

Summaries

József Benedek

Regional inequalities and economic convergence. Comaparitive analysis of Hungarian and Romanian regions

The aim of this study is to analyse and compare the economic development and convergence to the EU mean of the Hungarian and Romanian regions. Our main result is that due to their intensive economic growth during the last decade the Transylvanian regions have overtaken in the GDP-based development ranking the east-hungarian regions. As a consequence, we may assist today to a reshaping of the traditional centre-periphery structure. A basic question for further research remains how the GDP-based economic development is reflected in the change of quality of life, and if it is still necessary to use differential price indexes in the study area for the calculation of GDP PPS.

Keywords: Romania, Hungary, regional inequalities, economic development ranking.

JEL code: O11, O18.

Zoltán Hajdú

The role of state interventions in the formation of the center-periphery relationship system in Baranya county in the state socialist era (1949-1990)

The central government played a role in the formation of relations between settlements at both the national and county levels to an extent and depth never before seen in the state socialist era. The party state, established by 1949, became a key player in the formation of the administrative center-periphery system with the constitutional system, the establishment of the territorial, central and functional system of public administration, the definition and formalization of the formalized hierarchical order of the council system. The “coordination” of the functioning administrative structure and regional development was constantly on the agenda during the era. János Kolta - a lawyer, scientific researcher, university lecturer - has repeatedly gone beyond national aspirations with his radicalism in the “dismantling and interpretation of county plans”. In 1965, he classified most of the county’s settlements as “dying settlements”. The 1971 OTK also represented hierarchical development center categories (and the districts assigned to them) in Baranya County, in fact it was a concept of urban development. Through the county redistribution, Pécs and the designated secondary centers were given a special role. At the level of the priority lower-level centers, the development effort could still be interpreted, but no longer “lower”. “Other” settlements barely had access to the resources needed for day-to-day operations. The government first amended and then repealed the OTK in 1985, and other issues came to the fore at the beginning of the regime change.

Keywords: Baranya county, settlement network development, administrative organization, OTK, administrative center - periphery relationship

JEL code: H83

Dávid Hajdú

The effect of the coronavirus on unemployment and training for jobseekers in Borsod-Abaúj-Zemplén County

The study examines the consequences of the coronavirus on the labour market of Borsod-Abaúj-Zemplén County, in particular, training for jobseekers supported by the County Government Office. The unemployment trends show drastic changes compared to the data measured in the same period of the previous year. The number of jobseekers has risen by 15.9% by 2020 compared to the average of 4 months in the two years. The education in digital form ordered by the Government did not affect the trainings initiated by the Borsod-Abaúj-Zemplén County Government Office, as 70/2020. (III. 26.) of the Government of 1991 on the promotion of employment and the provision of benefits to the unemployed. (hereinafter: Flt.) § 14 (1) and 14 / A. § training was suspended, it was not possible to continue these courses. There is no possibility of digital education in the trainings supported by the Government Office, traditional courses based on personal interaction are offered by the training institutions commissioned by the Government Office, as a result of which the pandemic period caused huge financial damage to the supporters. As a result of the additional earnings-related allowances, it consumed the training costs of about 700 people. In the course of the research, it was found that participating in training for job seekers is more expedient from an income point of view than working in public employment.

Keywords: coronavirus, adult education, unemployment, disadvantage

JEL classification: I26, J24, M53

Tímea Győri

Examining the concentration of job seekers by educational attainment at the beginning of the economic recessions in the 21st century

The study uses different statistical methods to examine the change in the territorial distribution and concentration of the unemployed between 2009 and 2020. In the first years of the greatest economic recessions of the 21st century (the economic crisis of 2008, the coronavirus pandemic of 2019), the spatiality of unemployment by educational attainment changed significantly. The Dual index, Hoover index, and location quotient were used to measure the difference in spatial distributions. With the help of the location quotient (LQ), the representation of the groups of the unemployed categorized by educational attainment at the settlement level was explored and represented. For a more complex study of the concentration of groups within the unemployed, spatial autocorrelation was performed. The autocorrelation revealed regular spatial arrangements that could be discovered in the spatial distribution of unemployed groups.

Keywords: job seekers, territorial inequality, location quotient, territorial autocorrelation

JEL code: J21, R23

József Lipcsei and Katalin Kárász

Changes of Agricultural Farm Enterprises in the EU27 and Northern Hungary

The number of farmers in Hungary is constantly decreasing, similarly to other European countries, while replacement of small and medium-sized farms by large and giant farms is a global trend. The process of land concentration in Central and Eastern Europe is very fast. Residents displaced from land ownership and land use have to look for a different livelihood. The residence registry of the farmers and the seat registry of the concerned agricultural enterprises do not reveal their actual location, and therefore distorts rural economic data. If we extend the examination of territoriality to land use, we can get a more realistic picture with the help of area subsidies granted to local farmers and non-locals.

Keywords: Population, Farm, Company, Support, Rural economy

JEL classification: Q10, Q15, Q19

Krisztián Járdány

Examination of the territorial distribution of winery development subsidies in Hungary between 2014-2020

This study examines the spatial distribution of winery development subsidies flowing into Hungarian wine regions during the 2014-2020 budget period of the European Union. In line with European aspirations, Hungarian policy also encourages the development of the wine sector and the release of the highest possible quality wines in order to remain competitive on the world market. The resource supply of the 22 winelands of Hungary's 6 wine regions shows a diverse picture, on the basis of which it can be assumed that there are also significant regional differences in terms of development projects. To explore the inequalities, I relied on the analysis of data obtained from secondary sources. I compared the amount and distribution of subsidies with the most important wine and social indicators relevant to the topic. In order to describe my results, I performed a spatial autocorrelation study using spatial inequality indicators. With the applied methodology, I pointed out the center-periphery relations related to the development of the wine sector and the main sectoral development zones of the 2014-2020 programming period.

Keywords: wine region, wine region, support for wineries, territorial analysis

JEL code: R12, R19

Bence Langár

The impact of venture capital ownership regarding the acquisition activity of their listed portfolio companies

The present research is intended to analyze and present the results of a recent study focusing on the acquisition activity of listed companies owned by venture capital funds. The main purpose of the research is to compare the mergers and acquisitions activities of venture capital fund-owned companies with the largest daily number of transactions traded on the Warsaw Stock Exchange with that of non-venture capital fund-owned companies. To

this end, after reviewing the literature on the general operating models used for mergers and acquisitions by venture capital funds, I applied regression analysis to evaluate factors (such as VC ownership, cash, balance sheet total, EBITDA and industry) that may affect the acquisition activities of a given company. Throughout the course of the study, I discuss the ownership structure of the given companies and, to support my hypothesis, I seek to establish a relationship between the company's acquisition activity and the ownership role of venture capital funds. My conclusion is that venture capital investments have an impact on the acquisition activities of the firms surveyed, i.e., if a firm is owned by a venture capital fund, that firm has a much greater propensity to acquire, consequently, it executes more acquisitions. To measure the acquisitional willingness, I analyzed the value of goodwill in the balance sheets of the acquiring companies.

Keywords: stock exchange, venture capital fund, M&A transaction, public issue

JEL code: G11, G24, G32, G34

Katalin Lőrincz – Annamária Sasné Grósz – Szilvia Kántor

Veszprém-Balaton2023: quality of life and place attachment related to the community of University of Pannonia

The study examines the views of the community of the University of Pannonia (students, lecturers, and other members of staff) on quality of life and place attachment in light of the project Veszprém-Balaton2023 and the relationship of these concepts with demographic indicators. The study is based on a questionnaire carried out in 2020 with 542 respondents, the results of which are demonstrated with the help of the following tools: contingency tables, correlation analysis, and analysis of variance. The most significant results of the study are as follows: (1) we identified the objective factors of quality of life leading to the greatest and the least satisfaction among respondents; (2) we demonstrated that the level of attachment of the members of the university community involved in the current sample group to the city of Veszprém is above average. The research results may contribute to achieving the strategic target of attracting degree educated and creative young work force to settle down and find employment in the region.

Keywords: university community, objective and subjective factors of quality of life, attachment to place, Veszprém-Balaton2023 EKF program

JEL code: R23

Eszter Siposné Nándori

Specificities of the subjective interpretation of poverty in Borsod-Abaúj-Zemplén County

The paper examines the subjective interpretation of poverty in Borsod-Abaúj-Zemplén County, Hungary with the methods of systematic data collection. Data collection makes comparison possible between 2011 and 2019. The comparison of the subjective and objective causes of poverty reveals that only two causes (labor market disadvantages and low education attainment) are the same. Several differences can be found between the two examined years, which is due to the alteration of the subjective interpretation of poverty as a result of the social, economic and political changes (like the introduction of the redefined family policy) in the examined period.

Keywords: subjective poverty, Borsod-Abaúj-Zemplén county, causes of poverty, labor market disadvantages

JEL code: I32

Ágnes Tokár-Szadai

Changes of the social enterprises' management consulting requests in North-Eastern Hungary 2015-2020

The needs and experiences of social enterprises related to consulting services in 2020 were presented on the basis of in-depth interviews with 33 social entrepreneurs. We examined the change compared to the results of our in-depth interview survey conducted with 16 social enterprises 5 years ago in 2015 (Tokár-Szadai, 2015). As a control group, we used the results of a national 2018-19 questionnaire survey (Poór et al. 2020), in which 374 entrepreneurs, of which 117 clients who had already used consulting services, participated. Compared to 2015, the situation has improved, but the biggest problem for social enterprises is still the lack of access to finance and equity. The consulting needs of social enterprises have shifted strongly in the direction of operational consulting areas in the last 5 years, here they are already approaching the value of the control group. Examining the consulting services planned among social enterprises, no significant change is expected, in most areas stagnation

or a smaller reduction is planned, which can be explained by the uncertainty due to the COVID-19 epidemic. The social entrepreneurs surveyed were more satisfied with the performance of their consultants in 2020 than 5 years earlier. Most of the reasons complained about remain related to the solution-orientation of the proposal, both in social enterprises and in the control group. The empirical researches are not representative and not suitable for drawing general conclusions on regional, national or international levels. The results can be used as hypotheses for the following research.

Keywords: social enterprise, management consulting, empirical survey, Northeast Hungary
JEL code: L84, M53, O15

Szabolcs Nagy – Gergő Hajdú

The relationship between content marketing and the traditional marketing communication tools

Digitalization is making a significant impact on marketing. New marketing approaches and tools are emerging which are not always clearly categorised. This article seeks to investigate the relationship between one of the novel marketing tools, content marketing, and the five elements of the traditional marketing communication mix. Based on an extensive literature review, this paper analyses the main differences and similarities between them. This article aims to generate a debate on the status of content marketing. According to the authors' opinion, content marketing can be considered as the sixth marketing communication mix element. However, further research is needed to fill in the existing knowledge gap.

Keywords: content marketing, trends, advertising, sales promotion, direct marketing, personal selling, public relations

JEL: M31, M37

Dávid Tóth – Márk Miskolczi – Melinda Jászberényi – Lilla Bakucz

Security and sustainability aspects at European airports by the Y and Z generations

Airports are one of the most important aspects of today's transport, and they have become essential service areas for cities and their tourism. In this study, we aim to refine the interpretation of airport operation in a wider conceptual system, taking into account tourism security and sustainability aspects. Expanding the pyramid of consumer needs, we explore consumer behavior in the context of airport visits, as well as the importance of responsible consumption among tourists. The study focuses on the delimitation of competitive airports as well as the analysis of market characteristics. In addition to current and forward-looking trends, emphasis will be placed on the sustainable and innovative development of airports, (e.g., the readiness of tourists to alter their habits, to highlight aspects of sustainability that deserve more attention in airport operations). The study also partially addresses the issues of airport security, highlights their attractions, presents their main features, and seeks to answer how compatible airport security can be with sustainable operations, and how airports can operate as independent tourist attractions. The results of the literature review and the quantitative research conducted by the authors (questionnaire involving Y and Z generation subjects) reveal today's airport development challenges and make proposals for handling the negative impacts of airport operations. Furthermore, research outcomes identify tools that might enhance social acceptance of airports.

Keywords: tourism, transport, airport, security, sustainability

JEL code: L93, Z32

Blanka Vanyúr

Overtourism in Budapest

Considering currently available domestic and international statistics, it can be stated that Budapest is a major destination on the tourism market, and this trend is constantly growing. Besides its positive effect increasing tourism activity also has a negative impact on the quality of life of the local residents. This problem is also a part of the discussion of the paper, as well as the definition of overtourism, and its main characteristics, development, and effect on its environment. Overtourism was one of the main topic of the last years in the tourism industry, besides the discussion about the constantly growing tourism consumption, which was mainly concentrated in urban areas. In the world's leading destinations like Barcelona, Venice or Amsterdam we can already talk about the phenomenon of overtourism (Roland Berger 2018). This paper aims to investigate the question of what is the

status in the case of Budapest by the indicators of overtourism, in the period of no-tourism, when almost no tourist activities can be observed in the world.

Keywords: overtourism, metropolitan tourism, Budapest, congestion

JEL code: Z32

Róbert-Csongor Grünan

Challenges of municipal regulation of accommodation sharing platforms in Transylvania

Over the last 10 years, more and more people are using the resources made available by the new business model, the sharing economy. This type of activity is a new trend in the European economy that is present in our everyday lives, but there is no single European regulatory system that can integrate it. The impact of home-sharing platforms on the housing market is an issue of particular concern. The most important task of legislators is to create laws that acknowledge that the members of the profit-oriented sharing economy are not traditional companies and to grant rights to it, as well as to impose requirements. In the present study, we describe the state of regulation by local authorities of home-sharing platforms from the perspective of European institutions and municipalities from Transylvania.

Keywords: accommodation sharing, platform, tourism

JEL code: Z32