



INVITATION

INTERNATIONAL SCIENTIFIC CONFERENCE

You are hereby cordially invited to our International Scientific Conference organized by the University of Pécs, Chancellery, Directorate of Innovation Management and Economic Relations, the UP Faculty of Humanities and Social Sciences, Research Centre for Social Inclusion and Social Economy, the UP Faculty of Business and Economics, Department of Leadership and Organizational Sciences, FLOW Management Research Group, the Chamber of Commerce and Industry of Pécs-Baranya (CCIPB), and Prohuman Ltd.

EMPLOYMENT AND WELL-BEING: Attracting and Retaining a Valuable Workforce in a Changing Labor Market

Date:
JANUARY 9, 2026

Venue:
**UNIVERSITY OF PÉCS,
CHANCELLERY, DR. KOLTAI DÉNES AUDITORIUM**
7633 Pécs, Szántó Kovács János u. 1/b.



Conference Objectives

The conference aims to share experiences from professional and scientific initiatives addressing labor shortages in Hungary, with a focus on the Southern Transdanubia Region. It also seeks to promote innovation-driven collaboration and strategy development between the University of Pécs and regional economic and social actors. The event will present new research findings, problem-solving methods, and corporate practices that strengthen workplace well-being. The regional collaboration among national and international stakeholders, as well as the outcomes of human-focused research, development, and innovation, directly support the practice-oriented nature of university education, deepen ties with economic partners, and enhance the Faculty's professional visibility both nationally and internationally.

Conference Highlights

The scientific conference held during the autumn semester of the 2025/26 academic year provides an overview of ongoing global changes that also affect Hungary, and specifically the economy of the Southern Transdanubia region. Special attention is given to the labor market, employment, and the transformation of corporate HR strategies and personnel management. The speakers will present human research, development, and innovation initiatives, as well as study results, that contribute to enhancing workplace well-being, retaining valuable employees, and addressing labor shortages faced by organizations. In the second part of the conference, invited speakers and Southern Transdanubian company leaders will participate in a moderated professional round-table, sharing practical experiences related to the topic.