Table of Contents

| New Product Pricing Strategy: Skimming Vs. Penetration | 1 |
|---|------------|
| CSR Activities of Tunisian Eco-Labeled Hotels | l 0 |
| Connections Between Basic Infrastructure and Industrial Commons is Hungary | |
| The Entrepreneurial Willingness of IT Professionals | 36 |
| Innovation in the Rural Development with Hungarian Examples 4 Gabor Gyarmati | 15 |
| Sports Sector in Focus Changes in the Economic Data of Spor Organizations | |
| Leave or Stay? School Leaving Problems | 53 |
| Decision-making Process of Prospective International Students: a Propose Generic Complementary Model | |
| Workplace Selection Preferences of Electrical Engineering Students of Hungarian Universities – Early Research Findings | |
| Alternative Dispute Resolution in Hungary and in Spain. Are Conflic Expensive for Us? 10 Csilla Kohlhoffer-Mizser, Sandra Lizzeth Hernandez Zelaya, Felix Puin Guillen, Fernando Enrique Reyes Reina |)6 |
| Challenges and Lessons Learned in Alternative Dispute Resolution 12 | <u>?</u> 1 |

| Better Online? Efficiency of E-learning Courses |
|--|
| Vivien Kondas, Peter Szikora |
| Entrepreneurs and Small Businesses: International Expansion Strategies . 141 Ivana Marinovic Matovic |
| Insight into the Theoratical Background of the Role of Social Media in SME Sector |
| Eniko Korcsmaros, Bence Csinger |
| Communication Problems Arising from Cultural Differences During English Negotiations |
| The Propensity for Mandatory Audit Rotation and Its Impact on Earnings Management: An Evidence from the United Kingdom |
| The Urge of Share & Fear of Missing Out - Connection between culture shock and social media activities during Erasmus internship |
| HTA in CEE Countries: A Bibliometric Analysis of Research |
| How We Play? |
| Unethical Behavior and Business Culture: A Case for Business Ethics in Hungary |
| The Role of Entrepreneurship in Innovation and Progress |
| Smart Retirement for the Pension System of the Future |
| What's Next? What about the Famous Hungarian Apple? 248 Diana Szucs, Eszter Nagy |

| The Brand New Idea of Disposable Bioreactor Production in the Hungarian Laboratory Market (A Case Study for Exponential Marketing Strategy) 257 Anita Tolnay, Ildiko Bartus, Etelka Kerekes, Andras Koris |
|--|
| An Analysis of Leadership Competency Models |
| Analysis of the Construct of Competence from a Management Perspective 288 Tunde Tothne Teglas, Reka Saary |
| An instructive case study about Good Work |
| An outlook on crisis indicators than and now |