

## Summaries

**Deák Tamás – Elekes Tibor**

### **Characteristics of immigration in Japan from the early 20th century to the present day**

*The ageing society of Japan could provide its labour needs of economic development partly with foreign workers after the 2nd World War. Geographical proximity and historical links allowed the arrival of a significant number of Chinese and Korean guest workers. State-organized legal immigration affects nearby Asian, less developed, or developing countries. The global nature of the process is reinforced by the presence of communities from distant continents. The "repatriation" of descendants of those Japanese who moved abroad in previous decades has begun (Brazil, Peru). The proportion of foreigners in the total population was 1.6% (2 million) in 2012, nearly 1.9% (2.4 million) in 2016 and more than 2% in the country with a population of 124 million in 2016. In view of the population and economic developments, a further increase in the number and proportion of foreigners is expected. This increase does not lead to a change in the cultural characteristics of the country and the general population.*

*Keywords: Japan, economic development, depopulation, immigration*

*JEL code: J11, J15*

**István Takács**

### **Development of the health care system of the Northern Hungary region in the last quarter of a century in the light of the most important public health indicators**

*The study evaluates the development of the health system of the Northern Hungary region after a brief overview of the financing of the Hungarian health care system. It analyzes the causes of hospital indebtedness and the possibilities of re-production of the debt stock. It examines the development of the number of hospital beds, outpatient treatment cases, and the possibilities of increasing the efficiency of the health care system of the region.*

*Keywords: health care financing, long, economically active population in Northern Hungary, causes of death.*

*JEL code: I11, I18*

**Ágnes Varga**

### **The role of social innovation as a horizontal tool in the implementation of smart specialization**

*The aim of the study is to highlight the role and justification of social innovations in the implementation of smart specialization as an economic development concept based on the literature. Generally bottom-up, local-level social innovations, often aimed at addressing the undesirable negative consequences of economic and technological innovation, and in the less competitive regions, are essential for the successful implementation of the essentially place-based smart specialization concept in practice. In addition to reviewing the emergence of smart specialization and its interfaces, the study addresses the need for a social learning process essential for economic restructuring and the need to transform traditional knowledge systems and public administration in order to develop a competitive economy.*

*Keywords: competitiveness, place-based approach, knowledge transfer, innovation*

*JEL code: O35, F63, O00*

**Gabriella Metszősy**

### **Examining the characteristics and practical implementation of social innovation levels**

*In these days, social innovation phenomena exist in all areas of life (fair trade, hospice, distance learning etc.). Uncountable social innovation action was getting into mainstream in the last two decades. These changes are realised by private individuals, organisations, foundations, or movements in wider area. Solution for challenges, which affect a specific social stratum, are scarcely possible without the wide range participation in social innovation. For this changes, improve the characteristics, which essential tools for the implementation and the internalization process of social learning, are necessary. The paper presents the necessity for adaptation of*

*approach through the process-oriented approach of social innovation, with prioritise the parameters of different implementation level. The implemented practices in different levels require different actions and type of supports, which are presented by factual case studys.*

*Keywords: social innovation, process approach, decision support*

*JEL code: D85, O35*

**Dávid Hajdú**

### ***Territorial distribution of unemployment and adult education Northern Hungary Region***

*The present study examines the differences in unemployment problems and adult education activities in the counties of the Northern Hungary region. I would like to point out that well-organized adult education, which is territorially and professionally organized, can be an effective tool for the labour market. I carried out my research by processing secondary databases, I focused on the differences between the three counties of the region. Borsod-Abaúj-Zemplén County is the county with the highest indicators in the region in terms of both support and the number of participants in adult education. Nógrád County has the highest cost participation rate in the region, therefore it would be important to attract the supported trainings to this area, as the willingness to learn can be demonstrated in the county. In Heves county, due to the more favourable labour market processes, the lack of supported training is less noticeable. Most of the training supported by the European Union is training, competence training and general adult training, which contribute to the acquisition of many competences, but have a large potential and economic impact. So, the sponsor should focus on vocational training, as they will have a much better chance of with a new profession as a competence development training. Training, especially vocational training, should be taught in rural locations, as it could reduce emigration from rural areas.*

*Keywords: human resources, adult education, unemployment, territorial inequality*

*JEL code: I26, J24, M53*

**Tamás Faludi**

### ***The strategic importance of contracts for the supply chain members***

*The aim of this paper is to introduce the supply chain coordination with the help of the contracts. Nowadays the coordination of supply chains is very important topic. Chains has many partners, and it is difficult to manage their relationships. Contracts could help to coordinate the chain. If supply chain members choose the right contract the operation of the companies could be more efficient. The choice depends on many things, for example the attitudes of the members, the different level of dominance of the chain members, etc. So it is a very complicated and complex decision situation. The paper would like to introduce a case study to get to know the strategic importance of the choice of contracts. Three types of contract are introduced and compared. The paper also introduces two companies with different attitudes. After a calculation and analysis one contract will be recommended for the companies to use.*

*Keywords: supply chain management, supply chain coordination, contract types*

*JEL code: D21, L11, L14, M10*

**László Nagy**

### ***The Neuromarketing Analysis and the Categorization of Television Commercials***

*My research topic is the examination of the practical and theoretical issues of neuromarketing methodology regarding the effectiveness of advertising, with the scope of exploring the role, perspective and application of this relatively new approach of marketing research to marketing strategy planning and better understanding consumer decision making. The focus in neuromarketing research is most often on examination of advertising tools and advertising effectiveness. This paper is in line with this international and local trend and deals with the categorization of TV ads, defining experiential and functional commercials. Introducing their characteristics and presenting the importance of measuring emotions. Particularly presenting two dimension of factors, the product category and the economic development of a market that can influence the successful and effective TV ad communication strategy.*

*Keywords: neuromarketing, consumer neuroscience, marketing research, communication strategy, advertising*

*JEL code: M310*