

Summaries

Mária Illés

The main questions of becoming a people-centered economy

A people-centered economy means that the economic processes are organized in accordance with the people's point of view, and the interests and dignity of the man. This topic has a significant overlapping and interaction with the topics of culture, religion, education, sustainability, social regime and the interest enforcement opportunities. The transformation process of the economic system requires a coordinated, targeted research in the field of multiple disciplines. The task of the science is to completely explore those method-applications and operational mechanisms that can be reconciled with the requirements of the economy's people-centeredness. Science must also seek the answers to the questions concerning for the content and methodological problems of the process of organic transformation. The rapid and radical path of transformation cannot be recommended, because of the rapidity can cause a great damage in this area.

One of the important requirements of the feasibility of the proposals is the harmony of the elements of the imaginary system with the methodological solutions. Today the greatest lack of the knowledge is in the field of applicable methods. The study draws attention to some methodological traps. It also points out that the concept of the running a people-centered economy and the operation of a robotized economy requires a kind of parallel harmonization in the development of systems.

Zoltán Bartha – Andrea Gubik Sáfrányiné

Technological trends and challenges for education

As we approach the end of the 2010s, the great potential of automation enabled by the exponential development of computing power becomes clearer and clearer. It is expected that the latest revolution of automation will completely change the structure of employment, and will have a major effect on the demand of labour even in the short term. The demand for some new skills has increased significantly, and a great number of new jobs and tasks is emerging. The education system has to adapt to these developments, as it has traditionally played a key role in the shaping of the labour market supply. Our study first highlights the main technological trends and the expected future developments, and then it concludes that the education system should concentrate on the training of social skills, and on methods that focus on problem solving, and enable personalised learning (letting students study at their own pace).

Júlianna Csugány – Tamás Tánczos

Measurement characteristics of the role of human resources in technological progress

Technological changes in the economy are made possible by the creation and application of new knowledge. Therefore, technological progress can be interpreted as a specific form of knowledge accumulation, in which the human resources of the countries play a key role. The contribution of human resources to technological progress can be approached in a quantitative way, that is, from

the supply of labour related to the population, and in quality aspect, which focuses on the characteristics of human capital. The role of human factors is important in the process of innovation, but its measurability shows a diverse picture in international comparisons. This paper aims to provide a brief overview of the human resource measurement features that are essential for technological progress. In addition to this, we make comparisons in the priority areas for European countries, taking into account their innovation performance. Our aim is to combine the benefits of measurement methods with a new approach to explore the areas of human resource development that will focus on developing less developed countries in technological convergence.

László Dankó – Zsuzsanna Farkas

Social and cultural aspects of choosing automobile brands

One of the aspects of corporations' international success is the analysis of and the conformation to the social and cultural circumstances of foreign markets. This study examines the practice of choosing automobile brands on the Czech, Polish, Hungarian and Slovak markets.

Preferring the Skoda brand of automobiles by the customers may be the result of ethnocentrism effect and the features of customer behavior models' social and cultural aspects.

Regarding customer behavior, the analysed social and cultural reasons behind the success of Skoda Auto: Ethnocentrism - source country stereotype in the cultures examined. Skoda, as a brand is part of the region's automobile subculture. The opinion (Octavia, Superb) of trendsetters in the society (e.g. government and corporate car purchases). Skoda as part of the VW group, successful transfer of brands. Positive association to the German reliability and exactitude. Role of the family: the most diverse family car. Octavia and Superb cars are also status symbols.

Noémi Hajdú

Analysis of the cultural causes of Wal-Mart's failure entry into German market according to Hofstede's cultural dimensions

Human-centred thinking can be found in the evolution of many disciplines. Nowadays, we have easy access to a rich of information databases on the internet, which makes decision-making process more conscious, concern it to a purchasing decision or a choice of the workplace. Customization of products and services offered by companies is constantly increasing. As a principle, the well-known slogan "think globally, act locally" is valid until today. However, the question arises whether human-centred appears in the daily practice of multinational corporations? Do they really take into account the intercultural approach of a given country during corporate management and operation? Does the culture of the given country not get injured during the excessive profit rush? In this article, we examine the Wal-Mart's failure in Germany from the aspect of the intercultural marketing.

Bereczk Ádám, Kádárné Horváth Ágnes, Péter Zsolt, Siposné Nándori Eszter, Szegedi Krisztina:

Social enterprises in the context of people-centeredness

Our study applies a human-centered economy approach to depict the characteristics of the Hungarian social enterprise sector. On the one hand, we analyze their motivation of foundation, their mission, target groups, and the social impacts induced by them. Based on this we verify that the social enterprises, their sector specifics and their forms prevalent in Hungary comply with the human-centered economy concept in various ways. The other main contribution of this study is to highlight the key role of the human factor in the successful operation of social enterprises. The latest is being elucidated from the viewpoint of human resources and social attitudes. The study points out that the social enterprise sector can play a crucial role in a human-centered economy.

Sándor Karajz

Modelling Possibilities of Altruistic Behaviour

A new form of behaviour, namely altruistic behaviour has entered such modern social processes as social responsibility, social innovation and so on. In the last twenty- thirty years an increasing number of economic analyses have adopted and have been using the principle of altruistic behaviour. Since altruism is a complex phenomenon, which can be analysed from biological, sociological and economic aspects, the relevant literature does not provide a clear and accurate definition of this concept. Even the economic terminology offers various interpretations of this term. If the behaviour that results in individual's willingness to decrease his/her own benefit in order to increase the benefit of others is defined, the definition employed by the economic model of altruistic behaviour is used. The relevant literature – considering the definition above and applying the model system of the subjective theory of value – offers efficient formalised models to describe altruistic behaviour. The methodology of experimental economics can be applied to determine the parameters of analytical models and to describe the target groups from an altruistic aspect. The appropriate sampling enables researchers to generalise the results and assess the society and social groups in an adequate manner.

István Kunos

Coaching in the service of society and economy

The article strives to present the role, potential and the value-creating function of coaching in the economy, in our society. Outlines the place of coaching in our present society, the role and location among related sciences, highlighting its inherent comparative values and possibilities of application in comparison with other sciences. Describes today's tendencies, highlighting the potential of the future, keeping in mind the social and economic strengths in coaching processes that can be represented at this level too. Finally, it represents a new idea based on an observable tendency that extends coaching to social level.

Gyula Pulay

Who benefits financially from the gains derived from the cooperation among people?

In many cases, people's cooperation resulted in a surplus which would not have been possible without cooperation. Therefore we call it community gain. In a market economy, community gain can also be expressed as financial profit. The study shows that if the co-operation is organised by the community itself then the financial profits remain within the community. If, however, the co-operation (division of labor) is organized by an entrepreneur, then the entrepreneur benefits financially from the community gain. If co-operation requires capital, then the financial profit is shared between the entrepreneur, the capital owners and the financial intermediaries. The article argues that it would be expedient to talk about a community-centered economy since human co-operation is one of the biggest drivers of the economy, which was also demonstrated by the simple model presented in the article.

Tamás T. Sikos

The Seven Generations of Budapest Shopping Centers 1976-2017

The study overviews the development of the seven generations of shopping centers in Budapest, as the author classified them. (Generation 1: “The dawn of opening”, 1976, Generation 2: “Early golden age”, 1980, Generation 3: “Western style” 1993-1996, Generation 4: “The age of dynamic development” 1997-2000, Generation 5: “The age of rivalry” Generation 6: “The age of stabilization” 2004-2008, Generation 7: “The period of hope” 2009-2017.) Changes in the spatial structure in the capital are also examined with the Voronoi diagram. Types of shopping centers are also reinterpreted. In the primary commercial zone, in the core of the capital malls with different roles and regional function are concentrated, nowadays they are the market leaders (WestEnd City Center, Mammut Bevásárlóközpont, Aréna Plaza, Árkád). To the secondary supply zone of the centers belong local or district type malls (Duna Plaza, Pólus Center, Rózsadomb Center, Rózsakert Bevásárlóközpont, Budagyöngye, etc.). The third zone comprises of retail units which belong to the “Western gate of the agglomeration”, while hypermarkets and outlet centers are located in the fourth zone.