-Erdős, Budapest University of Technology and Economics, kelemen-erdos.aniko@gtk.bme.hu
- Dr. Loretta Huszák, Corvinus University of Budapest, loretta.huszak@uni-corvinus.hu
- Dr. Tetiana Sobolieva, Kyiv National Economic University named after Vadym Hetman, sobolieva\_tetiana@kneu.edu.ua
- Dr. Andrea Sáfrányné Gubik, University of Miskolc, andrea.gubik@uni-miskolc.hu

**Full paper submission deadline:** 5 January 2026

**Expected publication:** The end of 2026

Submissions should be uploaded to the journal's manuscript management system by the deadline. Please submit your manuscript under the dedicated section of the thematic issue (*Entrepreneurship Research*). Author guidelines are available on the journal's website: <https://journals.lib.uni-corvinus.hu/index.php/vezetestudomany/about/submissions>



For professional inquiries, please contact the Guest Editors. For technical questions, contact the editorial office of Vezetéstudomány/Budapest Management Review ([titkarsag.veztud@uni-corvinus.hu](mailto:titkarsag.veztud@uni-corvinus.hu)).