

**2nd International Conference
on Emerging Economies**

**Knowledge and Sustainable Economic
Development**

PROGRAM SCHEDULE

ORADEA

27-28 OCTOBER 2011

INTERNATIONAL PROGRAM COMMITTEE

Chair: Katalin SZABÓ, *Corvinus University of Budapest, Hungary*

Members: Štefan BOJNEC, *University of Primorska, Slovenia*

Dan CÂNDEA, *Technical University of Cluj-Napoca, Romania*

László CSABA, *Member of Hungarian Academy, Central European University, Hungary*

Sándor ELEK, *Sapientia – Hungarian University of Transylvania, Romania*

Imre FERTŐ, *Corvinus University of Budapest, Hungary*

Matthew GORTON, *Newcastle University, United Kingdom*

Gábor HUNYA, *The Vienna Institute for International Economic Studies, Austria*

Dumitru MATIȘ, *Babeș-Bolyai University, Romania*

Gábor MICHALKÓ, *Geographical Research Institute (HAS), Kodolányi János University of Applied Sciences, Hungary*

Răzvan NISTOR, *Babeș-Bolyai University, Romania*

István SÜLI-ZAKAR, *University of Debrecen, Hungary*

Mária VINCZE, *Babeș-Bolyai University, Romania*

LOCAL ORGANIZATIONAL COMMITTEE

Chair: Erzsébet SZÁSZ

Secretary: Orsolya SZABÓ

Members: András BÍRÓ
Edith DEBRENTI
Hajnalka IZSÁK
Hajnalka KÁNYA
Tünde KINTER
László KÓRÓDI
Edit NAGY
Csaba PAJZOS
András PÉTER
Ferenc SZILÁGYI
István-Lóránd SZAKÁLI
Zoltán ZAKOTA

CONFERENCE PROGRAMME

October 27, 2011 Thursday

| Time | Program | Room |
|-------------|---|---|
| 10:00-13:00 | Registration | First-floor Hall |
| 13:00-14:00 | Lunch Break | Dining Hall |
| 14:00-14:30 | Opening/Welcome | Festive Hall |
| 14:30-16:00 | Plenary Session 1 | Festive Hall |
| 16:00-16:30 | Coffee Break | First-floor Hall |
| 16:30-18:00 | Parallel Section 1 <ol style="list-style-type: none"> 1. <i>Sustainability of Economic Development and Economic Policy</i> 2. <i>Regional and European Policies</i> 3. <i>Sustainability of Food Economy</i> 4. <i>Financial Markets, Instruments and Institutions</i> 5. <i>Education and Business Innovation</i> 6. <i>Accounting and regulation challenges in crisis periods</i> | E15 M2 E14 Bolyai Bartók E16 |
| 19:00 | Welcome Reception | Dining Hall |

October 27, 2011 Friday

| Time | Program | Room |
|-------------|---|---------------------------------------|
| 9:00-11:00 | Plenary Session 2 | Festive Hall |
| 11:00-11:30 | Coffee Break | First-floor Hall |
| 11:30-13:00 | Parallel Section 2 <ol style="list-style-type: none"> 1. <i>Strategies of Tourism and Environmental Policies</i> 2. <i>Sustainability of Food Economy</i> 3. <i>Education and Business Innovation</i> 4. <i>Knowledge Management and Human Resources</i> 5. <i>Mathematics</i> | E15 E16 Bolyai Bartók E14 |
| 14:00-15:00 | Lunch Break | Dining Hall |
| 15:00-17:00 | Plenary Session 3 | Festive Hall |
| 17:00-17:30 | Coffee Break | First-floor Hall |
| 17:30-19:00 | Business workshop | Festive Hall |
| 19:00- | Dinner with social event | Dining Hall |

October 29, 2011 Saturday

| Time | Program | Location |
|--------|--|----------------|
| 8:30- | Field trip, Visiting the <i>Winery of Géza Balla</i> | Minis, Romania |
| 13:00- | Lunch | Minis |

ABSRTACTS

Plenary Sessions

Iván BÉLYÁ CZ

University of Pécs, Member of Hungarian Academy

Global financial crisis and local management

Abstract The lecture deals with the general lessons of financial theories on international financial crisis. It highlights that, due to financial liberalization and deregulation, liquidity abundance led to transformations in debt origination, securitization of debt, development and reoccurrence of bubbles, over-usage of leverage and undervaluation of risk at a wide scale. These resulted in trade-offs which yielded rather losses than benefits; information asymmetry coupled with moral hazard and wide range of incompetence of market participants cause a series of conflicts. Despite of the depth and the exposure of crises, it could not shake market confidence, furthermore, it is a commonly accepted view that serious market disturbances can be eliminated by strengthening the market meanwhile paying attention to regulation formation.

Keywords: financial crises, information asymmetry, bubbles

JEL classification code(s): G01, F59, G15.

Sebastian VĂDUVA

Emanuel University of Oradea

National business culture: the foundation for sustainable economic development

Abstract Starting with the 2008 Global Financial Crises, the topic of “Sustainable Economic Development” became a subject of interest to governments, practitioners and academicians alike. Development has always been the “holy grail” of economics, and generating prosperity has been the challenge of most governments regardless of political philosophy.

However, as the current global economic crises are stubbornly proving, there are limits to governmental intervention and stimulus. We argue that governmental acts are predicated upon the existence of a healthy business culture, and it has to be developed in the newly globalized economies of Central and Eastern Europe in order to achieve long-term sustainable economic development.

Keywords: business culture, sustainable economic development, economic crises

JEL classification code(s): Q01, M21

Sándor KERÉKES

Corvinus University of Budapest

Economic Crisis and Sustainable Environment

Abstract Most probably, the first victim to the passing of the oil age will be the primary determinant of the social-economic development of the past five decades: globalization. Between 1950 and 2004 world trade and trade in industrial goods expanded at an annual rate of 5.9 per cent and 7.2 per cent, respectively (Hummels 2007). This growth was higher than that of the global GDP during the same period. The reduction of transportation costs is widely, though not quite universally, considered one of the major driving forces behind world trade expansion. Obviously, there must have been other drivers as well. Cheap shipping is what makes Europeans drink Australian or Chilean or South-African wine and it is also the reason why the manufacturing sector moved from Europe to Asia. The fact that the past decade saw the entire manufacturing industry move to Asia guarantees a monopolistic position to the latter one, as opposed to Europe or the USA. The manufacturing sector is leaving the West for Asia's low wages and good work culture. In the eyes of the aging and decreasing European population, getting rid of physical work which they came to look upon as "inferior" might even seem desirable. But intellectual activities are starting to leave the developed West as well – just think of the software development industry in India. Europe would be better off keeping these manufacturing activities, slowing down wage inflation and what is more, letting young, cheaper workforce from the East settle down, thereby fostering a kind of cultural assimilation in line with Europe's democratic traditions. This would aid in preserving the diverse economic structure which has been characteristic for Europe and which has guaranteed the stability of its economy and avoiding high unemployment rate. One of the most serious threats of globalization

is that it might lead to an excessive degree of international division of labour. Along with the unquestionable advantages of mass production come its drawbacks too. European states are turning into quasi-monocultures, which makes both their economies and societies very vulnerable. Diverse systems always tend to be sustainable, while homogeneous systems, monocultures are rather vulnerable and unstable. Europe's citizens usually mourn over losing the manufacturing activities and the jobs they meant, but when faced with the other alternative being an even stronger wave of migration from these regions to Europe and America, we begin to doubt whether this is the right solution or whether there is any solution at all to this problem. We should at least start thinking about a solution.

Keywords: sustainable environment, economic crisis, economic development

JEL classification code(s): Q01, Q50, O10

László CSABA

Central European University, Member of Hungarian Academy

On the Sustainability of the Euro-zone

Abstract The single currency counts among the few incontestable success stories of European integration. The model, based on unified monetary policy combined with separate but co-ordinated conduct of fiscal policy along similar lines of thinking, seems to have been congruous with the inter-governmentalist structure enshrined in the Nice and Lisbon Treaties on the European Union. However, recurrent trespassing by some governments, exacerbated by their inability and unwillingness to institute structural adjustment has undermined the credibility of the arrangement. Coordinated efforts in terms of early warning and automatic corrective mechanisms rather than increasing the size of EFSF and ESM is the answer, if any answer is to be found. The alternative is disintegration with prohibitive costs.

Keywords: euro, sustainability, integration

JEL classification code(s): F15, E61, O11

Štefan BOJNEC

University of Primorska

Knowledge and Perception on Sustainable Energy Development

Abstract The sources of energy use by alternative and nuclear energy and fossil fuel energy consumption vary by European countries. Among the analysed countries, the percentage of alternative and nuclear energy in total energy use in Slovenia is above the European Union (EU) as well as the world levels, but it is lower than in France and is at a similar level as in the Slovak Republic. The major source of energy consumption in European countries as well as in the world is fossil fuel energy, where the Slovenian share is lower than the EU or the world averages, and is a slightly lower than for the Slovak Republic, but higher than in France. Sources of electricity production also vary by European countries. In Austria the major source are hydroelectric sources, while in Hungary, the Slovak Republic and Slovenia, these are nuclear energy sources. Coal sources are the most important inputs for electricity production in the Czech Republic. In Italy, the major source of electricity production is natural gas. Electricity prices for households in European countries vary. Slovenia is in a group of countries with prices below the EU-27 average. One of the objectives of the EU is promotion of more efficient use of energy and an increase in supply and use of energy from the renewable sources of energy. The importance of the field of education on the perception on sustainable energy development is studied on the basis of the empirical research of the survey evidence that is obtained by the written questionnaire. The 516 in-depth surveys were conducted among the scholars, students, and employees from social sciences, natural sciences, electrical energy supply, and energy management in

the six different towns in Slovenia. The surveys data are analysed by using descriptive statistics, comparisons of average values, correlation, and multivariate factor analysis. The needs for more efficient energy use between different users and the significance of production of renewable sources of energy from different sources have been confirmed, but there are significant differences in the perceptions on sustainable energy development by the studied educational groups. This has implications for education and promotion of rationalization of energy supply, efficient energy use and use of the renewable sources of energy towards more underlined environmental protection and the sustainable energy and economic development.

Key words: source of energy, energy consumption, renewable sources of energy, electricity production, educational groups, perception and promotion of sustainable energy development

JEL classification code(s): I25, L94, 013, Q43

Balázs HÁMORI

Corvinus University of Budapest

Learning and innovation

Abstract Learning – except of some authors and works – has been excluded from the interest of economists up until the 80s of the 20th century. For the outside observers it is difficult to understand why this phenomenon – being so important in the every days of the economy – wasn't an issue for economists. We can find the answer to this question in the social-economic environment of the phenomenon. In the relatively slowly changing societies, as in the case of the industrial capitalism that had dominated the 19th and the 20th centuries, the new innovations that necessitated “relearning” of the trade followed each other with longer (often decade long) gaps, acquired knowledge was quite “durable”. Learning took place as an activity “outside the economy” in external institutions (schools), and the knowledge acquired there most of the time had lasted for one's entire life. However at the dawn of the 21st century the IT revolution radically stirred everything up. The speeding technological advancement has induced cut-throat competition; the formerly “peaceful” markets have turned into unpredictable global competitive markets. On the “winner takes all” type of markets firms are forced to become permanent innovators, which undermines the basis of the social-economic stability. The dynamic environment and the innovation wave are strengthening each other. Innovations are not exceptional events anymore, often lagging each other by decades; rather they are the indispensable criteria for production. However, innovations assume the *continuous* renewal of workers' knowledge, in other words *continuous learning*. Newer and newer cycles of knowledge must be built upon the strategy of permanent learning in a never ending manner. Following from these, learning encapsulated in production or knowledge is not simply a concomitant phenomenon to the process, rather it is its essence. The above require a new strategy

from the firms, the workers, and the governments as well. The focus of the presentation is on these new strategies and on the barriers to their breakthrough.

Keywords: Learning, innovation, innovation competition, lifelong learning.

JEL classification code(s): O31; O32; O33;

Imre FERTŐ

Corvinus University of Budapest

Time-to-Degree in Management Ph.D. – A Hungarian Example

Abstract Doctoral programs in the social sciences including economics and management sciences are characterised by high attrition rate and long times to degree. Although there is increasing literature on the evaluation of doctoral programs, research on business programs is limited especially in Central and Eastern Europe. We investigate graduate school outcomes for students who entered management Ph.D. program at the Corvinus University of Budapest between 1993 and 2007. Employing various semi-parametric models we find that time-to-degree is significantly influenced by the student characteristics, supervisors' quality, financial aid and some procedural rules.

Keywords: Economic education, completion, student financial aid

JEL classification code(s): I2

Matthew GORTON, Carmen HUBBARD, Mihaela LUCA

Newcastle University

Problems of Rural Development in Romania and the transformative power of the CAP

Abstract The implementation of the Common Agricultural Policy (CAP) in Romania represents a major transfer of funds – €13525 million for the programming period 2007 to 2013. This paper evaluates rural development problems in Romania and the power of the CAP to adequately address these difficulties, drawing on the theory of neo-endogenous rural development as a conceptual framework. Regarding implementation of the CAP, analysis reveals a stark contrast between Pillars 1 and 2. Under Pillar 1, direct payments were successfully distributed from the first financial year onwards to over 1 million beneficiaries annually. For Pillar 2, despite a high degree of interest in and applications for funding, the signing of contracts and distribution of money has been subject to delay. Novel measures targeting non-agricultural actors have generated the greatest administrative problems. In Romania, the main beneficiaries of the CAP to date have been relatively large farms. These actors are not the most in need. The transfers to them have financed largely intensification and capital investment. While boosting the competitiveness of large farms, such transfers have neither led to widespread benefits for other actors nor challenged the main problems faced in rural Romania – poor employment prospects, weak services and inferior quality of life. Romanian small-scale farmers have to date benefited only modestly from implementation of the CAP. While direct payments do provide an additional revenue stream for small-scale producers, they are not a ‘game changer’,

being insufficient to finance substantial modernisation or expansion of agricultural or non-agricultural activities. The specific measure for semi-subsistence farmers has proved difficult to access because of the requirements for funding (business plan, knowledge of the scheme).

Keywords: rural development, Common Agricultural Policy, Romania

JEL classification code(s): O18, 021, P25

Thursday, October 27, 2011

10.00 Registration

13:00 Lunch

14.00 Opening/Welcome

**László TÓKÉS, president, Partium Christian University
Szabolcs JÁNOS-SZATMÁRI, rector, Partium Christian
University**

József FOGARASI, Partium Christian University

14.30 Plenary Session 1

Location: Festive Hall

Chair: Katalin SZABÓ, Corvinus University of Budapest

- **Iván BÉLYÁ CZ: GLOBAL FINANCIAL CRISIS AND LOCAL MANAGEMENT**
- **Sebastian VĀDUVA: NATIONAL BUSINESS CULTURE: THE FOUNDATION FOR SUSTAINABLE ECONOMIC DEVELOPMENT**

16.00 Coffee Break

16.30 Parallel Sessions 1, Thursday afternoon

1. Sustainability of Economic Development and Economic Policy **Room: E15**

Chair: László CSABA

- a. Lidija Barjaktarovic and Ana VJETROV: The influence of macroeconomic indicators on banking activities in Serbia, presented by: Ana VJETROV
Discussant: László CSABA
- b. László BORBÁS: Honest commitment or just PR? Growth orientation vs. sustainability in the EU's SME policy.
Discussant: László CSABA
- c. Lórándt SZAKÁLI: Macro-regional cooperation in the EU. Existing strategies and future opportunities.
Discussant: Štefan BOJNEC

2. Regional and European Policies **Room: M2**

Chair: István SÜLI ZAKAR

- a. István SÜLI-ZAKAR.: Cross-border co-operations and the Eastern enlargement of the European Union
Discussant: Csaba KOVÁCS
- b. Ferenc SZILÁGYI: The rehabilitation of the cross-border public roads along the Romanian-Hungarian state border
Discussant: István SÜLI ZAKAR

- c. János PÉNZES: The spatial inequalities of infrastructure in Hungary along the Romanian border
Discussant: István SÜLI ZAKAR
- d. Csaba Miklós KOVÁCS: Forms of Intermunicipal Cooperation along the Romanian-Hungarian Border.
Discussant: Ferenc SZILÁGYI
- e. Zoltán ZAKOTA: Evolution of ICT in the Hajdú-Bihar – Bihar Region
Discussant: Ferenc SZILÁGYI

3. Sustainability of Food Economy
Room: E14

Chair: Mária VINCZE

- a. Mária VINCZE, Elemér MEZEI: Regional dimensions of the Common Agricultural Policy in Romania, presented by Mária VINCZE.
Discussant: István TAKÁCS
- b. István TAKÁCS, Zsolt BARANYAI, Katalin TAKÁCS-GYÖRGY: To cooperate or not to cooperate – from point of view of social and economic sustainability, presented by István TAKÁCS.
Discussant: Mária VINCZE
- c. Virág SZABÓ, Kinga NAGYNE PÉRCSEI: Sustainability farming of the Hungarian chicken sector, presented by Virág SZABÓ.
Discussant: Katalin TAKÁCS-GYÖRGY

- d. Kinga NAGYNÉ PÉRCESI, Virág SZABÓ: Operating conditions of the Hungarian organic animal plants, presented by Kinga NAGYNÉ PÉRCESI.
Discussant: Katalin TAKÁCS-GYÖRGY
- e. Orsolya TÓTH: The possibilities of increasing employment in agricultural economy: the experiences of Hungarian social land programme.
Discussant: István TAKÁCS

4. Financial Markets, Instruments and Institution **Room: Bolyai**

Chair: Iván BÉLYÁ CZ

- a. Vivien CSAPI: Real Options In The Energy Sector
Discussant: Iván BÉLYÁ CZ
- b. Monika KUTI: The Role of Corporate Financial Flexibility during Liquidity Crisis
Discussant: Iván BÉLYÁ CZ
- c. János MOLNÁR: The financing aspects of road infrastructure: the role of private capital.
Discussant: Iván BÉLYÁ CZ
- d. Kinga Magdolna MANDEL: Causes and consequences of American Foreign Direct Investments in Romania
Discussant: József TÓTH
- e. Ferenc KATONA: The examination of corporate pricing policies in light of the economic crisis, and its relationship with the corporate marketing strategy
Discussant: Matthew GORTON

5. Education and Business Innovation

Room: Bartók

Chair: József FOGARASI

- a. Gábor BALOGH, Norbert SIPOS, Zsuzsanna FARKASNÉ KURUCZ: Best practices of higher education talent support, graduate follow-up system at the University of Pécs, presented by Gábor BALOGH, Norbert SIPOS, Zsuzsanna FARKASNÉ KURUCZ.
Discussant: Balázs HÁMORI
- b. Zsófia DUGA, Krisztina SZONTÁGH: Features of student mobility in the Hungarian higher education, presented by Zsófia DUGA.
Discussant: Szilárd PODRUZSIK
- c. György SERES, Ildikó MISKOLCZI, Krisztina T. FÓRIKA, Péter GERŐ, Piroska SZ. LENGYEL, Yvette PÁLINKÁS, Márta KIS, László POKORÁDI, Imre SEEBAUER: Some aspects of research of the e-learning, presented by György SERES and László POKORÁDI.
Discussant: Szilárd PODRUZSIK
- d. Hajnalka IZSÁK: Considerations Related to the Level of English Language Proficiency of Freshmen Specializing in Economy of Commerce, Tourism and Services at the Partium Christian University
Discussant: József FOGARASI
- e. Zoltán ZAKOTA, Edith DEBRENTI: On Some Correlations between ICT and Regional Development, presented by Zoltán ZAKOTA.
Discussant: József FOGARASI
- f. Szilvia DEÉS, Vanda PAPP, Erika GARAJ: A possible corporate communication model of sustainable entrepreneurial universities, presented by Erika GARAJ.
Discussant: Balázs HÁMORI.

6. Accounting and regulation challenges in crisis periods. Corporate Governance and Corporate Social Responsibility
Room: E16

Chair: Erzsébet SZÁSZ

- a. Tünde VERES: Accounting aspects of pricing decisions and calculation of transfer pricing during economic crises
Discussant: Erzsébet SZÁSZ
- b. Erzsébet SZÁSZ: Accounting, auditing, and ethics after Enron
Discussant: Katalin SZABÓ
- c. András Csaba BÍRO, Klára BENEDEK: The legal regulation of rural tourism in Romania, presented by András Csaba BÍRO.
Discussant: Erzsébet SZÁSZ
- d. Gyula FLÓRIÁN: The Identification of Best Motivation Practices of the Employees
Discussant: András Csaba BÍRO
- e. Edit NAGY: The concept of CRM (cause related marketing) and its influence upon the young generation
Discussant: Erzsébet SZÁSZ
- f. Hajnalka KÁNYA, Dan CÂNDEA, Avia MORAR: CSR Reflected in Online Marketing of Organizations, presented by Hajnalka KÁNYA.
Discussant: Erzsébet SZÁSZ
- g. László KÓRÓDI, András PÉTER: Comparative analysis of competitiveness in Romania and Hungary
Discussant: Katalin SZABÓ

Friday, October 28, 2011

9.00 Plenary Session 2

Location: Festive Hall

Chair: Szabó Katalin, Corvinus University of Budapest

- **Sándor KEREKES: ECONOMIC CRISIS AND SUSTAINABLE ENVIRONMENT**
- **László CSABA: ON THE SUSTAINABILITY OF THE EURO-ZONE**
- **Štefan BOJNEC: KNOWLEDGE AND PERCEPTION ON SUSTAINABLE ENERGY DEVELOPMENT**

11.00 Coffee Break

11:30 Parallel sessions 2, Friday

1. Strategies of Tourism and Environmental Policies

Room: E15

Chair: Szilárd PODRUZSIK

- a. Ildikó KRANCZNÉ SZABÓ: The impact of the economic crisis on the tourism in the Baltic region.

Discussant: Erzsebet SZÁSZ

- b. István TALABOS: How to pay attention to avoid and overcome the risk of an investment for a travel operation?

Discussant: Iván BÉLYÁ CZ

- c. Orsolya SZABÓ: The Sustainability of Rural Tourism

Discussant: Ferenc SZILÁGYI

- d. András- Csaba BIRÓ, Erzsébet SZAKÁLI: The use of the European Union's financial aids without refund in Romanian tourism, presented by Andras- Csaba BIRÓ.

Discussant: Erzsebet SZÁSZ

- e. Csaba PAJZOS: Service Management Challenges in Bihor – Hajdú-Bihar Euroregion's Tourism

Discussant: Ferenc SZILÁGYI

2. Sustainability of Food Economy

Room: E16

Chair: József TÓTH

- a. Judith SZIGETI, Szilárd PODRUZSIK: Being exposed to food prices? Welfare changes among Hungarian social classes, presented by Judith SZIGETI.

Discussant: Matthew GORTON

- b. József FOGARASI: The Impact of Macroeconomic Variables in Hungarian Agriculture

Discussant: Imre FERTŐ

- c. József TÓTH, Áron TÖRÖK: Knowledge and innovation in agricultural economy, presented by József TÓTH.

Discussant: Štefan BOJNEC

3. Education and Business Innovation

Room: Bolyai

Chair: Mária VINCZE

- a. Andrea NAGY: Compost Day - Educational innovation for sustainability in Hungary

Discussant: Katalin SZABÓ

- b. Eszter KOVÁCS: Impact of the institutional-financial system of Hungarian public education on equal opportunities, and its potential changes

Discussant: Katalin SZABÓ

- c. Kinga KERÉKES. Investing in the future – educational choices of rural young people from Cluj county

Discussant: Mária VINCZE

- d. Tünde KINTER, András GYÖRBÍRÓ: The financial situation and sustainability of Hungarian colleges for advanced studies in Romania.

Discussant: Mária VINCZE

4. Knowledge Management and Human Resources

Room: Bartók

Chair: Balázs HÁMORI

- a. Márton HORVÁTH: What determines the quality of academic patenting? An EU-US comparative analysis

Discussant: Balázs HÁMORI

- b. Krisztina SZONTÁGH, Zsófia DUGA: Sustainable development in the field of researcher reinforcement, presented by Krisztina SZONTÁGH.

Discussant: Balázs HÁMORI

- c. Attila KISS: Language ideology and power: communication and Sustainable Development as discourse

Discussant: Enikő MAIOR

- d. Hajnalka KÁNYA, Jolán Andrea GÁSPÁR, Rodica Cândeă: Analyzes of Successful Managers' Handwriting, presented by Hajnalka KÁNYA.

- e. Fehér HELGA: Aims of means? – the evaluation on the growing Chinese influence in the African continent

Discussant: Csaba LÁSZLÓ

5. Mathematics

Room: E14

Chair: Adalbert KOVACS

- a. Tünde-Klára BARANYAI, Gabriella Mária STARK: Basic knowledge of mathematics of the first year students at the Primary School and Kindergarten Teacher Training College, the Satu Mare Department of Babeş-Bolyai, presented by Tünde-Klára BARANYAI and Gabriella Mária STARK University

Discussant: Adalbert KOVACS

- b. Edith DEBRENTI: Teaching of mathematical analysis in a different way.

Discussant: Adalbert KOVACS

- c. Noémi SZABÓ-THALMEINER: Factors determining mathematical effectiveness
Discussant: Edith DEBRENTI
- d. Anna KLINGNÉ TAKÁCS: GeoGebra in teaching calculus at Kaposvár University
Discussant: Edith DEBRENTI
- e. Ilona MÁTÉ: The mathematical proficiency tests
Discussant: Edith DEBRENTI
- f. Attila Sándor DEBRENTI: The application of cooperative teaching methods used in Mathematics
Discussant: Adalbert KOVACS

FRIDAY - POSTER SESSION

1. Judit VÁGÁNY, Judit KÁRPÁTINÉ DARÓCZI:
„Change Is the Only Constant” - Or How Should Enterprises Anticipate Changes?
2. Judit KÁRPÁTINÉ DARÓCZI, Judit VÁGÁNY:
Leaders Are Not Born But Made.
3. Éva GULYÁS: Foreign currency position and the financial statement.
4. Monika PÓNUSZ: Reverse Logistics in Hungarian wine sector.

14.00 Lunch Break

15.00 Plenary Session 3

Location: Festive Hall

Chair: Katalin SZABÓ, Corvinus University of Budapest

- **Balázs HÁMORI: LEARNING AND INNOVATION**
- **Imre FERTŐ: TIME-TO-DEGREE IN MANAGEMENT PH.D. – A HUNGARIAN EXAMPLE**
- **Matthew GORTON, Carmen HUBBARD: PROBLEMS OF RURAL DEVELOPMENT IN ROMANIA AND THE TRANSFORMATIVE POWER OF THE CAP?**

17.00 Coffee Break

17.30 Business workshop

Location: Festive Hall

19.00 Dinner with social event

Saturday, October 29, 2011

8.30 Field trip

Visiting the winery of Géza Balla, Minis (Ménes), Romania

13.00 Lunch (at Minis)

16:00 Arrival back to Oradea

ABSRTACTS

Parallel Sessions

Lidija BARJAKTAROVIC – Ana VJETROV

Faculty of Economics Finance and Administration, FEFA, Belgrade

avjetrov@fef.edu.rs

The influence of macroeconomic indicators on banking activities in Serbia

Abstract The main focus of this paper will be on capital availability to the enterprises necessary for their everyday functioning. We will try to establish a possible connection between macroeconomic indicators and banking activities - credit lending and deposits collection. By using the following statistical techniques - linear trend equation, rolling correlations and correlation coefficients - we will try to determine the influence of macroeconomic conditions on availability of domestic financial resources. Macroeconomic indicators analysed in the paper are the government expenditure, the unemployment rate and the level of wages. Also, demand and supply related to financial means will be presented, and the ways of overcoming the gap between them. Banks tried to overcome this problem by cross border lending which appeared to be both a solution and the transmission mechanism for crisis shifting. In the end the strong correlation was established between the level of wages and the national savings trend and cross borders and local loans to the corporate sector. However domestic resources are not enough to satisfy the investment demand of the enterprises. The additional problem is the growing Government expenditure that increased its share in borrowing financial means from the banks, crowding out private investments. The previously mentioned jeopardize already weakened Serbian economy. In the end the overall objective of this paper is to explain the correlation and influence of macroeconomic indicators on microeconomic ones that present a milestone for a transitional country such as Serbia.

Keywords: government expenditure, unemployment rate, wages, deposits, credits, banking sector

JEL classification code(s): G00

László BORBÁS

Óbuda University

borbas.laszlo@kgk.uni-obuda.hu

Honest commitment or just PR? Growth orientation vs sustainability in the EU's SME policy

Abstract Sustainable development means that the needs of the present generation should be met without compromising the ability of future generations to meet their own needs. It is an overarching objective of the European Union set out in the Treaty, governing all the Union's policies and activities. It promotes a dynamic economy with full employment and a high level of education, health protection, social and territorial cohesion and environmental protection in a peaceful and secure world, respecting cultural diversity. As the Review of the European Union Strategy for Sustainable Development from 2009 says: „Work to overcome the crisis is ongoing, in particular in the context of the Lisbon Strategy for growth and jobs, with a focus on green growth. In the short term, green measures help to revive the economy and create jobs. According to the Review of the "Small Business Act" for Europe in 2011, SBA provides a comprehensive SME policy framework, promotes entrepreneurship and anchors the “Think Small First” principle in law and policy making to strengthen SMEs' competitiveness. My basic goal is to find answers for the questions put in the title of my presentation by analysing the most important documents of the EU concerning sustainable development and SME policy. As a result, my intention is to show the controversial elements of these policies. Finally I will make recommendations for policy makers for the elimination of these elements.

Keywords: Small-and Medium Sized Enterprises, SME Policy, Sustainable development, Competitiveness, European Union

JEL classification code(s): L26, Q56

István-Loránd SZAKÁLI

Partium Christian University

szakaliil@partium.ro

Macro-regional cooperation in the EU. Existing strategies and future opportunities

Abstract The macro-regional level is currently given considerable attention in the policy debates of the European Union (EU). The concept of the macro-regional cooperation puts the notion of a ‘region’ within the EU in a new perspective. At the same time, it opens up for a new form of EU governance. This paper starts with an analysis of the macro-regional concept as it is applied on EU level. After issues of definition, objectives and resources, it summarizes the essential content of a strategy, sets it in the context of the territorial cohesion concept and looks forward to the possible evolution of the approach into the future, in particular in Central European Area. Until now, two macro-regional strategies have been prepared and adopted in the EU. First for the Baltic Sea Region (2009) and the second for Danube Region (2010), but several others are under discussion. These strategies are promoted as models to achieve territorial cohesion, the integration of sector policies and the coordination of actors at different levels of governance. Moreover, they should allow making better use of existing resources to achieve common objectives, and to enhance existing transnational and transborder cooperation initiatives.

Keywords: macro-region, multi-level governance, transnational cooperation, EU Strategy for the Danube Region, territorial cohesion

JEL classification code(s): E60

István SÜLI-ZAKAR

University of Debrecen

sulizi@tigris.klte.hu

Cross-border co-operations and the Eastern enlargement of the European Union

Abstract The development of cross-border co-operation started after the political transition with the formation of Carpathian Euroregion in East-Central Europe. This framework of co-operation and the following initiatives gave a strong basis to the Eastern enlargement of the European Union. On the basis of empirical research carried out in the border regions, euroregions and eurometropolises, elaboration of innovation oriented, cross-border economic development, human resource development and partnership programs can be a general aim. Supporting these aims was the ultimate goal of creating euroregions and eurometropolises in Western-Europe. The system of euroregions and eurometropolises has been spreading from Western-Europe to the Eastern territories in order that border regions can exploit the comparative advantages being present in border regions even better. The most important aim in border regions, euroregions and eurometropolises is to create an advantageous economic, innovative, academic and social climate by introducing various institutions that can widen the space of successful economy and human resource development, and together with this they can improve the success of regional development planning and human resource development in the border regions of neighbouring countries.

Keywords: cross-border co-operations, Carpathian Euroregion, enlargement, eurometropolis, European Union

JEL classification code(s): F59

Ferenc SZILÁGYI

Partium Christian University

szilfester@gmail.com

The rehabilitation of the cross-border public roads along the Romanian-Hungarian state border

Abstract After the Decision of Trianon and during the communist era the penetrability of the Romanian-Hungarian state border was minimal. Earlier the settlements in the border region were connected to many public roads of various directions. In the future all these roads would need to be reconstructed, otherwise the reformation of the social relationships between the settlements cannot be reached. All these steps are necessary for the realization of a state-level integration process.

Keywords: settlements, border region, public roads. social relationships

JEL classification code(s): R42

János PÉNZES

University of Debrecen

penzes.janos@science.unideb.hu

The spatial inequalities of infrastructure in Hungary along the Romanian border

Abstract The aim of the investigation is to represent the inequalities of the most important infrastructural elements in the case of the Hungarian settlements along the Hungarian-Romanian border. The analysis includes temporal and spatial comparison, in order to discover tendencies and territorial correlations as well.

Keywords: infrastructural elements, spatial comparison, territorial correlations

JEL classification code(s): R12

Csaba Miklós KOVÁCS

Babeş-Bolyai University

csaba@geografie.ubbcluj.ro

Forms of Intermunicipal Cooperation along the Romanian-Hungarian Border

Abstract The need for Intermunicipal Cooperation between neighbouring municipalities arose from the increased integration of the municipalities, enhanced by the relatively short distance and the geographical location, near the Romanian-Hungarian border, in Western Romania and Eastern Hungary. On Romanian territory, the cities of Satu Mare, Oradea, Arad and Timișoara serve as major centres for employment, education, administrative services, healthcare, and public transportation to the surrounding municipalities. Due to the limited amount of land available for investment within city limits, investors are more and more focusing on the neighbouring municipalities. This led to a specialization within the areas, the forms of cooperation including services like: decision-making and staff, accountability to citizens, monitoring and evaluation arrangements, planning, coordination and project management services, cooperation in the field of water supply, purification facilities and waste management.

Keywords: Intermunicipal Cooperation, border, cooperation

JEL classification code(s): R58

Zoltán ZAKOTA

Partium Christian University

zzakota@gmail.com

Evolution of ICT in the Hajdú-Bihar – Bihor Region

Abstract Euroregions represent a specific type of cross-border regional co-operation. They are meant to facilitate co-operation between neighbouring regions belonging to different states. The paper aims to present the Euroregions that were founded between Hungary and Romania. Although, in the beginning, they were considered very powerful instruments in strengthening inter-state relations, not all of them have fulfilled these expectations. After two decades of post-communist transformation, we can affirm that the Euroregion-experiment has produced some ambivalent results. My paper aims to present the Euroregions that were founded with Hungarian and Romanian participation, their goals and their development. I also intend to analyse the possible causes of their success and their failures. In the end, I try to outline some future trends and expectations related to the topic of Euroregions.

Keywords: Regional Development, Euroregion, Trans-border Cooperation

JEL classification code(s): R11

Mária VINCZE – Elemér MEZEI

Babeş-Bolyai University

maria.vincze@econ.ubbcluj.ro, elemermezei@gmail.com

Regional dimensions of the Common Agricultural Policy in Romania

Abstract The Romanian Ministry of Agriculture and Rural Development has formulated the question whether a national or some regional Programs of Rural Development have to be elaborated for the programming period 2014-2020. For studying the effects of these scenarios at first we characterised regional differences in the level of rural development, in the structure of agriculture, in the values of rural development subvention and those concerning the competitiveness of regions. On the basis of these data we quantify the linkage between the agricultural and rural characteristics and the competitiveness level of regions. In the second part we are describing the main challenges in regional (cohesion) policy and in the Common Agricultural policy and we try to conclude about the synergies between these policies. Our conclusion is that territorial differences of rural areas can be managed by the National Rural Development Program. On the other hand the impact of the CAP on territorial challenges and priorities is relatively low. In addition, at present Romania does not have administrative capacity for conception and management of more rural development programs.

Keywords: rural development, Common Agricultural Policy, Regional Policy, Romania

JEL classification code(s): R12, R58, Q18

**István TAKÁCS¹, Zsolt BARANYAI²,
Katalin TAKÁCS-GYÖRGY¹**

¹Károly Róbert College, ²Szent István University

itakacs@karolyrobert.hu

To cooperate or not to cooperate – from the point of view of social and economic sustainability

Abstract Signs of the crisis of the Hungarian agriculture are in relation with the economic and social model that has become rigid throughout the past two decades. The evolved structure of agricultural holdings increased their ecological footprints, at the same time the social relationships, the networks among the farmers have been restructured as well as become looser. The degree of trust has declined. Based on the principles of the modern economic schools, i.e. the new institutional economics and the game theory, the study examines the existing trust level among farmers, as well as how it affects the farmers' preferences of choice among the different forms of dependencies, as well as which factors affect the individual utility functions, focused on the role of subsidies from the social transaction costs, also taking the experiences of a questionnaire research into consideration. Due to the information asymmetry between farmers and the lack of confidence as a result, the individual and the social expenditures are higher as those economically reasonable, instead of the optimum.

Keywords: agriculture, payoff, utility, decision, game theory

JEL classification code(s): C72, Q12, D23

Virág SZABÓ, Kinga NAGYNÉ PÉRCSI

Szent István University

Szabo.Virag@hallgato.szie.hu

Sustainability farming of the Hungarian chicken sector

Abstract The most important characteristic of the alternative poultry breeding is the serving of the sustainable agriculture. The structure of the Hungarian alternative organic animal breeding is very different as compared to the conventional production. It is reasonable to draw a bigger proportion of poultry into the organic and other alternative farming. One option for this is the development of the variety of “Hungaricum” poultry product in the family farms of the countryside. The professional literature keeps count of the spreading of the alternative farming methods as the opportunities for the development of the countryside. A survey was made at the Institute of Regional Economy and Rural Development as a part of a Scientific Student Conference Study to find out about the importance of this farming method in the rural areas and to know about the potential enterprises or enterprising capacity of the inhabitants. The survey was made by personal interview. The query of the questionnaire was holistic. Analyzing the situation from the view of the village we can state that a strong co-operation of the inhabitants of the village is needed to introduce and maintain any of the systems. Summing it up we can say that although organic farming is considered as a tool for rural development in many publications it has less importance in the case of poultry keeping if we think at the level of settlements. Our final consequence is that organic poultry keeping will not be a determinant segment of the rural production.

Keywords: self-produced poultry, native Hungarian poultry, organic chicken keeping, Hungaricum Poultry Products, Model Village Programme

JEL classification code(s): Q57

Kinga NAGYNÉ PÉRCSI, Virág SZABÓ

Szent István University

nagyne.percsi.kinga@gtk.szie.hu

Operating conditions of the Hungarian organic animal plants

Abstract In connection with putting emphasis on the protection of nature, food-safety, and the differentiation of the product, organic farming becomes a sustainable alternative for some of the actors in the supply chain (stakeholders). It has often been claimed in many publications that the small - and medium – sized firms of the poultry and pig (fodder based) sector can take a chance from organic production. Many stock-breeders have problems with the allocation of the manure, and on the other hand the conversion to organic production can only be imaginable if the soil-plant, plant-animal, animal-soil cycle is provided. At the moment the animal density in the organic farming is very low, which excludes the evolvement of the cycle. Nowadays the organic farming lags behind in Hungary in the following areas: Lack of supply and sale co-operations; low volume of the organic animal keeping; lack of developed common marketing; proportion of the processed product does not approach the level evolved in the old member states of the EU. In this article we analyse the main limiting factors and problems in the Hungarian organic animal husbandry.

Keywords: organic animal stock, Biokontroll Hungária Nonprofit Ltd., Hungary Eco Guarantee Ltd., soil-plant-animal cycle, financial problems, organic market

JEL classification code(s): Q57

Orsolya TÓTH

Research Institute of Agricultural Economics

toth.orsolya@aki.gov.hu

The Possibilities of Increasing Employment in Agricultural Economy: the Experiences of Hungarian Social Land Programme

Abstract The aim of this paper is to present the situation of agricultural employment in Hungary. The employment rate in Hungarian agriculture has been decreasing since the beginning of the transition period with the lowest rate in the 1997. The newly created jobs cannot contribute to the reduction of the high unemployment rate in rural areas. Many attempts at solving or reducing the high unemployment rate in rural areas have been made; one of the most important among these is the social land programme. This programme was introduced two decades ago which contributed to the prevention of migration of a higher amount of people from rural areas in Hungary. This paper presents the positive experiences of the social land programme in Hungary and concludes that in the future the agricultural policy should pay more attention and financial resources to this programme.

Keywords: social land programme, agricultural economy, rural employment

JEL classification code(s): Q15, J43

Vivien CSAPI

University of Pécs

csapiv@tkk.pte.hu

Real Options in the Energy Sector

Abstract Purpose – Given the increasing awareness of climate change and the depletion of fossil fuels, the aim of this paper is to study how real options theory can contribute to the determination of “optimal” power generating mix. The goal of this study is to emphasize the multiple opportunities real options give to investment risk management: Real options can be viewed as a way of thinking, as an analytical tool, and sometimes as an organizational process. The paper’s findings enable the selection of possible real options to find the optimal investment decisions in the energy sector. Research method – Several methods will be used to develop a better understanding about the specialties of investment decisions in the energy sector, and how real options theory suits into the decision making process. These methods include a literature review and the development of a theoretical model. The literature review intends to examine the theoretical background of energy investments and real options and their interface related to managerial flexibility. Research findings – This paper provides a useful theoretical framework showing how managerial flexibility can be exploited through decreasing the level of (downside) investment risks, and through harnessing the (upside risk) opportunities. Main contribution – The paper provides useful information for the decision makers, and risk managers in the energy sector.

Keywords: investment decision, energy sector, managerial flexibility, real options

JEL classification code(s): G11, G17, G31

Mónika KUTI

University of Pécs

kutim@ktk.pte.hu

The Role of Corporate Financial Flexibility during Liquidity Crisis

Abstract The liquidity shock during the global crisis demanded corporate adjustment policies. The financial and economic crisis has overvalued corporate liquidity, financial and investment flexibility, as well as the mitigation of cash flow volatility by risk management techniques. This study links the cash-flow-at-risk concept with financial flexibility through high risk capacity, highlighting the relationship between left-tail realizations and financial constraint during liquidity shortfalls. The sequence of cash flow allocation over different cash commitments like marketing expenses, research and development, capital expenditure, dividend payment and debt service is formed under the expectations concerning future cash flow volatility. The low and high levels of free cash flow as a result of scenario analysis open up new corporate valuation models enriched by cash-flow-at-risk models. Under the increasing probability of downside risk, the role of enterprise risk management is to provide additional flexibility for investment and financial decisions.

Keywords: global crisis, enterprise risk management

JEL classification code(s): G01

János MOLNÁR

University of Debrecen

janimolnar@yahoo.com

The Financing Aspects of Road Infrastructure: the Role of Private Capital

Abstract In most of the industrialized countries it can be observed that in the past 150 years the government spending has sharply increased. Nevertheless, the extended state is apparently not able to complete all the tasks and fulfil the requirements, among them to play the challenging role of infrastructure provider for two reasons: on the one hand governments are often indebted and have to face (or should face) strict budgetary constraints; and on the other hand the level, the quality of the publicly delivered infrastructure is frequently inadequate. These are the main reasons why private capital is desired to be involved in such investments. The current research is especially paying attention to the financing background of road infrastructure in some EU countries and looking for the answers to the questions of how can the government and the private capital cooperate, what are the main characteristics, risks and opportunities, and can these cooperative investments be viewed as a financial remedy for governmental fiscal difficulties – taking into consideration the sceptical and ambiguous empirical evidence. These are particularly current questions in the global economic recession of today.

Keywords: road infrastructure, private capital, public-private-partnership

JEL classification code(s): H54, H8, L33

Kinga Magdolna MANDEL

independent expert

kingamandel@yahoo.com

Causes and Consequences of American Foreign Direct Investments in Romania

Abstract This research on the American Foreign Direct Investments in Romania not only aims at evaluating the motivation theories (push and pull) of FDI applicable in the case of Romania, it also reveals the consequences of FDIs for the host country. FDI is a main force in nowadays economic development, the ultimate reason being the anticipation of further profit. However, there are a variety of factors that motivate FDI decisions such as market size and location, openness to trade, availability of capital, cost of labour and supply, the possibility of profit remittances and other cost and efficiency factors. From the host country's view FDI could have an important contribution to financing sustained and long term economic growth, exports, employment, wages, infrastructure, research and development. Furthermore FDIs are giving a very sensitive prognosis of the economic turnovers. The first entrants have a competitive advantage in acquiring a new market and so do the first leavers in rescuing their capital when a country is entering in a downturn economic spiral. Sometimes we cannot decide which step is the first, the government's wrong decisions to handle the economic downturn of the country or the shaking investor's trust in the country's future leads to the capital flight. My project is supported by mixed sequential research methods, using quantitative and qualitative tools to gather and analyse facts. I used secondary analysis of the macro statistical data and developed case studies based on micro data investigation and phone interviews. The outcome of the study is a clear picture on the reasons, trends and evaluation of the last 10 years FDI inflow and their consequences in Romania.

Keywords: foreign direct investment, infrastructure, R&D, Romania, American capital, capital remittance

JEL classification code(s): F4

Ferenc KATONA

Óbuda University

Katona.ferenc@kgk.uni-obuda.hu

The examination of corporate pricing policies in the light of the economic crisis, and its relationship with the corporate marketing strategy

Abstract In my research, among other things I would like to answer the question how company pricing policies are influenced by the effects of the economic crisis, like lower profitability, declining consumer demand, or the decreasing market size. Along my study I intend to find out about the scale of emphasis that shifted towards the increasing price competition over the years of the crisis and whether the number of businesses struggling to survive has risen. Furthermore I would like to highlight how company pricing policies are consistent with their marketing strategies – for example whether a company concentrating on increasing profit or sales volumes at the level of its marketing strategy would also be able to make equally appropriate decisions at the level of its pricing strategy? Over my analysis, I will use among other sources, Kotler's (1991) model of pricing strategy created for composing pricing strategies and pricing objectives, and the theory of Hughes and Kapoor (1985) applied for evaluating theories over pricing principles. My study is based on secondary research in addition to the results of my survey recently carried out among Hungarian small and medium enterprises. One of the main issues of my analysis is to justify the hypothesis, that economic crisis strengthens the goals for survival and the efforts taken for maintaining the current market situation. I will also examine the question whether the crisis may cause appreciable effects on companies in regards of choosing their pricing strategy. Fundamental changes in the theories for pricing strategies and the restructuring of marketing strategies will have a long-term effect on the future activities of enterprises on the market.

Keywords: pricing policies, economic crisis, marketing strategies

JEL classification code(s): L11, M30, M31

**Gábor BALOGH, Norbert SIPOS,
Zsuzsanna FARKASNÉ KURUCZ**

University of Pécs

baloghgabor85@gmail.com

Best practices of higher education talent support, graduate follow-up system at the University of Pécs

Abstract Our topic is talent management and human capital management, particularly as observed in the ‘Graduate Follow-up Programme’ of the University of Pécs (UP). We examine the topic from two perspectives. The first is the connection between the management of an institution of Higher Education (HE) and the business world (e.g. via a careers office) and the second relates to the transition from HE to the labour market (a particular phase in talent management). Our database, which we used in our practice-oriented, empirical research, consists of two main parts: the Graduate Follow-Up System (GFS) and the UP questionnaire regarding students’ professional practice. The multilateral approach helps us to achieve a realistic picture of the processes and peculiarities which characterise a student’s (pre- and post-graduation) placement in the labour market. We draw conclusions and formulate recommendations based on criteria for the most significant factors relating to new recruits from both corporate and HE perspectives. After presenting the results of our empirical research we give a brief overview of the Hungarian and Romanian situation of higher education on the basis of criteria for the European Higher Education Area and Bologna process. Subsequently, we formulate our recommendations primarily based on the experience of professional practice (in Hungary it is also unique). The system of professional practice serves as a highly effective feedback, and it shows the removal of the conventional knowledge fetish. Secondly, there is a demand for a bipolar system of knowledge and skill-application (manifested in the competence-principle).

Keywords: Higher Education, Graduate Follow-Up System, Talent management, Human capital, Labour-market skills

JEL classification code(s): I21, I23, J24

Zsófia DUGA, Krisztina SZONTÁGH

University of Pécs

zsofiaduga@yahoo.com

Features of student mobility in the Hungarian Higher Education

Abstract In the past few decades, significant changes have occurred in the domestic and international educational market. In the second half of the 20th century, the process of internationalization began in the education as well. Higher education is definitely the most significant and most dynamically increasing sector of the 21st century information society. At present, approximately 130 million students, including 2.8 million students with foreign status – only 1.3 million in 1995 –, study in the tertiary education sector worldwide. According to forecasts, the number of foreign students will increase more dynamically in European countries than that of national students. The number of students in higher education in 2020 is estimated to be 250 million, and 8 million students are expected to have foreign status. Nowadays students with Hungarian citizenship can also study in the higher education system of any country in the world, acquire a degree and take part in short or long training cycles, and foreign students can decide to conduct their university studies in Hungary. I examine student mobility in my study. The analysis of student mobility can be fully comprehensive if not only the characteristics of Hungarian student mobility – who apply to foreign scholarships, how much time Hungarian students spend abroad on average and which countries are the most preferred target countries - is analysed but also the mobility motivation of foreign students who wish to conduct studies in Hungary.

Keywords: higher educational market, mobility, foreign language training, Erasmus, knowledge export

JEL classification code(s): I21

**György SERES, Ildikó MISKOLCZI, Krisztina T. FÓRIKA,
Péter GERŐ, Piroska Sz. LENGYEL, Yvette PÁLINKÁS,
Márta KIS, László POKORÁDI, Imre SEEBAUER**

*Zrínyi Miklós National Defence University, Szolnok University
College, Zsigmond Király College, Szent István University, Budapest
College of Communication and Business, University of Debrecen*

drseres@drseres.com

Some Aspects of Research of the e-Learning

Abstract There is an online Club for e-Learning researcher-educators in Hungary. Members of the Club are lecturers in different Universities and Colleges. They have been researching some aspects of e-Learning together for more than three years. The first chapter shows coherency of lifelong and life-wide learning – formal and/or informal sides of e-Learning. The second chapter exhibits life-tailored learning – principles of the new methodology, – competence-oriented methods and culture using of info-communication technology and virtual classrooms. The third chapter demonstrates the progress of technological environment of e-Learning – how did electronics turn from subject and tool of education to scene of education? The fourth chapter presents the method of the experience pedagogy in e-Learning – motivation for learning, commitments, attitudes, personalities, interactive teaching materials and learning by enjoying. The fifth chapter shows the application of software robots in e-Learning – search robots, translation robots, text recognition robots, speech recognition robots, plagiarism-recognition robots, simulators, tutor robots. The sixth chapter illustrates some e-learning methods for mathematic teaching. The seventh chapter presents the first experiences of a virtual laboratory. The eighth chapter summarizes possibilities of Learning, Teaching and Researching models of János Bolyai in the 21st century.

Keywords: cloud learning, lifelong learning, life-wide learning, life-tailored learning, experience pedagogy, software robots, teaching mathematics, Winplot, CAM studio, Youtube, virtual laboratory, János Bolyai.

JEL classification code(s): I23

Hajnalka IZSÁK

Partium Christian University

hajnalkaizsak@yahoo.com

Considerations Related to the Level of English Language Proficiency of Freshmen Specializing in Economy of Commerce, Tourism and Services at the Partium Christian University

Abstract Tourism plays an important role worldwide being a steadily growing economic sector. In the competitive and constantly changing tourism industry, the optimal and continuous development of customer contact and communication has become a great challenge. In this respect, the foreign language skill is invaluable as it acts as a cross-cultural interface between tourism enterprises and visitors. Besides outlining the importance of foreign language skills in the tourism sector the purpose of this paper is to give an overall picture of students' level of English language proficiency when starting their studies at our university.

Keywords: tourism, higher education, English language skills

JEL classification code(s): I25

Zoltán ZAKOTA, Edith DEBRENTI

Partium Christian University

zzakota@gmail.com, debrenti_edit@rdslink.ro

On Some Correlations between ICT and Regional Development

Abstract There is a quasi-unanimous consensus, that ICTs have a positive effect on sustainable development, but in reality it is pretty hard to evaluate their very impact on it. One can state that there are many instances where the use of ICTs brings widespread social and economic benefits. However, there are just as many instances where ICTs make no difference in people's lives in developing countries or even have harmful effects. Some parameters meant for measuring the success of these technics in a given region could include: financial sustainability, performance monitoring, people's satisfaction monitoring, or benchmarking based on best models. It is pretty hard to quantify the efficiency, or even the success of ICTs on local and/or regional level. Our paper represents an attempt to find some correlations between some of the main indicators in the field of ICT, on the one hand, and that of regional development, on the other.

Keywords: Regional Development, Information and Communication Technologies

JEL classification code(s): R11

Szilvia DEÉS, Vanda PAPP, Erika GARAJ

SOTE University, College for Modern Business Studies

A Possible Corporate Communication Model of Sustainable Entrepreneurial Universities

Abstract Question: The paper attempts to introduce a communication model used by universities in their knowledge-marketing activity. This activity targets a single group: companies, the actors of the economic life. However, we also examine the social utilization of knowledge, a phenomenon which is gaining importance for universities, economic organizations, government and civil organizations. The question is: can we set up a communication model which supports the most effective flow of knowledge, of the Third Generation Universities which provides a unique mixture of business-to-business, non-business and social marketing? Theories: According to Wissema (2009), 3GUs create new knowledge and education is subjugated to the process. Thorp (et al 2010) describe 3GUs as institutions and claim that without implementation there is no innovation. Nowadays a new mission should be accepted: the mission of indirect contribution to social development (Izvercianu et al, 2010). Considering these, 3GUs can be regarded as “sustainable entrepreneurial universities”. Methodology: The research is based on a series of in-depth-interviews among Hungarian and foreign specialists who are aware of the university-environment, and on a company survey of 432 samples. Results: Considering the conditions of the other market players (state and society) and the immediate micro-environment as well as the macro-environmental conditions that cannot be influenced, we can set up a communication model which supports the most effective flow of knowledge, bearing in mind the new generation aims as well.

Keywords: higher education, knowlegde, communication, economic development

JEL classification code(s): D83, I23, I25, M53

Tünde VERES

Corvinus University of Budapest

tunde.veres@ensto.com

Accounting aspects of pricing decisions and calculation of transfer pricing during economic crises

Abstract The pricing methods in practice need a really complex view of the business situation and depend on the strategy and market position of a company. At the same time, price calculations are based on the reliable accounting information. The structure of the prices seems simple, cost plus margin, but in the real pricing decision managers need to find the reasonable content of the cost category, choose the most consistent cost allocation way or calculate a “good” margin. All these tasks require complex business information. This is the reason why pricing and transfer pricing are part of management accounting. The significant part of the international business activities occurs between affiliated companies. There are some important reasons to build up and use transfer prices in these internal sales activities, like tax optimisation or avoidance, increasing the efficiency of the company level budgeting, to enhance motivation on the different levels of management. From the taxation point of view the subject is under OECD control. By the transfer pricing documentation the multinational companies have to present the market circumstances and justify their fair price calculation. Of course the international economic situation causes the revision of the built-up system. The main objectives of this paper are: analysing the pricing methods from management accounting aspects to show the role of the accounting system in the short-term and long-term pricing decisions; summarizing the factors from accounting point of view to find the best price range acceptable by the external and internal requirements; thinking about the critical changes in pricing decisions because of the worldwide circumstances in the time of economic crises.

Keywords: pricing, transfer pricing, cost plus method, market price, break-even point

JEL classification code(s): M41

Erzsébet SZÁSZ

Partium Christian University

zsokisz@yahoo.com

Accounting, auditing, and ethics after Enron

Abstract Trust is the foundation of the accounting and financial services industries. Past problems, some resulting from corporate scandals and others from recent financial crises have undermined this foundation. After Enron and the following crises, there has been an increase in the production of substantial regulations in general and of the accounting profession in particular. The main goal of these regulations was to regain public trust. However, if integrity is the most important factor that influences and is closely related to trust, crises-caused regulations will not solve the problem.

Keywords: corporate scandals, financial crises, regulations, ethics

JEL classification code(s): M29, M41, M42, M48

András Csaba BÍRÓ, Klára BENEDEK

Partium Christian University

acbiro@partium.ro

The legal regulation of rural tourism in Romania

Abstract The prerequisite of an effective rural tourism is the precise knowledge and strict preservation of laws and regulations. The up-to-date presentation of the conditioning of rural tourism is intended for this particular purpose.

Keywords: rural tourism, laws and regulations

JEL classification code(s): R58

Gyula FLÓRIÁN

Partium Christian University

florian_gyula@yahoo.com

The Identification of Best Motivation Practices of the Employees

Abstract The importance of staff motivation on the achieved performance in a company is emphasised in the economic literature. A synthesis of motivation studies on human resources by Sadler (1995) and Perkins (1997) is presented. Their suggestions were implemented by a company from Oradea focusing on the improvement of the employees' work quality. The present study discusses the experiences of testing the most widespread theories in the human resources management literature, concerning the motivation of employees in the case of S.C. Limtex S.R.L. Oradea.

Keywords: macroeconomics, agriculture, Hungary

JEL classification code(s): Q11, Q18

Edit NAGY

Partium Christian University

editnagz@yahoo.com

The concept of CRM (cause-related marketing) and its influence upon the young generation

Abstract Nowadays a multitude of companies name themselves donation-oriented, creating a beneficial relationship with consumers. Therefore companies and consumers have become “contractors” and socially responsible, meaning that both make a contribution to the community. On the one hand, cause-related marketing is a link between the purchase of goods and services and the charitable action of the companies; on the other hand it is an opportunity to build the brand and have a higher financial performance. This article intends to present in its first part the concept of the CRM, analysing the main researches, while in the second part a survey is presented. The purpose of this questionnaire is to outline the influences that cause-related marketing has upon young consumers’ attitudes.

Keywords: CSR: corporate social responsibility, CRM: cause-related marketing, consumer’s attitudes

JEL classification code(s): M30

Hajnalka KÁNYA, Dan CÂNDEA, Avia MORAR

Partium Christian University, Technical University of Cluj-Napoca

kanyahajnalka@yahoo.com

CSR Reflected in Online Marketing of Organizations

Abstract The main challenge in the XXI. century for organizations all over the world and of course in Romania, too, is to assure that serving the needs of the next generations should not be altered by serving the actual needs. Different problems arose due to globalization, environmental and social pollution etc. which need global solutions. As a result corporate social responsibility, socially responsible marketing, ethical marketing get an important role in the business behaviour of different organizations. The use of the internet for business purposes makes possible for organizations to integrate the internet in their CSR strategies, policies and activities, to use the internet in order to communicate about their CSR commitments, to use different offline and online marketing tools for CSR. The article presents how organizations embrace the internet for CSR purposes, how CSR is reflected in the online marketing of organizations and reveals the results of a secondary and a primary research, especially using the method of observation.

Keywords: socially responsible marketing, corporate social responsibility, online marketing, eco marketing, social marketing

JEL classification code(s): M14, M31

László KÓRÓDI, András PÉTER

Partium Christian University

korodi_laszlo@yahoo.com, andras1980@gmail.com

Comparative analysis of competitiveness in Romania and Hungary

Abstract The focus of the article is on a comparison between the Romanian and Hungarian competition environment. Due to globalization the mobility of companies is much higher than before, in the same time importance of the business environment is not a new concept nowadays. Therefore it gains more and more relevance to make comparative analyses on competitiveness. We have compared some factors that are decisive in the analysis of competitiveness in the case of the two countries. The basis of the comparative analysis is the legal background of the competition environment in the two countries respectively the World Economic Forum's Competitiveness Report. We compared the basic laws (represented by the Romanian Law no. 21/1996 and the Hungarian Competition Law LVII/1996 completed with the regulations of the EU by the GEO no.75/2010) and institutions of competitiveness (Hungarian Competition Authority in Hungary and the Competition Council, Romania's Competition Authority). On the other hand, we analysed some other factors in parallel in the two countries that have a key importance in the efficiency-driven economies. As a result the article presents the analogies and differences of Romania and Hungary regarding competitiveness.

Keywords: competitiveness, business environment, competition law, competitiveness factors

JEL classification code(s): K29, M21, O57

Ildikó KRANCZNÉ SZABÓ

University of Pécs

szildiko59@gmail.com

The Impact of the Economic Crisis on the Tourism in the Baltic Region

Abstract The goal of the survey is to reveal the influence of the global economic crisis on the Baltic region. How did the fluctuation of the euro divide the Baltic region tourism sector? What economic effects and results can be expected in the future of this sector of economics? In order to analyse the survey, statistical methods and my own demand and supply forecasting techniques are used.

Keywords: inbound tourism, outbound tourists, domestic tourism, growth in tourist numbers, fall in tourist numbers

JEL classification code(s): R, RO, R11, R12, Y 90, Y91

István TALABOS

Budapest Business School College of Commerce, Catering and Tourism

talabos.istvan@kvifk.bgf.hu

How to Pay Attention to Avoid and Overcome the Risk of an Investment for a Travel Operation?

Abstract There are definitely different risks for the companies during their operation. The travel agency business is not an exception. There are risks occurring during the life cycle of a company. Whenever a travel agency decides to introduce an ERP system to support the everyday operation the aim is to be more efficient, and to cover all the requirements there are several questions to answer. The first question is how long will the project take, how much will this investment cost, what will be the benefits, would it cover all the needs etc. Among the questions to be answered there is: is it a right time to invest? One of the main questions will be not only which ERP – SAP, ORACLE, J.D. Edwards, NAVISON etc. – to choose but will it help, will the operation be more efficient, can we measure it etc.? These questions are not easy to answer. The paper highlights the problem areas and also makes a suggestion for the travel operations on how to avoid them.

Key words: ERP system, efficiency, risk, business content, measuring the success of ERP implementation, CRS, travel agency's requirements, travel agency operation, business process

JEL classification code(s): O33, O40, O47, O49

Orsolya SZABÓ

Partium Christian University

orsolya_szabo@yahoo.es

The Sustainability of Rural Tourism

Abstract The notion of sustainable rural tourism was introduced by Bernard Lane in his much cited article, „What is Rural Tourism?”. Ever since Lane’s work was published in 1994, the sustainability of rural tourism has gained more and more importance. The significance of the subject is proven by the uncountable number of scientific research devoted to this particular area of tourism. The present paper is focusing on the residents’ perspective of the sustainability of rural tourism in a best practice village in Transylvania. Primary research has been carried out in order to examine what the various stakeholders think about the sustainability of tourism in the village and of the possible socio-economic, cultural and environmental impacts of the current forms of rural tourism.

Keywords: rural tourism, sustainability, the impacts of tourism, local community

JEL classification code(s): L83

András Csaba BÍRÓ, Erzsébet SZAKÁLI

Partium Christian University, ProDev Project Consultant

acbiro@partium.ro

The use of the European Union's financial aids without refund in Romanian tourism

Abstract During 2004-2009 the volumetric capacity of Romanian pensions and agrarian pensions has doubled and this increase accounts for the 72% of the growth of Romanian tourist accommodation facilities. During this period 417 pensions and 520 agrarian pensions were handed over. From 2008 on the progress has accelerated even more due to the use of the European Union's financial aids without refund thereby during the 2008-2010 time interval there was granted a 50% respectively a 70% financial aid from the European Union for the construction of 746 pensions and 112 agrarian pensions. As only the 52% of the capital of the 2010 tender program was used we are analysing the possibilities of achieving a higher degree of utilization.

Keywords: tender program, financial aid, the European Union

JEL classification code(s): G01

Csaba PAJZOS

Partium Christian University

pajzos@gmail.com

Service Management Challenges in Bihor – Hajdú-Bihar Euroregion's Tourism

Abstract At global level, the industry of tourism represents the most dynamic activity sector, the most important generator of workplaces, and a source of recovery for the national economy. Despite the stages of conjuncture and the mutations of tourism demand, tourism services will permanently attract a continuously increasing quota of the world's population. Thus, specialists consider that, in the global perspective, travel and tourism, together with information technology and telecommunications will be the three industries of services with the highest turnover. The authors analyse the causes of the poor impact of tourism upon the Bihor – Hajdú-Bihar Euro-region's economy sketch the main tourism services development directions, meaning to transform this sector into the main engine for the development of Euro-region's economy.

Keywords: tourism, SWOT analysis, tourism development strategies, tourism products

JEL classification code(s): L83

Judith SZIGETI, Szilárd PODRUZSIK

Corvinus University of Budapest

The Impact of Macroeconomic Variables in Hungarian Agriculture

Abstract The aim of this study is to adopt Firici's (2003) and Hubbard's (2007) methodology to estimate food price-change impacts due the Hungarian EU accession on the different Hungarian income level groups. Secondary price and consumption data for the years 2003-2008 supplied by the Hungarian Central Statistical Office were utilized. In order to measure welfare effects Laspeyres and Paasché indexes were used. These price indexes are able to measure changes in the cost of living, while Compensating Variation and Equivalent Variation can determine the amount of additional wage that is needed to maintain the consumers' standard of living or the amount of money that a consumer would pay to avert the price increase due to the EU accession.

Key words: Laspeyres index, Paasche index, Compensating Variation, Equivalent Variation, food prices

JEL classification code(s): D11, D60

József FOGARASI

Partium Christian University

fogarasi@partium.ro

The Impact of Macroeconomic Variables in Hungarian Agriculture

Abstract The significance of macroeconomic variables dynamics for agriculture depends upon what elements in the macroeconomy are most strongly linked to agriculture and how these linkages function. This paper explores the linkages of macroeconomic variables and recent macroeconomic events to agricultural economy. Effects of exchange rates on agriculture and exchange rates volatility are reviewed. Effects are dependent on currency values and variability, as well as interest rates can change quickly and in unexpected ways.

Keywords: macroeconomics, agriculture, Hungary

JEL classification code(s): Q11, Q18

József TÓTH, Áron TÖRÖK

Corvinus University of Budapest

jozsef.toth@uni-corvinus.hu

Knowledge and Innovation in Agricultural Economy

Abstract The small and medium sized enterprises (SMEs) in the Hungarian agri-food sector play a determining role. The innovation capacity (efforts, activities and results) of the individual SMEs is however very limited. Food production (including SMEs) has to fulfil food safety requirements to a rapidly increasing extent, which implies a continuous innovation and development process from all market players. In Hungary the agri-food sector had to face a suddenly increased competition especially after the EU enlargement. Based on survey data this paper examines the efforts, activities and results in knowledge acquisition, utilisation, coordination and transfer in the Central Hungarian food SMEs. We have found (using ordered logistic regression), that R&D expenditures, achieved innovations, export/import orientation as well as the networking activity of the SMEs play a significant role in market development.

Keywords: Hungarian agri-food SMEs, innovation capacity, knowledge management, ordered logistic model

JEL classification code(s): Q10, Q19

Andrea NAGY

Szent István University

s.nagy.andrea@gtk.szie.hu

Compost Day - Educational Innovation for Sustainability in Hungary

Abstract A new and ongoing educational innovation has been investigated in this case study by participant observation. The main question is whether it is high time to implement a countrywide new green day called Compost Day. The initiation was suggested by a few non-governmental organizations (NGOs) and the target groups would be schools, kindergartens and other NGOs. The action composting itself - as being part of an environment friendly way of life - and the partners are coming from different levels of society would ensure the development of a new way of thinking about natural resources, waste problems and would contribute to the education for sustainability. The studied literature about other worldwide and countrywide green days has been serving several lessons for this case study. The main issues of these green days are air pollution, water and nature protection. None of them is dealing with the soil or the soil protection. The “good practices” for composting in schools and in NGOs have been gathered by questionnaires. The actual process of the development of Compost Day has been documented by minutes. The facts of these research methods were taken into consideration in this case study. There were found several arguments which confirm the necessity and importance of this educational innovation with cooperation of local institutions and non-governmental organizations.

Keywords: innovation, education for sustainability, soil protection, cooperation with NGOs

JEL classification code(s): I29

Eszter KOVÁCS

University of Pécs

polchy83@gmail.com

Impact of the institutional-financial system of Hungarian public education on equal opportunities and its potential changes

Abstract My study deals with the impacts of primary and secondary education system on equal opportunities concerning people living in disadvantaged areas. Relying on legal documents, related concepts and secondary sources, it investigates the deficiencies of the present system with statistics and interviews, and - based on these - it tries to predict the effects of changes in the institutional-financial system of public education. Two main problems of the present system are the following: the level is too low and heterogeneous, and it does not contribute adequately to equal opportunities. Primary schools are usually operated by local governments; thereby the amount of money spent on them mainly depends on the financial situation of the given municipality. Thus, the poorer the settlement, the less the monetary sources for the operation and development of the school are. However, these poor areas - mainly areas with smaller settlements - have the biggest ratio concerning disadvantaged students, who should really be helped to fight against this situation by giving them equal opportunities in education. As a consequence of these and of free choice of school, big differences have appeared concerning the composition and the level of students, and segregation has been going on for some years. As revealed in pamphlets and press statements, changes of the Act on Public Education will make the central government ensure the operation of local primary and secondary schools. Further objectives are: further standardization of curriculum, standard national external control. Whether there is more catching up and more standard concerning the level or not, will depend on the criteria and the money spent on the operation of public education, on the control system's criteria concerning assessment, and on the enforceability of quality.

Keywords: equal opportunities, disadvantaged areas, Hungarian Act on Public Education

JEL classification code(s): I22, I24, R59.

Kinga KEREKES

Babeş-Bolyai University

kinga.kerekes5@gmail.com

Investing in the Future – Educational Choices of Rural Young People from Cluj County

Abstract This paper analyses the decisions related to educational choices of rural youth from Cluj County, Romania, thus contributing to a better understanding of the problems and opportunities of the future rural workforce. Empirical data was collected through two surveys: the first one was carried out in 2007 and the second one in 2011. The two surveys adopted the same methodology (the same questionnaire was applied to pupils graduating from lower secondary school in the same rural settlements from Cluj County, Romania), thus we can test the stability of the outcomes over a period of four years and highlight the main changes that occurred in this period. The educational choices of rural youth from Cluj County did not change essentially in the period 2007-2011: two third would like to continue their education in a high school and around a quarter in a vocational school. The main factors identified as having an influence on continuing education are gender (girls are opting in a greater share for high level education than boys), school results (those with better results are more likely to continue education) and parents' attitude towards education. Policy initiatives should encourage teenagers to stay in education in order to ensure that young people have better employment perspectives.

Keywords: education, rural area, youth

JEL classification code(s): J24 - Human Capital; Skills; Occupational Choice; Labour Productivity

Tünde KINTER, András GYÖRBÍRÓ

Partium Christian University

kintert@partium.ro, andrasgyorbiro@yahoo.com

The Financial Situation and Sustainability of Hungarian Colleges for Advanced Studies in Romania

Abstract In our paper we focus on the current financial situation and mid-and long term perspectives of the Hungarian colleges for advanced studies in Romania. Colleges for advanced studies are in a way institutions, which are peculiar to the Hungarian higher education and in the recent years such colleges have appeared in some major educational centres in Romania, where there are universities, which provide education for the Hungarian minority in their mother tongue. As such institutions are new actors in the Romanian higher education system, their legal status, their social appreciation and their financial sustainability is often uncertain. We intend to make an analysis of the financial situation of such institutions and we also try to foresee some potential ways of creating financial independence and stability. We will also provide information on the financial sources that such institutions usually benefit from and we try to create a theoretical model which would contribute to a better understanding of the costs and the social benefits of the financing of these institutions.

Keywords: colleges for advanced studies, financial sustainability, advocacy, cost and social benefits, public activity

JEL classification code(s): A2, I2, J2

Márton HORVÁTH

University of Pécs

horvathmarton.pro@gmail.com

**What Determines the Quality of Academic Patenting?
An EU-US Comparative Analysis**

Abstract Academic patenting is a type of faculty entrepreneurship that has received considerable scholarly attention in the recent economics literature. This paper investigates the impacts of inventor, university and regional characteristics together with national-level institutional variables on the quality of patents invented by academic faculty in the European Union and the United States. The novelty of the paper is twofold. First, instead of measuring patenting activity of individual inventors by a simple count of patent applications we employ a recently developed index that addresses differences in the quality of academic patents. Second, a direct comparison between Europe and the United States is made possible by new data on European universities. This comparative dimension becomes particularly important considering recent European policy discussions on the EU's observed lag behind the US in academic entrepreneurship.

Keywords: academic patenting, faculty entrepreneurship, university technology transfer

JEL classification code(s): O30, O33, R11

Krisztina SZONTÁGH, Zsófia DUGA

University of Pécs

k.szontagh@gmail.com

Sustainable Development in the Field of Research Reinforcement

Abstract The issue of research reinforcement is an important problem in Hungary and in countries that are similar in terms of their qualities. In these countries, a significant number of researchers choose another country to continue their academic career after their research and PhD training. The reason for this can be more advantageous perspectives concerning infrastructure and remuneration. The study is aimed at examining how the existing problem can be solved theoretically. The recommended solutions include a new financing system and interactive research collaboration. The sustainability of researcher reinforcement is outstanding, because the innovation output of a country largely depends on the number of its researchers and their effectiveness. Sustainability also involves doctoral training as basic research training and research-creative activities. Being absorbed in research and acquiring extra knowledge via research and creative activities are the fundamental goals of doctoral training. A researcher can ideally create work which can be utilized socially, which is considered to be innovation. PhD training, therefore, has an innovation potential, which is different in each academic field. The study also reveals that besides researchers' training, the Hungarian development of researchers' productive career should also be emphasized.

Keywords: sustainable development, research reinforcement, financing system, innovation, doctoral training

JEL classification code(s): I22

Attila KISS

Partium Christian University

attilagylakiss@yahoo.com

Language ideology and power: communication and Sustainable Development as discourse

Abstract In my paper I tackle some aspects of the shaping of Sustainable Development discourses which are a very rich laboratory of our contemporary communication universe. It contains the “greenwash” rhetoric of communication agencies to justify business; verbal confrontations of environmental and anti-globalization activists; the canonical doctrine that posits the environment as only one part of the social, economic trio, or the object of media discourse as affirmations about the future. I argue that the sustainable development discourse often present itself as revolutionary and can be viewed as a global metaphor that plays the structuring role in communication. I also intend to examine the relationship between discourse and power, as well as give examples of how asymmetrical relations power are used and abused by corporations to persuade the public. The forms of communication are often as important as the contents of information.

Keywords: sociolinguistics, linguistic ecology, language ideologies, language rights, sustainable language policies

JEL classification code(s): Z1, Z19

Kánya HAJNALKA, Jolán Andrea GÁSPÁR, Rodica CÂNDEA

*Partium Christian University, Grafologic Association from Romania,
Technical University of Cluj-Napoca*

kanyahajnalka@yahoo.com

Analysis of Successful Managers' Handwriting

Abstract Everybody wants to become successful. Every manager wants to become a successful manager, and to improve personal and business performances. The article presents how graphology can be used in the human resource management activities in order to analyse the handwriting of managers. It is very difficult to define what success is, but regarding success in management we can rely on several aspects which are related to this concept. Successful managers have specific psychological characteristics. The article reveals these characteristics and based on them presents the graphologic signs which can be found in the handwriting of successful managers. Using graphology well trained and experienced graphologists can make a graphologic analysis and after that a graphologic synthesis, and based on the obtained results can draw the graphologic profile of the successful manager. Managers and organizations should become aware of the use of graphology in their businesses, in management of their organizations, in obtaining better performances, in becoming more competitive by assessing their managers and developing their competencies in order to become successful.

Keywords: graphology, human resources graphology, managers' performances, success in management, management competencies

JEL classification code(s): M12, M51, M54

Helga FEHÉR

University of Pannonia

feherhelgaveronika@gmail.com

Aims of means? – The Evaluation on the Growing Chinese Influence in the African Continent

Abstract There has been a realignment process in terms of the global politico-economic actors. The actors of the political arena that shape the international relations have been going through a position change. As a result of fundamental changes, regional positions, bilateral relations and geopolitical positions have been shifted. One of the major actors of these fundamental changes is China and its growing influence on the African continent. The aim of present study is to unravel the nature of China-Africa relations which has been in the centre of research for years. The relation between China and Africa can be interpreted as part of the global race for raw materials which resulted in a major geopolitical shift. The question is whether China has a long-term Africa Policy which could serve as means that eventually leads to a global politico-economic hegemony. The aim of present article is to reveal some of the main factors of the newly shaping US – China – EU - Africa relations. There is a special focus on the shrinking US sphere of influence which is by now officially pronounced in the national US foreign policy strategy and the impacts of that politico-economic shift on global relations. A significant issue remains how the responses to the politico-economic shift given by the global powers will effect international competition and whether they lead to politico-diplomatic conflicts or rather as a result of the recognized economic interdependency brings a mutually beneficial strategy and partnership based on cooperation.

Keywords: China-Africa relation, African resources, geopolitical focus, development cooperation, aid.

JEL classification code(s): O16, O19, O43, O55

Tünde Klára BARANYAI, Gabriella Mária STARK

Babeş-Bolyai University

baratun@yahoo.com, ngabriella77@gmail.com

Basic knowledge of mathematics of the first-year students at the Primary School and Kindergarten Teacher Training College, the Satu Mare Department of Babeş-Bolyai University

Abstract The main thesis of our research is whether first-year students of the Primary School and Kindergarten Teacher Training College at the Satu Mare extension of the BBU are equipped with adequate basic knowledge of mathematics. By using the questionnaire survey and the comparative analysis as research methods (comparing the knowledge of those students with that of the ones at the Public Administration department, also functioning at the Satu Mare extension) we answer the question whether the basic knowledge of the students are consistent with the level of knowledge that is necessary for the teaching of mathematics at kindergarten and primary school levels. Following the results of the diagnostic research we can formulate our recommendations for making the teaching of mathematics at university more effective.

Keywords: basic knowledge of mathematics, higher education, mathematics education

JEL classification code(s): I123

Edith DEBRENTI

Partium Christian University

edit.debrenti@gmail.com

Teaching mathematical analysis in a different way

Abstract In higher education the main subjects are based on the knowledge acquired in the high school. Research shows that students arrive at universities with different levels of basic knowledge. While teaching analysis we experienced a decrease in interest in this subject, not only in high schools but at universities, too. As a teacher I realized that students meet mathematical concepts and subjects in an abstract way, and that we should get them closer to these during the seminars through practice, thus making them understand the theory and the mathematical background. While solving exercises it should be very important to help them understand its mechanism instead of letting them solve the exercises mechanically, because otherwise it is useless and they will quickly forget it. The theme of the presentation is the problem-based teaching of a chapter of mathematical analysis. I tried an approach from economics in order to get a prompt through practice for the theoretical side. The aim was to make it easier to understand the subject and to allow more space to individual work. The first-year students could use group work, experiments, calculations, etc.

Keywords: teaching methodology, mathematical analysis, problem-based learning, cooperative learning, economics

JEL classification code(s): C02

Noémi Szabó THALMEINER

Babes-Bolyai University

szabothnoemi@yahoo.com

Factors Determining Mathematical Effectiveness

Abstract Learning effectiveness is often hardly influenced by the amount of knowledge acquired, inasmuch as it is by the overlapping, different cognitive and affective skills. The research tries to identify the factors that closely correlate with the good results achieved in mathematics, while trying to appreciate the degree in which personal attention, observation skill, creativity, motivation, self-image and attitude to mathematics influences the level of mathematical performance. During the diagnostic research there are psychological tests, knowledge level measuring, as well as descriptive and mathematical, statistical methods to prove the research hypothesis. The research result could provide teachers with ideas on how to improve the mathematics performance of their students and identify the skills and pedagogical effects network that they should focus on while developing students according to their individual, specific needs.

Keywords: pedagogy of mathematics, mathematic skills, learning motivation

JEL classification code(s): I21

Anna Klingné TAKÁCS

Kaposvár University

klingne.anna@ke.hu

GeoGebra in teaching calculus at Kaposvár University

Abstract Traditionally at our university, we start courses in Mathematics with Calculus in the first semester. Our experience is that acquiring the elements of this subject presents difficulties to students. We recommend an optional subject to the students. It was called Teaching of mathematics using the computer. This course was going in parallel with the mathematics I. (calculus) subject. The subject had a threefold aim:

1. the development and conditioning of the basis;
2. to link it closely with higher mathematics;
3. to link it with the use of computers.

This is the first year when we teach Calculus for students of Economic Science in post-secondary vocational training. In the autumn term we experienced that we have to review the proposed curriculum because of the unpreparedness of our students. Thus, in the spring semester, we continued teaching the bases of Calculus by inserting computer-aided lessons. According to Bruner's representational theory and to our experiences, introducing computer-aided lessons makes the solution of Calculus problems more efficient. We have positive experiences about this with our first-year BSc students of Finance and Accounting; we widen their knowledge in Excel and GeoGebra within the framework of an optional course. This was one of the reasons why we applied computerized methods in post-secondary vocational training as well. Excel and GeoGebra proved to be efficient both in the illustration of the material and in problem solving, besides the traditional paper-pencil method. We used GeoGebra to determine approximate sums, areas bounded by curves. Our experiences in the process of teaching-learning are shown in this presentation.

Keywords: mathematical education using computer, representation levels, calculus, cognitive objectives of mathematics-teaching, GeoGebra

JEL classification code(s): C02, C88, C65

Ilona MÁTÉ

The Lower-Secondary School of Diosig

mateilona@yahoo.com

The mathematical proficiency tests

Abstract As in other countries of the European Union pupils are given a proficiency test also in Romania. While teaching the curriculum teachers are struggling so that their students could apply their knowledge and their talents in different fields of life, in their personal experience. Starting in primary school and throughout secondary school the goal is not only that students have a lexical knowledge but that they be in the possession of such knowledge that makes it possible for them to learn skills that will enable the already existing ones which they can use in their surrounding environment. The theme of the presentation is an experiment which was applied in a rural school to 8th grade students where the mathematical exercises developed students' ability of solving the exercises, understanding the task, and adaptation to the new types of problems. While the experiment took place the students solved tasks related to everyday life. So that firstly they tried to understand the text of the problem, then using arithmetical and algebraic methods they solved the task and eventually they compared the result with the text of the task. The effectiveness of the test is shown not only by the test which followed the experiment but also by the results of the students obtained at the National Tests.

Keywords: teaching methodology, mathematical problem, proficiency test

JEL classification code(s): C00

Attila DEBRENTI

The “Lorántffy Zsuzsanna” Reformed High School

debrenti@yahoo.com

The application of cooperative teaching methods used in Mathematics

Abstract There are many ways of teaching Maths or any other school subject. The most often applied method in our country is maybe the frontal teaching method. This has its good points but a basic negative consequence of this method in the teaching process is that not all the students are active participants in the lesson; on the contrary, there is a risk of students being just a passive presence in the lesson. The students taught this way will be able to solve mathematical problems but they will lack creativity and ability to make up new ideas by themselves. One of the solutions for the backside of the frontal teaching method could be the cooperative techniques. I think that a teaching process based on cooperative learning, as an alternative teaching method, could be of great help for the teacher as well as for the student, if it is applied with a proper group, in the proper time. The main aim of this presentation is to show how cooperative teaching methods can be applied in teaching mathematics at secondary level. First I would like to introduce a few cooperative activities and secondly I would conclude the result of my pedagogical researches.

Keywords: Cooperative learning, alternative teaching methods, mathematics teaching.

JEL classification code(s): C00, C02, C60.

Judit VÁGÁNY, Judit KÁRPÁ TINÉ DARÓ CZI

Budapest College of Management

vagany.judit@avf.hu

„Change Is the Only Constant” - Or How Should Enterprises Anticipate Changes?

Abstract The eternal message of Heraclitus’s quote was the inspiration for our presentation. The ever-accelerating changes in the environment mean a constant challenge to the enterprise leaders. The global economic crisis makes it even more difficult to constantly adjust to the less and less predictable conditions of the environment. The development of leadership is always connected to changes. Enterprises want to resort to their good old, familiar methods even in turbulent times, but they do not necessarily deliver the expected results. In our article we would like to find an answer to the question whether the conventional, routine leadership methods in the changing environment differ from the successfully applicable leadership methods or not. The state of SMEs is very much affected by how and how quickly they can react to the changing circumstances. Our study is examining the SMEs as their proportion in the Hungarian economy is very significant.

Keywords: leadership, SMEs, crisis, strategy

JEL classification code(s): M00

Judit KÁRPÁ TINÉ DARÓ CZI, Judit VÁ GÁ NY

Budapest College of Management

daroczi.judit@avf.hu

Leaders Are Not Born but Made

Abstract The title of our study is a quote taken from Goleman's book 'Primal Leadership'. The message of this quote is still very relevant and our study is examining this idea. According to the Hungarian Central Statistical Office (KSH), 99.9% of the Hungarian enterprises are SMEs, so our study is dealing with them. The future of SMEs will very much depend on how and how quickly they can react to the changing circumstances. The crisis could lead to the resegmentation of the whole market, so the enterprises that react promptly and appropriately to the changes could reach a winning position, while the slower ones might be forced into a losing position. Our study is looking into the leaders' answers to the changes, the speed of their reactions, the measures taken to promote the implementation of the successful strategy, and the development of the self-training practice to enhance leadership skills.

Keywords: leader, SMEs, crisis, strategy, development

JEL classification code(s): M00

Éva GULYÁS

Corvinus University of Budapest

eva.gulyas@uni-corvinus.hu

Foreign currency position and the financial statement

Abstract The financial recession started in the fall of 2008 resulted in the deterioration of the financial market in the country due to hectic exchange rates and higher loan payments coming from the weak Forint – loans based on Swiss Franc and Japanese Yen diminished, conditions of applying for foreign currency (exclusively Euro) based loans became strict and the existing portfolio decayed as well, so that the provisions booked increased. According to the accounting approach there is no significant difference between foreign currency and foreign currency based transactions, meaning that rules are the same regarding activation and evaluation. The same stands for asset units' loss of values calculated through evaluation and qualification processes. In my essay, I present the magnitude of this problem through statistical data, then introduce the effects of different applied currency exchange rates on financial statements and highlight the foreign currency positions in the balance sheet. The importance of loan loss born by foreign currency or foreign currency based assets is significant and raises numerous questions, which I explain by a quantitative presentation of two different solutions. In this matter, I emphasize the order of different tasks to be fulfilled during the annual report preparation and the effects on business' earnings based on the differences of provision in foreign currency or foreign currency based transactions, including foreign currency position and this way the impact on the profit disclosed.

Keywords: accounting, foreign currency, monetary items, impairment

JEL classification code(s): M41 - Accounting

Mónika PÓNUSZ, Brigitta KATONA

Budapest College of Management

ponusz.monika@avf.hu

Reverse Logistics in the Hungarian wine sector

Abstract Our research aims to examine to what extent the supply chain types described in the Hungarian and international literature can be found in Hungarian wineries, what similarities and differences can be observed, including the reasons therefore, and which supply chain types are competitive and why in our circumstances. When reviewing the supply chains we will touch upon the packaging materials, and wine treatment materials and technologies used in winery, and ways of tracking in supply chain, mentioning its areas of inverse logistics. Biotechnology is not aiming at changing the fundamental processes involved in winemaking, but rather at significantly increasing the choices of viticulturists and oenologists. The additional tools will strengthen their hands in the process of making the wine industry more demand driven, rather than production driven. Based on theoretical knowledge and the results of our research, proposals will be elaborated about the actions to be taken in our circumstances to make winery supply chains more successful from the aspects of member cooperation and information flow.

Keywords: winery, logistics, technologies

JEL classification code(s): Q5, Q57