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**Symposium for Young
Researchers**

Abstracts

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ÓBUDA UNIVERSITY
KELETI FACULTY
OF
BUSINESS AND MANAGEMENT

Programme

9.00-9.30	Registration
9.30-10.00	Opening Ceremony Regina REICHER , Conference Chair Welcome Speech József TICK , General-Director for Innovation, Óbuda University
10.00-11.00	Plenary Session Professor Horatiu DRAGOMIRESCU Bucharest University of Economics, Romania Pascal RICORDEL Ph.D Le Havre University, France Professor Katalin TAKÁCS-GYÖRGY Óbuda University, Hungary
11.00-11.15	Publication Possibilities <ul style="list-style-type: none">• Challenges of Process Management - Balázs Gyenge, Tímea Kozma (University of Szent István)• Thinking together - Bridge between researchers and practice - Regina Reicher, (Óbuda University)
11.15-11.30	Coffee break
11.30-13.00	Session I. chair: <i>Dr. habil. Jolán VELENCEI</i>
13.00-14.00	Lunch
14.00-15.30	Session II. chair: <i>Prof. Dr. István TAKÁCS</i>
15.30-16.00	Coffee break
16.00-17.30	Session III. chair: <i>Assoc. Prof. Florin DUMA Ph.D.</i>
17.30-18.00	Closing Ceremony
18.00	Banquet

Abstracts

Digital Information Economic Characteristics and their Implications for Business

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Abstract

Information is the key resource in today's society and, powered by digital technologies, it is reconfiguring the business landscape, activating new trends and generating unprecedented opportunities and challenges. Information is the least rival and the least excludable kind of resource, it over-abounds, therefore artificial scarcity should be imposed on it to enable its monetisation; thus, information becomes a public good with private access. The shareability of information puts the suppliers in the peculiar situation of giving it away while still keeping it. Every user holding a copy of a digital information good is a potential re-distributor, thus competing against the original supplier. Digital information goods involve charging for them according to the level of the willingness-to-pay, rather than the conventional cost-based pricing, because their marginal cost is near zero. Economics of information is concerned with unpacking such peculiarities and mapping them onto business models and practices that are, in turn, subject to disruptive innovation.

The Regional Competitiveness Obsession Bias in the EU area

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Abstract

EU is on the verge of explosion and it is urgent to examine closely what's wrong to help her finding the way to a better integration policy. Among issue with a huge potential of wrongdoing is the "Competitiveness" policy that EU has been promoting for twenty years at national level then regional level with the Lisbon Strategy. Competitiveness Obsession was highly criticized by Krugman at the beginning of the UE as producing policy bias.

If bias is well established for great countries, there is no estimation at regional level. Data from Eurostat allow us to deal with this issue and to give some empirical evidence of it.

What is a Competitiveness Obsession Bias?

Why focusing upon EU Regions?

How to measure the Bias?

Strategies for SMEs – Challenges, Chances, Alternatives and the Theory of „Degrowth”

Prof. Dr. Katalin Takács-György

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Abstract

Sustainable economy we can meet only if all the enterprises fit to the requirements of viable production, find and adopt those products, solutions, technologies that are suitable for profitable production and ensure viability at the same time. But is it equal the sustainable economy with the growth without any limitation? Why development for instead of growth? The new paradigm of “degrowth” – based on thoughts of Serge Latouche – suggests for us to rethink some area of economy, too. Innovative strategies for SMEs should include the use of such technologies which allow efficient use of limited resources, natural, too (restructuring factors of production), give high attention on preserving the environment at least in the nowadays condition (reappraise). Each strategy in which the cooperation is the base of an efficient resource use, the strategic partnership (restructuring of social relationships), each technology that reduces the human-health risk (reduction) shows into the direction of “edgrowth”. To strengthen the SMEs, helping them to find their successful way/strategy on development, to be innovative and to cooperate with each other is our common task.

Values, attitudes, networks, trust, openness are important to both individual and social utility coincidence that promotes the sustainability of being viable, competitive in wider meaning: future orientation, ability to renew (development, imitation, synthesis), economic/social cooperation.

Keywords: sustainable economy, innovation, SMEs

Jel: M29; Q01; Y50

Russian Socio-Economic Development: The Present Situation and Future Directives

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Abstract

Markets are increasingly affected by the laws of politics instead of the laws of economics. Sometimes political considerations replacing market competition, it undoubtedly means larger and larger role in the economic policy making. Russia is no exception. External shocks on the country's economy such as the changing price of oil, sanctions on the trade are unequivocal illustration of this trend. In order to respond to the changes and requirements of the world's current socio-economic order, Russia has to transform its economic system fundamentally.

What is the current situation in this field? What are the challenges, risks and limitations of the ongoing system and why is the need for introducing a new economic model? What are the main social and economical implications of this restructuring that are intended to enable Russia to play a prominent role in the modern world? The article deals with the concept of long-term socio-economic development of Russia, analyzes the main socio-economic indicators, presents the main trends and features of the Russian economy.

Keywords: Russia, social development, economic development, socio-economic situation, economic policy, planning, trend

Efficiency of Active Labour Market Policies in Poland

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Abstract

Unemployment is the most common symptom of disequilibrium on labour market and brings various issues of economic, social and political nature. Because of this, actions are taken in order to limit this phenomenon. The most popular tool of intervention into labour market are active labour market policies. Their importance and spending are systematically increasing. Evaluation reports of these actions indicate high employment efficiency. However, collected data show that real influence of active labour market policies on situation on this market is limited.

Keywords: unemployment, active labour market policies, efficiency

Under Risk

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“Risk is a situation which is difficult to classify”
(Armenian male, 27)

Abstract

The aim of this paper is to observe how the university students define risk. Firstly we try to explore how our subjects use this expression (i.e. how they define risk). Their answers were tested with content analysis technique, which helped us to highlight the most important attitudes of our subjects. In the second part we focused on five risk domains (originally tested by Blais & Weber, 2006). Because everybody will have different risk attitudes, when making decision involving ethical, financial, health or safety, recreational, and social risks. Although the pilot-survey was tested by MsC students this part contained a methodological problem, so this result could not be reliable. In the last part, according to the Domain-Specific Risk Taking Scale (Blais & Weber, 2006) we try to find differences between Risk-Taking', 'Risk-Perceptions', and 'Expected Benefits'. Our research shows that risk definition could be divided into different meaning-groups and the respondents will order the different type of risks. Furthermore, our results indicate how can we use this validated psychometric scale for our population in the future.

Keywords: Risk, DOSPERT Scale, Survey

Prioritization of Strategies for Development of Viticulture

**Predrag Djordjević, Mirjana Dlbokić, Djordje Nikolić,
Marija Panić & Živan Živković**

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Abstract

The paper presents the developed hybrid SWOT - AHP model for prioritization of strategies for the development of viticulture in Serbia in the Jablanica district. In Serbia, the conditions for the development of viticulture are very favorable, due to the favorable climate, quality of soil, tradition, existing technology and human resources. The wine sector presents a particularly interesting research area which may facilitate understanding of the market dynamics in times of economic crisis. By comparing the sub-criteria under each SWOT criteria, TOWS matrix is generated with defined strategies in which four possible strategies SO1, WO1, ST1 and WT1 enable the growth and development of viticulture in the region. Analytical Hierarchy Process (AHP) was used for the prioritization of the strategies using multicriteria model based on the results of the SWOT analysis. Continuous performance improvement and growth of viticulture in the Jablanica district can be accomplished by using the resulting order of implementation of the identified strategies WO1 → SO1 → WT1 → ST1.

Keywords: strategy, SWOT, AHP, prioritization, viticulture

Attendance and the Sports Merchandise Preferences of Fans – the Case of Hungary

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Abstract

This study examines product preferences in one of the most profitable areas of the market for sports: sports merchandising. Sports merchandising refers to the adaptation of corporate design elements such logos and other emblems of sports club on products for the purpose of communicating positive attitudes and feelings towards fans. The aim of this paper is to identify the features that support on-site consumer willingness to purchase sports team-licensed merchandise, and furthermore to explore consumption preferences in the Hungarian market from a sports marketing perspective. Results of the online research indicate that on-site purchases depend on ticket prices for events, and that it is mainly football fans who buy sports-related products, preferring jerseys. The first part of the research described in this paper deals with the sports market and its relation to merchandise; the second section delineates the research findings and their limits. As a managerial conclusion, the price sensitivity of supporters can be highlighted as an important factor in attendance-related-decision-making processes. However, sports team-licensed merchandise can include any kinds of products and services, although the marketing of jerseys and scarves should be emphasised, especially for football supporters.

Keywords: Sports marketing, sport team-licensed merchandise, on-site fans

Challenges and Opportunities of Organic Farming

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Abstract

Organic farming became much more popular in Hungary around the turn of millennium. It seemed that the declining line of domestic agriculture could provide an opportunity for raise. Lots of writings dealt with the subject. There have been predictions, extolling and realistic approaches and criticism in these works. The domestic agricultural production with small capitalization was looking for break-out directions. Organic farming seemed to be a way for farmers to resolve issues of low profitability. The study seeks to answer the question of how the predictions of the outbreak and have been implemented in the 2000s, and what issues need to be changed to a greater extent of this direction.

Reappraisal of Austrian Business Confidence Survey 2015 for Mainland China

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Abstract

A statistical reappraisal of the Austrian Business Confidence Survey 2015 regarding the legal entity has been done. Various methods like inference statistics or factor analysis have been applied. Joint Ventures face challenges within the company. They face to some extent cultural differences between management and workforce. These are challenges within the company. WFOEs by contrast face challenges involving relations and situations in a Chinese environment. These are challenges outside the company.

Knowledge Increase in the F-Era

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Abstract

F-Era is the era of freedom and flexibility. So in the era of Facebook a vast and continuously increasing amount of idea and knowledge is available for those, who are willing to search it. Access is easy, however the quality of knowledge is questionable, because it originates from passionate amateurs. The search for validated and relevant knowledge has become the main task, and the evaluation of the results, which are available for the person longing for knowledge. It is the users' task and responsibility to decide, if the available knowledge is of appropriate quality. If the browsing person, who seeks knowledge is able to contextualize the new knowledge in accordance with the previous one, an increase of knowledge happens. Today's organizations are looking for workforce, which is competent, meaning that capable of interpreting its knowledge.

Keywords: F-Era, knowledge increase, process of learning, competence, corporate universities

Education Supported by SME vs. SME Supported by Education

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Abstract

Higher education institutions are facing serious challenges all over Europe. Besides the rate of unemployment, lack of professionals, the decreasing number of young generations the expected quality and the content of knowledge have also changed. These challenges have a greater effect on post-socialist countries since it is completely new to them that educational institutions are players on the open market and are competitors.

Our research set out to examine the economic and educational policy background in Hungary and Romania for the past 10 years, which might have influenced the functioning of universities, financing research and development as well as relationships between higher education institutions and private companies. Nowadays people want to acquire practical knowledge, courses and trainings are also trying to be more practical in nature. Using in-depth interviews the aim of the research was on the one hand, to find out whether universities are trying to develop relationships with companies and if so in which fields; on the other hand, it tried to reveal if the directors of these companies consider these relationships to be successful and what are the mistakes or shortcomings they see.

The opinions and answers given by company directors clearly confirm the existence of such efforts on behalf of the universities. The results show that in the two countries examined, having different educational systems, companies have similar expectations towards universities and their teaching staff. However, responses given to these expectations differ in more aspects, despite of the similar background of the two countries.

Keywords: higher education, research and development, companies supporting education

In Security and Welfare as a Woman - the Importance of Female Entrepreneurship

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Abstract

For sixteen years now, I have been dealing with providing support for women restarting their career, with creating equal opportunities for women on the labour market, with promoting their economic independence.

My endeavour is to assist spreading the application of gender-based approach as an advisor at individual levels, at an organisational level while elaborating workplace programs that support women, and as a gender expert by making proposals of specialised policy at global social level.

It is my conviction that solving the most significant problems of the world – poverty and starvation caused by the distribution of resources and earnings, the wars, pollution of the environment, the change of climate, etc. – is inconceivable without questioning and changing the patriarchal order of society, the hierarchy of the genders.

Comparative Analyses of Electronic Retailing in Hungary and the Republic of Serbia

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Abstract

The aim of this paper is to answer questions about the level of implementation of electronic retailing in achieving the competitiveness of retailers. A comparative analysis of the largest retailers in Hungary and Serbia will adopt conclusions on the level of development of electronic retailing and opportunities for further development. Comparative methods with the purpose to point out the similarities and differences in the implementation and development of e-retailing will be used in the paper. The paper will give suggestions for further development of e-retailing and assumptions of further development. The research results should demonstrate a comprehensive level of development of e-retailing in Hungary and Serbia.

Keywords: electronic retailing, retailers, retail concentration, Hungary, Serbia

University Website Ranking: Webometrics v. GPR

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Abstract

This study addresses the issue of the Internet rankings of the universities websites. Why is it important for the institutions to have competitive website and ranked in good positions? Because websites are the most important form of their online appearance, as a reflection of the style, the activity and the reputation of the particular institution. The study evaluate the two most known website rankings: WEBOMETRICS and Google PageRank.

Keywords: Webometrics, Google PageRank, website, higher education, competitiveness, online marketing

How Does Greenwashing Effect the Firm, the Industry and the Society- the Case of the VW Emission Scandal

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Abstract

Volkswagen AG, the second biggest car-manufacturer of the world has admitted in September 2015 that they used special cheating softwares in their 2.0 liter diesel cars to pass the emission tests. This kind of greenwashing is not only immoral but a legal case as well. The scandal has relevant consequences not only for the firm itself but for the automotive industry and for the whole society. Above all, there is an uncontrollable ripple effect of the scandal which may last longer than the original case.

Keywords: greenwashing, Volkswagen

Applications of Swot-AHP Hybrid Model for Strategy Prioritization of Development of Ecotourism in the National Park Djerdap, Serbia

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Abstract

In this study is defined multicriteria (Multi-Criteria Decision Making) model to quantify the factors SWOT analysis and prioritization of strategies for the development of the Djerdap National Park, located in the northeastern part of Serbia. Therefore, the proposed model uses the Analytic Hierarchy Process (AHP) to determine the importance of strengths, weaknesses, opportunities and threats, and then to rank the strategies generated in the study. The results indicate that applied hybrid SWOT-AHP methodology can be a reliable and effective tool for strategic decision-making in the current management of the National Park Djerdap, which can result in conditions for the realization of the objectives of the development of the concept of ecotourism in the region.

Keywords: Ecotourism, SWOT analysis, AHP

„Why does it Fail to Operate?”¹

User Attitude Regarding Problems and Errors while Using Access Control Systems

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Abstract

In the XX. Century, using access control systems within the corporate sector became natural. Biometric identification of users and employees in Hungary, at companies began to spread mainly after 2000. Biometry is the first access control method that requires true cooperation from users, successful and unsuccessful identification can be defined by probability variables and authorised users can be rejected even if the biometric sample was perfectly positioned. Based on case studies, the biggest risk that a large throughput system has the false rejection of authorised users. This study examines what users think of the system if they are rejected at an access point while being authorised.

Keywords: biometry, access control system, user behaviour, qualitative technique

¹ The answer of a subject on how one would feel if one would be rejected at the access point.

Comparative Study of Attitudes toward Responsible Tourism: Bulgaria, Portugal, and the Netherlands

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Abstract

The adaptation of the tourism sector of any European country towards contemporary requirements and expectations of the clients is a key condition for maintaining or improving the tourism companies and for sustainable economic development of the countries. The current research offers insight in modern concepts regarding alternative tourism and more specifically the so called “responsible tourism”, combining the ideas for economic, social and ecological efficiency with diversified tourism services. The research I focuses on small and medium sized enterprises (SMEs), operating in tourism sector of Bulgaria, Portugal and the Netherlands, with main purpose of developing communication campaign to raise awareness for responsible tourism and its benefits in these regions. This report aims to determine whether a generalised approach in communications with interested publics should be applied, or a differentiation based on cultural difference is needed for different nations. The study focuses on the attitude towards responsible tourism (and a company offering such services), and the factors which affect customers and stakeholders in selection of service/product provider.

Fringe Benefit - still a Motivation?

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Abstract

SMEs and multinational enterprises also must face to numerous challenges: sociological questions, quick changes of legal environment, economical insecurities and impacts international changes as well. These changes affect working individuals of any organization or company too, thus, goal of HRM strategies and reward management is to identify and satisfy the variable needs of employees through organizational reward system which contains fringe benefits as well. The present article discusses the connection between motivation and rewards, in order to make fringe benefits more effective for its users; specifies the opportunities in the Hungarian tax system; and finally, the results of the questionnaire research on the incentive effect of the fringe benefits among employees.

Keywords: motivation, fringe benefit, incentives, Hungary, PIT, employee satisfaction, HRM

Behavioral Aspects of Accounting System

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Abstract

The accounting system is the core of informational system for financial management in entities. It consists of financial accounting, managerial accounting and cost accounting. From the practical point of view it is also reasonable to take into consideration auditing and tax problems in accounting system. In the paper, the authors have tried to recognise the crucial fields in all accounting system, where the behavioral aspects determine the decisions. Athors present own classification of this phenomena. The base of analysis was the literature review in order to indicate the most important behavioral determinants of accountants, financial directors, controllers and auditors

Keywords: behavioral accounting, behavioral finance, auditing, finanacial report

Microsimulation Modelling of the Pension System

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Abstract

One of the most significant social changes in the countries of the European Union is the rapid ageing of their populations and its current and expeactable effects on their balances of economies. Hungarian population, similarly to those of other European countries is also rapidly ageing, making it inevitable to face different challenges in the near future. The most important of these are the reforming of the healthcare system, social insurance, pension system and taxing system. The realization of these reforms require long-term strategies on the part of the state - the strategies should be modelled, tested and controlled. In some countries of the European Union the methodology of microsimulation has been used for a long while in order to check different impacts of different regulations, and it is getting popular in Hungary as well. This study consists of three parts. The first part is presenting the present and expeactable changes of the population of the European Union as a whole. The second part presents the results of pension modelling of the countries of the EU. The third part is describing a possible setting up of a 4 year-long research project examining the economical effects of globally ageing population on pension security.

Keywords: microsimulation, modelling of the pension system, research project