



KAUTZ CONFERENCE
ON BUSINESS AND ECONOMICS
TRANSFORMING GLOBAL
CHALLENGES INTO OPPORTUNITIES



Transforming Global Challenges into Opportunities

The impact of AI, sustainability, digital transformation on the future of business, economics and society

BOOK OF ABSTRACTS

Győr, Egyetem tér 1.
Hungary, October 8-11,
2025



Publishing Editor

Sándor REMSEI (Dean of Kautz Gyula Faculty of Business and Economics, Széchenyi István University)

Editors

Patrícia HORVÁTH, Judit BILINOVICS-SIPOS, Irma POTHÁCZKY RÁCZ, Anna PÁTKAINÉ BENDE, Éva HEIMNÉ RÁCZ, Dávid FÜLEP, Gábor SZABÓ-SZENTGRÓTI, Sándor REMSEI

Layout Editor

The book was designed and typeset by Zoltán GŐZ, Patrícia HORVÁTH.

Printing

Online Edition

ISBN 978-615-6443-47-2

Pages 223

© 2025 Széchenyi István University, Győr, Hungary. All rights reserved.

This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License (CC BY-NC-SA 4.0). This license allows users to share (copy and redistribute the material in any medium or format) and adapt (remix, transform, and build upon the material) the content as long as the following conditions are met:

Attribution: Proper credit must be given to the original author(s), including a link to the license and an indication of any changes made.

NonCommercial: The material cannot be used for commercial purposes.

ShareAlike: Any adaptations must be distributed under the same license as the original.

For full license terms, visit: <https://creativecommons.org/licenses/by-nc-sa/4.0/>.

Supply Chain Transparency as a Marketing Differentiator in Healthcare: Advancing Responsible Consumption and Production under SDG 12

Rizwana Atiq¹, Shahab Ud Din²

¹Integral University, India, Lucknow, rizwana@iul.ac.in

²Integral University, India, Lucknow, sudin@iul.ac.in

Background and introduction: Adoption of sustainable and ethical policies is important. Consistent with SDG 12 (Responsible Consumption and Production), the paper investigates how open healthcare supply chains might improve customer behavior, brand trust, and support of sustainability objectives.

Research Questions:

1. How do healthcare companies convey supply chain transparency?
2. Does openness affect healthcare customer choice and confidence?
3. In what way does supply chain openness fit SDG 12 in marketing strategies?

Objective: Objective is to investigate how supply chain openness functions as a strategic marketing strategy in the healthcare industry and looks at how openness is communicated, how it affects customer trust and decision-making, and how it fits into marketing driven by sustainability.

- To examine how supply chain openness is communicated in healthcare companies.
- To find out how openness affects consumer confidence and medical decisions.
- How marketing strategies match supply chain openness with SDG 12

Methodology: This work employs a mixed-method approach. Semi-structured qualitative interviews with healthcare professionals and a quantitative consumer survey investigate how supply chain transparency influences marketing, trust, and fits with SDG 12. Stratified random sampling and intentional sampling. Data interpreted by both statistical analysis and theme analysis. Structured questionnaire, interview guide are the research tools Statistics to investigate link between transparency practices and responses

Results: According to the survey, sustainability reports, digital platforms, and product labeling are the main means of supply chain openness used by healthcare institutions. Transparency greatly increases customer confidence and shapes the decisions on healthcare services. Customers more brand loyal to companies with easily available supply chain data. Marketing plans including supply chain openness directly relate with SDG 12 and encourage responsible consumption. Supply chain openness strategic tool.

Conclusions: Supply chain openness is crucial to building consumer confidence in the healthcare industry. It guides companies to promote ethical behaviors and responsible consumption in line with SDG 12, therefore supporting sustainable marketing in line with long-term competitive advantage.

Practical Findings: Strong consumer trust is built by health care organizations who have supply chain transparency.

Theoretical Findings: Supply chain transparency integrates sustainability into Consumer Behavior models

Limitations and future research directions: Future studies could solve constraints by increasing generalizability by including different geographic areas and healthcare environments, therefore strengthening the sample. Longitudinal research might look at how consumer behavior changes with supply chain openness over time. More study of digital transparency tools and their use in various cultural settings is required. Deepening knowledge would come from looking at how third-party certifications and regulatory systems may help to improve.

Keywords: transparency in supply chains, consumer trust, healthcare marketing, responsible consumption, SDG 12, sustainability, ethics