

# Summaries

*József Benedek – György Kocziszky – Mariann Veresné Somosi – Károly Balaton*

## **Generating regional social innovation with a help of knowledge engineering system**

The innovation is one of the determining factors of the economic output. It was a long time until the actors of economics have recognized that in the regions where there is a lack of economic and natural science innovation, the social innovation can be the compensating factor. This recent research describes a measuring and knowledge engineering system applicable in the domestic practice, which can be appropriate to quantify social innovation potential and to determine the main directions of interventions. The described new innovation paradigm has recent characteristics. The social innovation has the same role in these models like the economic or technological innovations, because in the economy there exists some problems that can be solved only by social innovation. Another statement, that generating and managing social innovation is as much resource intensive as the other types of innovation.

*Márta Pankucsi*

## **Social innovation, overcoming poverty and the human capital**

Social innovation is a model of regional development. The revival of the broad participation of the affected population is realized. In order to find effective solutions need to know the local conditions. The physical, cultural and social capital have equal importance. The best solution is investment into human capital.

*Klára Szűcsné Markovics – Péter Sasvári*

## **Some factors hindering the operation of social enterprises with a special attention to difficulties in funding**

The literature on the factors influencing the foundation and operation of social enterprises is rather abundant, furthermore some empirical researches have been carried out in this field. Based on those and our own empirical research, our intention is to draw up these factors posing some challenges. Among these factors, there are some having an effect on social enterprises irrespective of their geographic location. One of these factors is the limited access to financial resources. Given that social enterprises take on solving a sort of social problem, apart from some 'traditional' funding sources, other financial instruments are also available to them such as financial resources provided by investment businesses, 'patient capital', non-refundable state subsidies and grants, endowment funds, and funds supplied by the European Union. At the end of this paper these financial resources are presented together with their advantages and disadvantages.

*István Piskóti – László Dankó – Katalin Nagy – Zoltán Szakál – László Molnár*

### **Practical adaptation of place identity and brand models in social marketing approach**

The study summarizes the possible elements and the effective approaches of Place-branding based on the concept of identity. The brand-model, which can support the development of settlements and the increase of their competitiveness, postulates multi-elemental (organisational, product) and multi-level (community, company) structures. The effective solutions in the given settlements, region require convenient measurement and assessment methods, in this respect the following professional results will provide not only a theoretical, methodological frame and measurement system, but also report on an adaptation in case of an underdeveloped small region, with some focus on the tourism potentials, too. The research and adaptation confirm the applicability of the integrated social marketing approach, verifying the necessity of cooperative marketing, stakeholder management based on the cooperation of the state, local authority, entrepreneurial and civil spheres. The value and interest communities, the emerging actions and programs can create the brand structure, which can directly affect the effective utilization of the region's development possibilities, especially in case of tourism chances.

*Ágnes Tokár-Szadai*

### **The management consulting requests of social enterprises**

In this study the author presents -based on interviews with 16 social entrepreneurs in 2015- to what extent the entrepreneurs are satisfied with the used management consulting service: how they view their relationship with the consultant, to what extent they are satisfied with the professional competency of the consultant, how they judge the relation between the price of the service and performance, according to their opinion how solution oriented the proposals of the consultant companies were, what are the reasons to dissatisfaction with projects, and summarizes the generic consulting purposes. To emphasize the specialities of the social entrepreneurs' consulting requests the author uses the results of a survey as a 'control-group' that is carried out by the Institute of Business Sciences of the University of Miskolc in 2011-2012 in North-Eastern Hungary.

*Zoltán Nagy – Géza Tóth – Zsolt Péter – Dóra Szendi – Zsolt Pál – Anett Leskó – Anett Tóthné Kiss*

### **Smart Local Community initiatives in rural areas**

The smart city solutions are more and more widespread known among the biggest cities of the world. The growing urbanisation requires new and innovative solutions to solve complex problems. In our work we present briefly the basics of the smart city concept. In our analysis (based on secondary and primer dates) we examined the main criteria of applying the smart city model in rural context. The goal of this recent research is to analyse the SMART index values and existing solutions across the Cserehát sample area and to formulate some suggestions (model and potential smart solutions) for the territory. In the Cserehát micro-region the main problems can be found in the smart business, and smart services subsystem according our model and the greatest potential is in the smart people dimension. According to the primer analysis (interviews and focus group) in this rural area relatively few smart solutions is functioning while in the future the

use of some smart applications can be relevant also in rural context. These can be intelligent outdoor surveillance systems, smart solutions in the tourism, cloud-based education systems or smart grid and smart metering systems etc.

*István Olajos – János Ede Szilágyi*

### **The short food supply chains as the supported means for employment in the disadvantaged parts of Borsod-Abaúj-Zemplén County**

The article focuses on the short food supply chains connecting to local governments. The significant issue of the present article is the question how these supported measures are able to promote the social innovation. It should be noticed that, beside the sufficient management of local government properties, the administrative tasks of local governments are permanently decreasing. In connection with the management of local government properties, it is worth highlighting the municipal public work programmes and the registration of certain municipal firms as agricultural producer organizations (APO); i.e. according to the concerning law in force, the firms are eligible to lease agricultural lands if they fulfil the requirements concerning APOs and they are also registered as APOs. One of the most important intentions of local governments is to link their municipal public work programmes with agricultural production and communal feeding. The solutions depend on the size of affected settlements as well. Beside municipal APOs, the article also analyses social cooperative societies and social farms as alternative opportunities. At the end of the present article, the potential role of agricultural chamber is also mentioned in connection with organisation of short supply chains.

*István Piskóti – László Molnár – Rita Gulyásné Kerekes – Szabolcs Nagy – László Dankó – Sándor Karajz – Zoltán Bartha – Mónika Kis-Orloczki*

### **Competitive products and social marketing opportunities to improve their market capabilities**

Economic development and competitiveness of a region depends on the success of its companies. It is very important in the development of regions that lag behind in many fields, economic activity that those corporations should get community support and should be parts of social innovation projects, which corporations support the development of their region with regional impacts of their competitive products and services. The model set up during our research describes the process of product choice-market capability development-social marketing support. In the method suggested to certain elements of the model both ex ante and ex post competitiveness impact dimensions, market capability- demand approaches and supporting social marketing opportunities were added. Certain elements of the methodology has been tested through the example of the disadvantaged Cserehát, exploring specific opportunities, activities for social innovations.

*Andrea Demsa – Alex Dobrea – Balázs Fleisz*

### **Cserdi, the innovative Roma village**

Today's Roma policy must not bewail the difficulties, but should take action. Fortunately, a growing number of Roma politicians, public figures, scientifically recognized people had been known in the past few decades, undertaking a kind of activist role greatly improve the situation

of Roma people. Such a person is the mayor of Cserdi, who took local young people to a jail, so they could see what is waiting for them if they end up there, while a part of the society is stirred up, and floundering about in homophobic discourses. This innovative person eliminates poverty in his village, creatively harnessing the public work programme by establishing a local bio-farm. Today the small village has evolved to donate every year tons of vegetables for free to those in need, with the aim to dismantle the negative stereotypes about the Roma people.

*Tamara Czipczer – Gabriella Bordás – Klaudia Murányi*

### **The possibility of implementing a successful social innovation initiatives in a peripheral settlements**

Our project's aim is to process the theoretical background and the literature to give an appropriate view about the importance of social innovation.

The chosen region is reasonably peripheral. Our basic idea is to adapt a successful social innovation initiation to a selected part of Cserhát, which is Forró. The social initiation related to the "Szimbiózis Alapítvány" (Symbiosis Foundation), which was founded 15 years ago in Miskolc. It has a complex service model works very successfully in Hungary. One part of this model is the social farm which gives workplace for people with disabilities. Our project is based on this concept. Three types of social farms can be distinguished according to their function: rehabilitation, social caring and cooperative farms. In the Symbiosis Foundation this three forms appear and works together. However, we chose the social caring farm because it gives the opportunity for the inhabitants to work and learn how to be self-supporting. This is really important in this poor area where the unemployment rate is high.

*Krisztina Szegedi – Gyula Fülöp – Ádám Bereczk*

### **Definitions of terms, models and examples from the Hungarian and international literature of corporate social responsibility and social innovation**

Nowadays the concept of Corporate Social Responsibility (CSR) appears in the literature more than once in parallel with the Social Innovation (SI) concept, or together with it, and even the term of Corporate Social Innovation (CSI) appeared, which is sometimes interpreted as the next stage of the CSR evolution, or CSI is equated with integrated CSR strategy. The article aims to clarify the concept of Corporate Social Innovation, Social Innovation, Social Entrepreneurship, and their relationship to Corporate Social Responsibility. In addition the article provides relevant theoretical models regarding the terms and shows how they are revealing the business practice. Based on the article it will become possible to find methods in order to improve periphery development especially in the North-East Hungarian region which is one of the less development regions in Hungary and Europe.