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Book of Abstracts

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The Effect of Emotional Intelligence in Cross-Cultural Adjustment of Expatriates

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The aim of the current research is discussing the results of existing researches in the field of influence of emotional intelligence on the cross-cultural adjustment in context of expatriates. The methodology used in this article is theoretical framework and existing literature has been reviewed and compared in a logical order through comprehensive work. Great majority of researchers whose studies have been reviewed in this paper argue about the positive impact of emotional intelligence on the cross-cultural adaptation of expats. Cross-cultural adjustment is a process of adaptation to the demand of a new cultural environment, which means both changing perspectives and reconciling beliefs to the host culture. More and more business expatriates have been sent overseas for foreign investment in the context of globalization. However, the expatriates' transformation is not always efficient in a differing cultural environment, since they are supposed to adjust to both local working environment and the living environment, which sometimes are extremely different and challenging. It has been stated that emotional intelligence plays an important role on expatriate adjustment because their success related with their adjustment in the host country. Furthermore, findings suggest that Emotional Intelligence has positive influence on expatriate adjustment and it has gained an understanding of different type of adaptive abilities which comprise Emotional Intelligence influence on different aspects of expatriates' adjustment to the host country. However, the finding shows that the expected two variances - use of emotion and regulation of emotion were not found in this study.

Employment of Knowledge and Information Technology in Government Investments: An Existing Literature Review and the New Avenue of Research

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The role of knowledge employment and information technology (IT) in enhancing government investments has received significant attention in the research field. Researchers have examined whether the employment of knowledge and IT increases the practices of government investments. Recently, literature provides evidence that governments, for different reasons, reveal that the more that knowledge and IT is utilized, government investments are implemented with more frequency, more sophistication, and with higher quality and acceptance of customers. The main objective of this study is to review the literature, which investigates the relationship between knowledge employment and IT, and government investments. The literature to date appears to demonstrate that there is a strong relationship between the employment of knowledge and IT in boosting government investments. This conclusion suggests that the effectiveness of knowledge employment and IT must be improved, and future studies should further investigate their role in enhancing government investments. Finally, this literature review can help researchers and policymakers evaluate knowledge employment and its role, and hence enhance their monitoring of government investment practices.

Agricultural innovation

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Agricultural researchers have studied the diffusion of agricultural innovations toward the diffusion process. To introduce new ideas are can be challenged in agriculture. However, innovation does involve more than a change from one well-established way of doing things to another well-established practice. New ways of doing things may be more compatible with prevalent norms and values. The social, economic, and political structures of the social context of innovation do not exist in isolation from one another. Technological change in agriculture is still vitally important throughout the world and, correctly applied, diffusion research can assist in its investigation. Capacity to create new knowledge and to transform new ideas into products, processes and services is the key factor of growth. The importance of the agricultural innovation demonstrated by that the European Commission financed in nine various programme what will target human and physical capital in the agriculture, food and forestry sectors (promoting knowledge transfer and innovation) and quality production.

From grain to the consumer – The supply chain of the beer industry

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Beer is one of the most popular alcoholic drinks of the summer. By the time the beverage is delivered to the consumer it takes a long way and in the meantime all actors of the supply chain must contribute to the satisfaction of the customer as availability in addition to taste is paramount. The peak season for the brewing industry is in the summer when they do most of their turnover and work so hard to stay in their service level, too. The study is a part of a survey of brewing companies operating in Hungary, to discover their location, role and activities, illustrating the difficulties and challenges encountered in the distribution process. In addition, the research provides an insight into the customers of suppliers and manufacturers which are also growing but there is no relapse in reaching and serving consumers. The market share of companies in the Hungarian brewing industry is constantly threatened by increasingly popular manufacturers, new items and weather as the average annual number of sunny hours is about 2050 which means currently an average of 65 warm days a year and the number of days above 30 ° C is 16-17. (Világtudomány.hu, 2009). So this is the base of competition of beverage companies.

The effect of the municipal establishment on the operation of the Budapest Transport Company (BKV)

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In 1991, Budapest Transport Company (BKV), after having been state property with a relatively "convenient situation" from the aspect of funding, came under the jurisdiction of the newly established Budapest Municipality, which meant a significant change in the life of the company. However, the change of ownership was only the beginning of a longer transformation process, and far from the end. In addition, the political and economic aspects and implications of the reorganization were decisive factors.

The expectation model of a simultaneous implementation of moderate subsidies, high quality, and low tariffs proved to be an impossible task for BKV in the 1990s.

Although efforts to improve the efficiency of the financial situation continued to be made, these mostly did not result in better service quality. While ticket prices increased, there was a 20% decrease in performance over 10 years, and by terminating and outsourcing different activities, the headcount was reduced by 12 thousand employees. Depletion of the real estate resources began. All in all, these measures did not resolve the financing and other financial problems, but at the same time, changing to a limited company, carrying out a financial reassessment, or downsizing the marginal activities finally allowed the company to enter into a new phase.

The future workplace and management in the future

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The development of Industry 5.0 differs from the main traits of Industry 4.0; based on Keynesian theory: instead of linear, these are complex developing systems, which have an effect on the development of digital technologies and the labour market alike. The major issues of the future were discussed within the framework of different scientific fields; scientific methods were used to find the vision of a possible and preferable future. Future can be determined as a constant variable, the concept of psychical field appears, and on this basis future studies emerge as an independent discipline of social sciences.

Research on future management shows that there is a connection between companies' rapid market response to gain competitive advantage and rapid management decisions they require. Reduced response times mean less time for well-founded strategic decisions and fact-based decision-making. In the fast-paced market environment requiring instant decisions, management has a double role: determining the long-term corporate policies, goals and relevant strategies, and reacting flexibly in everyday tasks taking the first task into consideration; thus, combining probable future with the options of possible, preferable, unexpected and created future alternatives. Therefore, future studies can help company leaders identify the forces shaping the future, whereas future management provides an outlook to assist making long-term beneficial decisions.

The perception and possibilities of electric driving

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In my paper, I review the major trends in the automotive industry over the past decades, and look at trends in electric, hydrogen, and hybrid vehicles. I will also look into the potential of electric motoring and the attitude of society towards new technology. My initial assumption is that as a result of large-scale developments, the competitiveness of electric cars is now significantly closer to that of internal combustion engine vehicles. In my view, both Hungarian and international public awareness has become significantly adaptive in relation to electric motoring, so the proportion of electric cars may increase significantly in the future. My second hypothesis is that innovative developments and announcements to promote the spread of electric cars have had a positive effect on the value of companies in recent years. Because of that, I checked whether the stock prices of manufacturers which developing (or want to develop) electric cars outperformed more conservative companies in events closely related to electric driving.

In my paper, I examined the international and domestic standpoints on electric motor driving using domestic and international surveys and my own questionnaire. In addition, I conducted an event analysis of major automotive announcements. During my research, I found that the spread of electric motoring could accelerate in the future with the expansion of the adaptive environment, the development of technology and the development of mass production. The stock market may also help the accelerated proliferation of electric cars. It can be stated that in the case of announcements related to the development of alternative vehicles, shares systematically outperformed expectations, but the effect was not always significant.

Quantification of opportunities and costs associated with "active aging" in Hungary

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The subject of the research is to quantify the costs and opportunities related to aging in Hungary and to compare these data with European data (Visegrád 4 and larger EU Member States). The reason for choosing the theme is that the number of older people will be one of the fastest growing in Hungary and our narrow region in the coming years. With the increase in life expectancy and health, as well as the tight labor market, the presence of the elderly in the labor market may increase significantly, and calculations and questions related to "active aging" may gain even more ground in Hungary. The aim of my research is to assess what opportunities and limitations can be associated with aging activity, and how these changes may reduce the burden on the elderly in Hungary.

Significance of industrial commons in the Visegrad countries Automobile companies in Slovakia and Hungary

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Pisano and Shih (2012) have written about the „industrial commons” for the first time. That means a critical mass of buyers, suppliers, competitors, infrastructure, educated workforce and universities, and other educational institutions in a geographical area. Industrial commons arise from a self-strengthening cycle, whereby companies want to be as close to their buyers as possible, which pulls along with their supplier network. Creating such an industrial system many territories have a better economic potential to rise. In my presentation, I would like to use the theory of the industrial commons on the characteristics of two different automobile industries in Hungary and Slovakia. These companies are the Audi (a member of the Volkswagen group) and the Mercedes in Hungary and the KIA Motors in Slovakia. These companies had a large effect on its economical surroundings like labor force, supply chain and local development policies as well. Even though these countries are in a friendly diplomatic relationship (so-called Visegrad countries) they are opponents in the global field of the automobile industry. Using the theory of the industrial commons we can compare these companies’ impact on local, regional and global terms.

Relationship between GDP and military expenditure in geoeconomics

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In geopolitical space the amount of the military budget of a country has a great importance. The amount of military expenditure in many countries is linked to the development of the GDP. However country-by-country analysis of the correlation of GDP and military spending reveals significant differences between countries.

Some countries' military budgets are heavily dependent on the development the GDP (for example Russia, Venezuela or Argentina), others have a weaker but positive relationship between the two factors (for instance Sweden, Turkey or India) and there is a third group of countries where practically there is no correlation between these two factors (for example China, Germany or the United States).

Using these results it is possible to model country-by-country that a geoeconomic attack (for example economic sanctions) resulting in a decline in GDP, in what extent reduces the military budget of the country. In this regard the geopolitical potential of Russia or Venezuela is very sensitive to geoeconomic attacks, with a fall in GDP leading to an immediate reduction in military spending, while the US or China's military budget cannot be reduced by geoeconomic assaults – at least in short term not.

The results outlined above are also useful in predicting the military budget of countries by analyzing the economic growth prospects of these countries, thus modeling how the expected change in GDP will change the military power hierarchy in the geopolitical space over the next few years.

The role of corporate financial culture and innovation in improving the competitiveness of the national economy

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The 2007/2008 global financial crisis exposed the problems arising from systemic risk management, on both micro- and macroeconomic level. This period was particularly challenging for the entire economic system of individual countries, including all the participants of economy. Post-crisis changes require appropriate awareness and financial decisiveness from market operators, which leads to the need for an adequate level of financial culture. When it comes to financial culture, innovation has to be mentioned, since the parallel development of these two factors positively affects economic stability, the competitiveness of a country. Overall, the level of financial literacy and the capacity for innovation have an influence on the stability, potential for growth and competitiveness of the entire national economy. Therefore, improving financial culture is a highlighted national interest, and as such, it must be at the centre of attention at all times.

Sino-Hungarian Financial Relations

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In 2019, Hungary and China are celebrating the 70th anniversary of their diplomatic relationship. In this 70 years, both countries have been going through big changes, Hungary had the democratic transition in the beginning of the 90's, and in China they have announced the "reform and opening up" in 1978, in the two countries were a huge changing in the field of economy and finance. Even these big challenges and transformations, the relation between Hungary and China haven't changed, and till today they have very fruitful relations in every field, such as finance.

In 2010, the Hungarian Prime Minister has announced the „Opening to the East”, and in 2013 China has started the „One Belt, One Road” initiative. These two policies let the two countries having a stronger cooperation in the field of economy, finance, tourism, culture and education. The financial institutions, especially the Central Bank of Hungary, aligned with the “Opening to the East” policy, started numerous new cooperation with the People's Bank of China, the big merchant banks of China and so on. With this cooperation the Central Bank of Hungary is strengthening the financial relation between Hungary and China.

In my study I give a brief introduction about the past and present of the two countries financial relation, and then I am giving some suggestion for the future financial cooperation, especially from the view of Big Data, Digitalization and so on.

Mapping of Food Security Studies in Azerbaijan and Hungary: A critical review of empirical evidence

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This review analysis was inspired to critically map the food security studies in Azerbaijan and Hungary. The existing evidence was largely interconnected with food availability, Trade and agriculture growth. Although food availability and Trade supplies a numerous pathway to short run food security, such as availability of nutritious food, fruits and vegetables. Our study disclosed that Azerbaijan and Hungary food security literature has widely focused on only food availability at national level and overlooked the other aspects of food security such as access, affordability, utilization and stability. Moreover, the results imply that the upcoming food security research should also expand the focus from food availability to food diversity and quality more specifically, with a prime emphasis on household and individual food security. The food security studies should assess the role of agriculture on intra-household distribution of food (e.g., to vulnerable groups of rural households like children and women). More rigorous research on multi-indicators food security studies in settings where helpful policies have been indorsed would more evidently explain these relationships.

Shopping communities in Hungary

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Today's short supply systems were first introduced in France, Italy and England in the 1980s, and since 2008 they have been on the rise again. (Kujani 2015). The global economic crisis has pointed the public's awareness to the vulnerability of economic systems thinking in global solutions, and to the importance of self-sufficiency and short supply chains. (Rapkay et al 2013). The elements of the short supply chain have become increasingly popular in Hungary. The study attempts to define conceptually the shopping community among the novel forms (Szabó 2016) of the short supply chain. In addition, it intends to present its operation in practice. The study primarily examines the characteristics of the shopping communities operating in Hungary. The study identifies the most important steps of the evolution of shopping communities in Hungary. The study deals with shopping communities in Hungarian cities.

Outsourcing public services

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The economic and social changes of the 20th and 21st centuries also require the "development" of the state. Significant part of the government budget is financing the state institutions, while at the same time the quality of public services is lower than prior decades, concerning education, health or even tax authorities. The rigidity of their operation and their inflexibility in organization also hinder economic developments. As the state recognized its significance and its tasks, reconsidered its project mechanisms. Its main target is not to maintain a malfunctioning supply system at high costs. Clear relationship is needed with exactly set responsibilities and detailed cost calculation. A possible solution was to outsource the activities, which allowed to determine the public tasks based on market principles and procedures. The state may delegate task to the public sector in varying degrees and in different ways. The state (municipality) can act as a customer in the public service market only if its tax revenues make possible economically to use market services instead of maintaining low utilization and therefore more expensive capacities.

The theme of our work - as indicated in our previous thoughts already - is the outsourcing of public tasks to the private sector. Based on the available scientific literature, we briefly present the theoretical basis of public service outsourcing, the reasons lead to outsourcing, and the applied methods. We will discuss the advantages and disadvantages of outsourcing, the problems that arise, and the results of an in-depth interview with the internal auditors of the budgetary authorities and the results of "outsourcing" the internal control.

Competition of online marketplaces in Hungary

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Online marketplaces are among of the most popular shopping places nowadays. However, these kind of selling platforms are competing in a concentrated market. There are only few participants have significant impact on the whole market and they enjoy de facto tight oligopoly position on the internet. The main trends were exactly the same in Hungary in the past 20 years. Moreover, this rivalry is more intense as the competition has become even more international in Hungary in the recent years. Domestic online marketplaces faces new challenges as Facebook has launched it's own marketplace function in 2017. It also shapes the market's future that customers more frequently buy products from abroad every year.

This paper aims to explore shopping behaviour of Hungarian customers live in the Hungarian capital. The research work focuses on their choice of marketplaces, the preference of payment methods and delivery. The research findings based on a questionnaire contains responses from potential online shoppers in Budapest. Descriptive statistical methods were applied to the analysis. Research findings are contributing to extend our knowledge how generations use the online marketplaces during stages of the consumer buying process.

Analytical possibilities of human development in historical dimension

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More than a hundred indices are available to measure human development. The United Nations Development Programme uses the most common one, namely the Human Development Index (HDI), which uses the life expectancy of birth, expected and mean years at schooling, and GNI per capita (PPP \$). As Hungary calculates GNI since 1970, we can use HDI only for the period after the industrial revolution.

The presentation shows how the HDI can be transformed to be useful for historians too. In Tamás Farago's model, the Historical Human Development Index is suitable for research of the late 19th century the 20th century and contemporary development. With this tool, researchers can examine long-term trends not only on the state-level but settlement-level too. Using this index is challenging, and these difficulties are going to be presented in the second part of the presentation.

As the presentation is part of a broader research topic, some plans and ideas are going to be presented in the last slides.

The geographical and structural attributes of Budapest and their effect on the local public transportation services

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Transport has a major effect on the development of a particular region, which can be experienced in the formation and economic status of the different cities and settlements. Public transport is the life and soul of a city, the given settlement becomes more liveable with it. Of course, public transport, in order to have this highlighted role, requires an effective and well designed operation tailored to the given region's endowments. In this study, I am depicting the geographical and structural features of Budapest, respectively, how the present public transport network adapts to the existing city structure. I restricted the subject of my investigation to the network of BKV, the biggest present operator in the capital. When analysing the connection between the population and the stop numbers of the districts, it has been stated that there is strong correlation between the number of the inhabitants and the number of the stops. From the square of the correlation coefficient it can be established that the number of the inhabitants influences the number of the stops in almost 64 per cent, i.e. where a rise in population is expected, the public transport capacity is to be extended.

From industrial district to innovation district – The first century of innovation geography

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One of the defining factors of regional resilience is the local innovation potential and activity. The territorial, regional analysis of this innovation potential is closely linked to geography and to the geography of innovation. At the same time, innovation geography is one of the younger disciplines of our time, and it has produced many competing theories to understand the production of innovation in space, through time and in different institutional settings. Our research objective is not only to explore but also to quantify the theoretical-historical dynamics of the theories of innovation geography using big data tools, pointing to the main paradigm shifts and current approaches, mentioning the perfectly informed and rational, optimizing corporations of the neoclassical school, location theories, industrial district approaches or the growth pole theories of post-war Keynesian spatial planning. Our analysis also covers learning regions, networks and innovation systems. Lessons from these historically competing approaches, as well as the quantified trends of these could be of use to those involved in economic, strategic planning and regulation since the research maps the hegemonic theories of each decade in the past century.

The Methods of lean knowledge and its applications in the Hotel sector

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In recent decades, the concentration of the population towards urban areas has accelerated. In order to address the mobility demands of an increasing number of urban population, the development of passenger transport, including public transport, can be an obvious solution. More intensive quantitative and stricter qualitative expectations emerge towards the public transport (PT) services and PT service providers. In the following study, I deal with the evaluation of public transport services, based on the service contracts of Budapest Municipality and their public service provider, Budapest Transport Company. Besides conventional quality features, answers and solutions to societal and environmental problems also emerge as expectations in connection with the public service for transport system in urban regions. In keeping with the challenges of the present time, it will be necessary to review the quality criteria system in the future, as this can also serve as a basis for development concepts beyond the evaluation of service standards.

Formation of rare earth metal recycling industry

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Rare earth metals are a group of elements, which are widely used in high-tech goods. Mature markets, such as catalysts, lighting and metallurgy, and high-growth markets, such as ceramics, permanent magnets and battery alloys need in crescent amount of rare earth metals. Several clean energy technologies, including wind turbines, photovoltaic thin films and fluorescent lighting use these materials at risk of supply disruptions. Dysprosium, Europium, Terbium, Yttrium and Neodymium are amongst the most critical elements. Global material supply is not able to respond to the rapid rise in demand. Coproduction and byproduction complexities, long lead times, lack of transparency, disproportionate investment costs and trade restrictions cause market inefficiencies. Governments and industrial buyers try to mitigate the risks of inadequate material supply, mostly by collaborations, stockpiling, and innovation. New recycling technologies and recycling capacity building could contribute to a more reliable market conditions, and less environmental pollution. The paper examines the current state and the possible prospects of the rare earth metal recycling industry.

The major trends of Latin-American sovereign debt restructurings from the 19th century until nowadays

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Latin America was always in the focus of researching the history of sovereign debt, because, after the independence movements in the early 19th century, most of the countries of the Sub-Continent went regularly bankrupt. We can say that Latin America might serve as kind of a “basket case” or a typical case study regarding the topic. This phenomenon makes it possible to examine certain corollary processes and progress in the long run. This study deals not with the usual themes of the subject, e.g. with the causes and consequences of sovereign defaults, but with their possible management. In the focus of the methodology, there is the number and type of lenders and borrower, the attributes, distribution, and size of the debts, and especially the management of sovereign debt related to the defaults. The goal of the paper was to understand and present de long term trends in the management of Latin American sovereign defaults until 1990. The post-WW2 situation is particularly important: in the early 1980s, the so-called “Washington Consensus” made a huge change in the role of the IMF and World Bank. The Mexican and other South-American sovereign defaults and restructures in the early 80s relevantly altered the positions of these institutions, we searched for the origins and consequences of this as well. Another objective of the study was to analyze the causes and effects of the above-mentioned trends, with special regard to the cartels of borrowers and the de facto cartel of lenders which came into existence after 1982.

The challenges of aging societies in the carpathian basin as regards their demographic and economic indicators

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The history of mankind is inseparable from the issues of aging. The importance of this topic is justified by the fact that countless famous philosophers such as Plato, Aristotle, Cicero, Seneca, Petrarca, Cardano, Simone de Beauvoir dealt with the topic and wrote about aging on various aspects. Long, disease-free and productive life is the desire of all of us. We can live an unprecedented time compared to our predecessors. The world is shaken globally by three major explosions at the beginning of the 21st century: a population explosion, longevity and an information explosion. The 'demographic time bomb': the problem of an aging (fast-aging population) society will affect the whole world somehow (socially, economically, and others). According to the United Nations demographic data, the Earth's population is apparently increasing - developing countries, where many live in deep poverty - but the population of industrialized countries is declining. According to forecasts, by 2050, 70% of the world's population will live in cities. At the turn of the twentieth century, this figure was only 13%. We all face the challenge of how many people can live together in an organized, effective way to get the right type and quality of service.

The population of the Carpathian Basin, including Hungary, has not been growing for a long time, but it is decreasing and aging on the basis of preliminary calculations. Population aging challenges the ability of societies to adapt to ongoing demographic and economic changes. Numerous studies prove that the state pension will not be sufficient to fully cover the retirement age. It is anticipated that in order to keep the pension level at an appropriate level, some pension savings will be required in addition to the state pension.

Assessment of lobbyist-based on scientific results

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In our research we examined the agriculture of Szabolcs-Szatmár-Bereg county. We evaluated and quantified the farmers' opinion on lobbyist and producer association. The inspection of agriculture is a timely and important task. It also plays a decisive role in questions of the environment, preserving rural habitats, employment and regional development. Agriculture, when interpreted in a complex way, performs the tasks of producing, wealth-producing and preserving value. It is the task of lobbyists to assist their members in procurements and sales. The agriculture of the county is characterized almost every year by an old problem which is related to the sale. The bottleneck of the processing industry puts farmers in a difficult position. But market-level commodity production is by no means a lobbyist's task, nor is it a political issue. There is a need to negotiate jointly on sales, processing and procurement. Adequate financing is also easier to achieve if the sale is resolved. Agricultural strategy constitution and implementation must change. Traditional thinking needs to be replaced by faster and more flexible forms, using the power of cooperation in procurement and sales. It is important to note that the values characteristic of the examined county were determined from the organization of lobbyist as well as from the procurement and sales side. The guidelines for the topic can be developed with this in mind to better serve the interests and achievements of the agricultural sector through a policy of common and organizational representation.

The role of public transportation in economic development

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Nowadays urban transport serves not only the mobility of people but it is a decisive factor from social, economic, political, cultural and ecological points of view. While satisfying a higher level of expectations its final aim is to facilitate economic growth and reduce territorial disparities. Share of urban population is constantly rising in Europe which goes together with an increasing number of motor vehicles and commuters and causes more and more severe transport and environmental problems. Available, reliable, affordable, safe, comfortable, sustainable, environmentally and user-friendly transport services contribute to a better life of quality in cities in an indirect way. Cities' aims are to improve mobility, reduce journey times and avoid traffic congestions. Their further aims are to decrease the number of accidents and environmental pollution. For a high-quality level urban mobility, we need development and sustainability at the same time even if it often seems contradictory. Regional approach has emerged in transport development because some functions of urban and suburban areas are separated. The aim of regional approach is to improve the efficiency of transport system and reduce harmful effects. In multimodal networks heavy rail and urban rail have the role as the backbone which is favourable to the share of private and public transport (modal split), emission and economic and social development in long term (since the useless journey times reduce). Life cycle cost analyses which take into account manufacturing, maintenance and energy consumption as well supports to prefer tram in cities rather than rubber tyred vehicles (bus). Overall, public transport with its less land use demand, less environmental damage and better accident statistics shall get a more significant role in urban and suburban mobility in the future. At places where urban rail (tram, metro) gets in competition with buses clear aim is to prefer the previous one. In European cities there is a room for public transport and its privileged role is projected to get stronger, primarily at urban rail modes.

The role of marketing controlling in the organization and in the distribution network

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Nowadays, the ever-changing, turbulent environment increasingly requires the performance measurement, monitoring, prior planning at company level, which are critical to the success of companies. Controlling as a result-oriented management, which means regulation, direction and supervision, is essential for the efficient operation of a company. Its role has grown in the face of intensely changing market conditions, which nowadays it interweaves every aspects of business. Controlling, which is designed to control a number of distinct areas (financial, accounting, sales, manufacturing, sales, R&D), is critical to the effective operation of organizations.

The main purpose of this article is to present the importance of marketing controlling in the distribution channel chain, which is significantly different from other areas of corporate controlling. While controlling alone is strongly financial in nature, marketing controlling has psychographic measurable and less measurable elements. Our study describes the basics, tasks and tools of marketing controlling based on international and domestic scientific articles. The importance of marketing controlling, which greatly influences the profitability and competitiveness performance of companies, is attempted to be substantiated by the results obtained in the laboratory R&D market based primarily on 'soft' factors. The analytical laboratory market is characterized by a narrow and low number of specialized segments of micro, small and medium-sized enterprises active in the SME sector. Naturally, the conceptual scope and extent of this study do not permit all the possible issues to be examined from every aspects, thus it will be endeavoured to point out merely the most relevant considerations.

Film Tourism in Budapest – Impact of movies on tourist destinations

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Motion picture and tourism are more closely related to each other than first thought, this correlation inspired my research, where I examined the effect of films on Budapest. The aim of the study is to answer the following questions: Are the motion pictures capable of creating a strong emotional bond, how does the film affect travel motivation, and what mental map has emerged in foreigners living in Budapest. Primary research is based on the use of cognitive mapping method with a questionnaire supplementation and in-depth interviewing. Films and relevant literature were processed during the secondary research.

On the basis of my research, it can be said that foreigners living in the capital know very few Hungarian-related films, yet they recognize the iconic buildings, as the questions examining the cognitive map showed excellent results as well as the motivating factor of the film, which supports the more important role of the films in the film tourism. Unfortunately, film tourism is still in its infancy in Hungary, but international examples also show that it is worthwhile to deal more with the area for success.

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