

Angol nyelvű összefoglalók /Summaries*Oto Hudec - Nataša Urbančíková***Unlocking Potential of Social Capital in the Border Regions**

Whilst the lagging regions may consider regional inequalities as a proof of regional unfairness, the well developed and successful might view the less developed regions as obstructing them in their movement to prospering. The differences aggravate often the social tensions based on ethnic, cultural, geographical, linguistic or religious differences, what is one of reasons to mitigate regional disparities. The mechanisms of regional convergence and divergence are well described, although there exist several other factors such as national factor of regional dependence or border factor that work as obstacles to spatial spillovers.

In a light of the recent theoretical research, regional growth depends on a number of external and internal qualitative attributes, formal and informal institutions, regional innovation system, knowledge base, social capital, innovation governance, etc. The attributes can be summarised for both regions by defining problem areas and Regional innovation system deficiencies based on (Tödtling, Trippel 2004, Cooke 2004, Asheim et al. 2007). Both regions show mixed characteristics of both old industrial (OIR) and peripheral regions (PR).

The border, national effect and lock-in factors are studied on the example of two border regions of Northern Hungary and Eastern Slovakia. Both of them are border regions, including the Schengen border with the Ukraine. In a comparison to quickly growing metropolitan regions of Budapest and Bratislava, raising regional disparities between the capitals and the north/eastern parts of the countries are typical after unlocking the regional potential in the open economic space of European Union.

From the economic point of view, both regions show up similarities such as heavy industry heritage, peripheral position to their metropolitan regions, similar level of regional GDP, similar degree of rurality – it means an expectation of the same problems and assumption of cross-border understanding. On the other side, the historical, cultural, political, legal conditions of transboundary activities make the development process of potential consistent economic space rather complex. The analysis of the circumstances, based on empirical study (interviews, focus groups) with a greater focus on Košice region, is giving several important answers about the existing social capital, regional cooperation, attitudes of the stakeholders, potential and ideas in the cross-border context of Northern Hungary and Eastern Slovakia.

*Szakály Dezső***Technological war – What makes the hidden keys of modernisation?**

Growth trends of technological industry have increasingly been determined by the supply of rare earth elements (REE). Developed countries with their own supply of REE, like the USA, Canada or Australia, have competitive advantage and try to reach independence. As a result of the price increase of REE's, many REE projects started and the prices of the shares of mining companies that promise the opening of emerging new mines had started to increase by the end of 2011.

Martina Prochádzková

Regional innovation networks from two perspectives – innovation as an essence of local development (The Case of Slovak region)

Diversity of human knowledge which can be considered as a precondition of technological change leads to more or less economic development. The role of space could not be ignored and it is necessary to understand why networks of innovative actors can have a local dimension which is stronger or weaker in the sense of economic geography and economics of knowledge. The paper uses social network analysis to create networks of innovative actors – one for innovators and one for inventors. The main aim of applying mentioned concepts is to recognize actors that can be considered as carriers of knowledge and to identify differences among them. Calculated characteristics of networks suggest that in the case of Košice region, the bulk of knowledge can be found on the inventor's side.

Ivana Hvižd'áková

National Factors of Cluster Development and Management

The changing environment puts pressure on performance of business. In order to stay competitive firms create clusters, which require a more collaborative management; collaborative in the sense of creating relationships and trust, working on mutual investment and innovation projects and looking for ways to finance this change. The factors, which influence cluster development and also management, may come from the micro as well as the macro level. The aim of the article is to study the impact of national factors on cluster development and management in the EU countries. The results of analysis suggest that social capital dimensions have a differing influence on the proportion of clusters in an economy, while the level of innovation performance has a positive influence.

G. Fekete Éva

Employment expansion in the local primary labour market

Globalisation of nowadays has strengthened the appreciation of the formerly attenuated role of locality in territorial development. To think “glocally”, it is inevitable to get to know locality deeperly that encompass the members of the society directly and that determines the framework of our everyday activities. Moreover, it is also necessary to get to know deeperly how locality is related to globalisation, to review our local possibilities and to prepare for their exploitation. The expansion of employment can basically be promoted in three areas: with the strengthening of local – mainly small – enterprises, with the public employment realised by the state and the municipalities and by the social enterprises of social economy. The study deals with the first one, i.e. with the employment expansion realised by the enterprises of the local economy.

Iveta Korobaničová

**Marketing in Small and Medium Enterprises
A case study in Slovakia**

The position of Small and Medium Enterprises (SMEs) in global environment is inevitable and extremely important because of their significant contribution to the economic development. In recent competitive market society, the application of marketing principles is one of the fundamental preconditions of its success. Today, marketing must be understood as means of satisfying customer's needs. The author tries to emphasize these aspects by analysing of customer's behaviour in the Slovak Republic and by the process of implementing the marketing principles into the company policy.

Siposné Nándori Eszter

Territorial differences of poverty and happiness in Europe and in the world

The study examines poverty in the regions of the world and in the countries of Europe. Then, it examines the regional differences of wellbeing and subjective assessment of happiness, by comparing them to the regional differences of income rates. The study highlights that happiness and material wellbeing are not always strongly correlated, i. e. people living in countries with the highest gross domestic products are not necessarily the happiest in the world.

Martus Bettina

Where is the (age) limit?

Consequences of child labour and possible solutions.

Many problems can be found in developing countries, out of which some have an effect on developed regions as well. An example to these problems is child labour. It is important to deal with this as child labour has serious macroeconomic consequences that can influence the growth and the development of the country. Many national and international solutions have been worked out to solve the problem and many of them have had serious results, but the employment of children is still a big issue.

Czifra Laura, Mészáros Aranka

Handing over the baton: new generations in the workplaces

The topic of generations has been increasingly highlighted either in workplaces or in the private sector. Generations have always been different from each other. Researchers, however, have found out that young generations of nowadays are different from the older generations in several aspects. As a result of the social, welfare and economic changes of the 1990s, the youth have new habits, circumstances and conditions and therefore their needs have changed as well. An HR specialist has to ensure certain HR functions for the employee. Career management and the development of labour force have become increasingly important. Within an organisation, each generation can usually be found, so it is important to make them ensured that each generation is valuable.

Horváth Ádám - Mihály Melinda - Supka Bálint

Employment opportunities in the micro region of Fehérgyarmat

The research was made in one of Hungary's most peripheral micro regions at the Ukrainian-Romanian-Hungarian triple border. The authors argued for the regional development which is based on the local resources. The two main resources of the micro region of Fehérgyarmat are the arable lands and the labor force. Building on these two resources the focus of the development proposals are the eco-minded agriculture and the eco-minded manufacturing industry built on the agricultural products produced in the micro region. Making a strong eco-minded agricultural region from the micro region of Fehérgyarmat, the authors determined a development proposal which consists of four stages. Stage one is to trace back the people who have been unemployed for a long time a possible way to reach this is to reintegrate backyard farming for the households. When people are opened for farming can they learn how to make marketable agricultural entrepreneurship. To reach this at stage two we give some ideas how to form the educational system to teach entrepreneurial skills. A good way to strengthen the new enterprises is to build up new markets for them with new channels (helyipiac.hu via the web) or refresh older markets (transboundary networking). These three stages are linearly built on each other, but the fourth is a bit parallel with them. At the fourth stage we introduce a special model for developing employment rate. The reason why the model of Rozsály is special is that it is based on convergence and strong community.