

2nd IRI Economics Conference

26-28 JAN 2015, KOMÁRNO
SLOVAKIA

PROGRAM
ABSTRACTS

International Research Institute s.r.o.
Komárno, Slovakia

2015

Conference organized by

International Research Institute s.r.o.

Edited by:

János Tibor KARLOVITZ

**Vydal: INTERNATIONAL RESEARCH INSTITUTE s.r.o.
Odborárov 1320/46
945 01 Komárno
Slovakia**

ISBN 978-80-89691-19-7

2nd IRI Economics Conference

Place:

Konferenčné centrum UJS – Selye János University,
Hradná 2, Komárno
Slovakia

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26 January 2015

8.00-9.30 Registration

9.30-9.40 Opening of the Conference

Presentations in Sessions

Session No. 1. 10.00-11.20 <i>Brands and Services</i> Chairman: Dániel Róbert Szabó	Tünde MÁTÉ: Where „white elephants” are living? Impacts of international and domestic sport events
	Miklos KOZMA, Annamaria KAZAINE-ONODI: Alternative Approach to Measuring Business Performance in Sports – How the Public Sector ScoreCard approach can help sports organisations in operating along strategic objectives
	Dániel Róbert SZABÓ: The Music in the Commercials of the Most Valuable Brands from 2012
	Bogdan GEORGESCU: The importance of price in marketing acceptance in the services sector in general and in air transport services in particular

Lunch time

Session No. 2. 12.00-13.40 <i>Sustainable Development</i> Chairman: Robert Marciniak	Petrică Sorin ANGHELUȚĂ: Sustainable development and the communities in Romania and Slovakia
	Maria-Alexandra TOMA: Main Directions of evolution Regarding the Production and Merchandising of Organic Food in Romania
	Patricia NÉMETH: Correlation between Environmental management and Corporation competitiveness. The Role of Corporate Environmental Activities in Competitiveness and Market Success
	Arghir Vasile CIOBOTARU: The need to re-establish the State Health Center for the stabilization and development of the romanian rural environment
	Robert MARCINIAK: How sustainable the development of shared service centers in Hungary

Coffee break

Session No. 3. 14.00-16.00 <i>Applied Questions in Management</i> Chairman: Leonid Nakov	Leonid NAKOV, Igor IVANOVSKI: Organizational Development of the Insurance Companies in Republic of Macedonia. Is there a Need for Creative Recombination?
	Mihai VRINCUȚ: Gaining competitive advantage by planning projects based on the Theory of Constraints
	Andrea TAKÁCS: These Paradigm Shift within the Successful Change Management
	Fjolla TRAKANIQI: Elimination of stress via time management
	Thëllëza LATIFI-SADRIJA: Ethic Importance of Managerial Behaviour. Case study: Private companies in Kosova
	Károly PIRISI: Complex Case Management in Order to Support Disadvantaged Job Seekers

Coffee break

Session No. 4. 16.10-17.50 <i>Macroeconomics</i> Chairman: Ákos Kozák	Akos KOZÁK: Macroeconomics indicators and consumption
	Tamás KOZÁK: The multiplier effect of the Hungarian retail consumption
	Krisztián KOPPÁNY: First Drafts for the Regional Macroeconomic Model of Győr and its agglomeration
	Elena POLO: Some analysis of social and economic effects of progressive taxation. Theoretical approach and case of Albania
	Fidane SPAHIJA: The variance of interest rate. Case of Kosovo 2003-2013

27 January 2015

Presentations in Sessions

<p>Session No. 5. 10.00-12.00</p> <p><i>Regionalism</i></p> <p><i>Chairman: Előd Kovács</i></p>	Beáta FEHÉRVÖLGYI, Nikoletta KASZÁS: Success factors of the cross-border co-operations
	István JUHÁSZ: Differences of the Motivation of Workforce in Chinese and Russian Organizations, using Hofstede's Dimensions
	Anna BECMER: The insurance market of selected countries in Central and Eastern Europe on the background the EU-15
	Tamás BOGNÁR, Előd KOVÁCS, Irma RÁCZ: Territorial identity and regionalization
	Alieu GIBBA, Lee-Fen LEI, Pai-Po LEE, Jozsef MOLNAR: A Study on Exports as a Determinant of Economic Growth in The Gambia
	Előd KOVÁCS: The Austrian pull effect

Lunch time

<p>Session No. 6. 12.40-14.40</p> <p><i>Rural Economy</i></p> <p><i>Chairman: Ildikó Laki</i></p>	Emil MUSAT: The role of agricultural lease farmland in the county of Calarasi, Romania
	Rares IONESCU: Member Homogeneity - essential for the well functioning of the agricultural associative structure
	Lavinia-Alexandra CRISTESCU: Identifying innovative management models for food quality and safety using the Forced Decisions Technique
	Elena-Sînziana BUTNARU: The Effects of Liberalization on the Romanian Land Market Sales
	Gabriel Cristian SABOU: An analysis of the risks incurred by the heritage tourism in Romania
	Armanda TOLA-KEQI: The development of the tourism sector in Albania

Coffee break

<p>Session No. 7. 14.50-16.10</p> <p><i>Policies</i></p> <p><i>Chairman: Peter Balogh</i></p>	Valbona MEHMETI: Imperatives of Public Administration. Reform in Albania – Necessity to shift from public administration to public management
	Peter BALOGH: Investigating the 'visible hand': patterns of economic development policy in Hungary
	Ramona Camelia BERE: Institutional mechanisms in growth pole policies in Romania
	Ildikó LAKI: Százhalombatta among the industrial cities

28 January 2015

Presentations in Sessions

<p>Session No. 8. 10.00-11.40</p> <p><i>Human Development</i></p> <p><i>Chairman: András Göndör</i></p>	Ariana XHEMAJLI, Alma SHEHU LOKAJ: The Impact of Economic Transition in Human Resources Development in Kosovo Enterprises
	Edita HAXHIJAJA: Raising the literacy skills of early grade students through exercises
	Raluca Mariana GROSU: Returnee entrepreneurship in Romania
	Mihaela DOBREA: Motivational and Coaching Skills in Romanian Telecom Companies. A comparative research
	András GÖNDÖR: How the leaders' emotional intelligence influences their effectiveness and the assessment of their performance?

Lunch time

<p>Session No. 9. 12.20-14.00</p> <p><i>Culture</i></p> <p><i>Chairman: Judit Torgyik</i></p>	Răzvan DINA: Opportunity of using the social media like a business development tool
	Kata FÜGE, Alexandra MAKAI, Pongrác ÁCS, Mária FIGLER: Nutrition-related Media Attitudes of Hungarian Children Training Regularly
	Irina MAIORESCU: The cultural dimensions reflected in education: an assessment of Romanian and Slovakian e-learning based systems
	Ermira QOSJA, Fellanze PULA: Application of Information Technology as a Vision and Success for Women in Bussines
	Fellanze PULA: Business Oriented to Women – Kosovo's Case

Coffee break

<p>Session No. 10. 14.10-15.50</p> <p><i>Enterprises</i></p> <p><i>Chairman: Daniel Moise</i></p>	Emin NEZIRAJ, Justina SH. PULA: Transformational, Transactional and Non-Leadership Factors of Leading the Business of SMEs of SEE Countries
	Mirjeta DOMNIKU: The process of financial management in SMEs of Kosovo
	Erika MALEŠEVIĆ: Specificities of strategic management of small and medium-sized enterprises in countries in transition
	Ivana MEDVED, Damir GUŽALIĆ: Application of Activity-Based Costing in Environmental Management
	Daniel MOISE: Gamification Strategies the Ultimate Tool for Events Marketing

Coffee break

Session No.11. 16.00-17.40 <i>Online Development & Customers</i> <i>Chairman: András Keszthelyi</i>	Daniel ZGURA: The Impact of online development entrepreneurship and Economic Growth from Romania
	Krisztina KELLER, Erzsébet PÉTER: Analysis of the ICT developments and the online advertising potential of enterprises in Zala county
	Cătălin Ionuț SILVESTRU: On E-learning in Cloud and Social Networks
	Andra VASILCOVSCHI: Offer development of electronic products generated by information technology and consumers' requirements
	Jelena KONČAR, Ljiljana Đ. STANKOVIĆ, Goran VUKMIROVIĆ, Sonja LEKOVIĆ: Development and Implementation of Comprehensive Trade Policy in order to Improve Consumer Protection in the Republic of Serbia

17.40: Closing of the Conference

Abstracts

Sustainable development and the communities in Romania and Slovakia

Petrică Sorin ANGHELUȚĂ

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Whether we talk about a national, regional or local community, the main objective is represented by the economic progress.

Lately, there have been reorganizations of the economic systems. The transition from planned economy to market economy in both Romania and Slovakia, led to technical, economical, social and institutional changes. The accession to the European Union imposed structural changes from the primary to the secondary or tertiary sector.

Sustainable development is part of the economical development. A proper management of the daily changes can be made only with flexible, well educated and prepared persons, who have the required interdisciplinary knowledge. When we discuss about the sustainable development, we must take into account the human resources as well.

The strategic objectives of the European Union can be achieved only if we properly manage the human resources.

The purpose of this article is to analyse the sustainable development in terms of its human capital component. Hereby, the article presents information on both the sustainable development and the current state of the educational level of human resources in Romania and in Slovakia. It also presents an overview of the characteristics of human resources for a sustainable development. The importance of educational level is given by the necessity to find viable solutions to everyday problems.

The economic development of a community is influenced by the level of education of the community members. The decisions affect the work of all community members. Hereby, the national, local and regional communities play a role increasingly important.

There can appear various issues such as the loss of social welfare, if we do not take into account the human factor. The appropriate training of the community members can help the community to face the challenges of the knowledge society.

The education is essential for the sustainable development. The development of national education and training systems results as a necessity for the decision-making with positive impact on the economic progress of the sustainable development.

Acknowledgment

This paper was co-financed from the European Social Fund, through the Sectorial Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/138907 "Excellence in scientific interdisciplinary research, doctoral and postdoctoral, in the economic, social and medical fields -EXCELIS", coordinator The Bucharest University of Economic Studies.

Investigating the ‘visible hand’: patterns of economic development policy in Hungary

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In our planned presentation we wish to introduce some results from our empirical research about the institutional regulation of development policy. Hungary has already been a member of the European Union for ten years, and in this period the possibilities and financial capacity of the actual governments and policy-makers to reach several – even different – desirable goals increased due to the accessibility of the EU development funds. In our research we investigate empirically the patterns; the success and results of the allocation mechanisms applied to distribute these funds and investments. During that examination we build on an institutionalized approach: we study whether the institutional regulations and classifications generated and applied by the development policy itself reach their aim. A special attention is paid on the chance of comparability raised by the fact that since 2010 in parallel with the European Union funds the government started to promote, support and extend economic development by investing further financial resources.

During the presentation on the one hand we would like (1) to outline the theoretical frame mainly based on the assumptions of new economic sociology to interpret and to embed the research question, and on the other hand (2) to demonstrate some results of our quantitative empirical work.

To examine the issue empirically we build complex databases on different aggregation (project-, and micro-regional-, county-) levels including several external variables in order to grant the possibility to compare and control the estimations.

In the course of the quantitative secondary data analysis – on the one hand – we (1) calculate different types of indexes (i.e. Hoover index, Hirschman-Herfindahl index) in order to explore, measure and compare the allocation patterns of economic investment policies, furthermore (2) employ models of program evaluation (‘non-equivalent control group design’, ‘regression discontinuity design’) that are capable to exclude alternative explanations and to gain high internal validity.

According to the preliminary results the two different pattern of investment allocation can be empirically distinguished considering their socio-economical outcomes.

The insurance market of selected countries in Central and Eastern Europe on the background the EU-15

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This article concerns the analysis of the insurance market in selected countries of the European Union. Market research relate to non-life and life insurance. Against the background of private insurance will be presented to the characteristics of motor third party liability insurance. The aim of accession to this analysis is the comparison of the developing countries to developed countries. The secondary aim of this paper is to **evaluation** whether being in the European Union makes a significant change in selected indicators of the insurance market.

For the analysis were selected countries, which together with the Polish accession in 2004 to the European Union and the countries of the "old" European Union. The time horizon of analyzed comprises the years 2004-2013. Examination of the insurance market will be based on indicators such as premiums written, density, penetration and claims ratio.

Comparison indicators of the insurance market in the studied time was carried out using the methods and statistical tests. Used statistical methods will mainly concern the dynamics of the analyzed indicators and correlation of these indicators between the countries of Central and Eastern Europium and the EU-15.

The insurance market in the countries of Central and Eastern Europe are characterized as a developing market. In 2007-2008, the developed countries and developing similar reacted to the economic crisis. However, in 2009, affecting much stronger countries of Central and Eastern Europe. Within 10 years the differences in the dynamics of written premium decrease comparing Central and Eastern Europe and the EU-15.

Institutional mechanisms in growth pole policies in Romania

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While aware that dynamics of institutional mechanisms in policy implementation may seriously affect that particular policy, we analyse the dynamics of institutions involved in regional development, more specifically those involved in urban development, in the development of growth poles. Based on a Government decision from 2008, the focus of this policy is on prioritizing investments from structural and cohesion funds related to urban development and on state budget funds towards the development of 7 second-tier cities from Romania, which have been declared growth poles, one in each region.

In this context, we focus our analysis on the dynamics of institutions involved in the growth pole policies in Romania in particular on inter-community development associations (IDA) established in each of the 7 growth poles and on the functioning of the growth pole coordinator structures from within the Regional Development Agencies, taking into account the framework provided by the Regional Operational Program (ROP). Prerequisites for accessing funds from ROP for development projects of growth poles included the development of strategic plans in each of the growth poles (Integrated Urban Development Plans - IUDP), which to be submitted for approval by IDAs from each growth pole to the ministry responsible with regional development.

We expect that the functioning of the growth pole coordinator structures is influenced by that of the IDA, and that the exogenous influences in the setting of these structures also affects their functioning, with structures established under endogenous influences performing better from human and financial point of view than the ones established under exogenous influences.

The research conducted involved analyzing content of documents, such as the regulations regarding the establishment of the growth pole coordinators, the bylaws of the respective IDAs and websites of the IDAs / municipality declared as growth pole, while also taking into consideration the legal framework related to establishment and functioning of IDAs and of the growth pole coordinators. Our analysis will focus on aspects related to decision-making within the IDAs, based on an observation grid, and on performance of IDAs, based on descriptive financial data for 2008-2013 from reporting documents recorded to the Ministry of Public Finances. In the analysis, we shall take into account as reference point the year 2008 as year when the Guide for Applicants for ROP PA 1 was launched.

Acknowledgment

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Territorial identity and regionalization

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The geographical repartition of development alternatives is very different, which leads to well developed and under developed territories, among which a unique centre- periphery relation can be observed. The territorial correspondence of economics - as an object of research - still is not in focus in many countries. Centre and periphery as territorial units strongly cohere, whereas we have to state that periphery can be identified as the key to rural development. The rural development processes should also be based on equality, meaning that both centre and periphery should get a share from the positive impacts. In our paper we analyze the territorial concentration - and deconcentration - and their root causes based on different factor groups. Aim of our analysis is to define and understand the spatial concentration and to introduce the key theoretical background. This approach also faces regional identity from the perspective of its relation to competitiveness, and examines the background of the formation of regional cooperation proven by secondary literature. In our paper we understand the theoretical background of regional concentration in its coherency, amended with the development- stimulating effect of competition and cooperation.

The Effects of Liberalization on the Romanian Land Market Sales

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The land market is an objective component of the free and democratic market economy. Operating rules of the land market are broadly similar to those of any other economic good market, but there are specific elements. In the first place it is national, the land, as a material good is special which cannot be territorial deployed, multiplied or manufactured and it is a vital element in the existence of a nation. In the second place it is no price of land in general, each field or plot with its price.

The present paper analyses the impact and the effects of liberalization on the Romanian land market sales. The goal is to identify the effect of land liberalization in the context in which foreign buyers are allowed to purchase land in Romania, since 2014.

The importance and value of land increases as the development of the economy is higher. Under this criterion the land market in our country behave as such, because the development of the Romanian economy is lower compared to developed European economies.

Because agricultural land is one of the main strategic resources in land market, the state must act with great caution and responsibility. In this context 2014 marks the liberalization of agricultural land market in Romania for potential investors from Europe under the Common Agricultural Policy.

The main problem of the land market in Romania is the lack of cadastre or an owners database and lots of coordinates and other.

Freedom to land has a major impact on the functioning of the market land mechanisms because the generous offers of the European buyers far outweighs the financial resources of Romanian farmers, especially people living in rural areas.

Romania is the only country in Europe that has not made any notification to the EU for the imposition of restrictions on the purchase of land by foreigners. In the EU accession treaty concluded by Romania stated that farmland is a capital, while Hungary, said that the land is a national asset.

Acknowledgment

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The need to re-establish the State Health Center for the stabilization and development of the romanian rural environment

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The State Medical Dispensary, a constant presence and an important landmark in both rural areas and urban development since the late 19th century, was abolished together with the full privatisation of primary health care in Romania and the mandatory transformation of general practitioners into family physicians, a new concept imported from other health systems, justified as a mandatory action following the entry into force of the social health insurance in Romania in 1997.

After nearly 17 years, the result of these questionable measures is the concentration of medical service providers (family physicians, outpatient specialty clinics, hospitals) in major universities and the most developed economic regions and the marked decrease of their presence in rural areas, with an uneven and unfair territorial coverage. This distribution of medical suppliers negatively affects the health of the population in the rural space and generates direct, adverse social and economic effects on the quality of life and the sustainable development.

The involvement of the Romanian State in the re-establishment of the State Medical Dispensary and the return to the General Practice specialisation instead of the family medicine specialisation would represent the necessary gesture and attitude for a responsible State that respects its people, the history, traditions and experience gained for more than 150 years as a modern State.

The return of this medical institution, in an updated and modernized form, would mean actually ensuring support for the implementation and development of a coherent health policy so that they can be given basic medical services and public health on a clearly delimited territory, regardless of the landform or the number of inhabitants.

The importance of this decision exponentially increases, if we consider, in addition to the stabilization and development of the rural environment, the stabilization and development of the Romanian medical and health personnel (doctors, nurses, midwives, nurses, medical social worker, etc.), whose emigration trend is given in particular by the lack of jobs and an improper wage.

Acknowledgement

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Identifying innovative management models for food quality and safety using the Forced Decisions Technique

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This paper aims to identify the typology of innovative management models within companies that are operating in the food quality and safety industry. The paper indicates the existing models, shows a comparison between them, and presents an analysis of such innovative management models using the Forced Decisions Technique. Through this problem solving-decision-making model a mixture of results were obtained: creative development and identification of options, firmness of decision, and effective implementation. The present study, within the context mentioned, will be concerned with the following research questions:

1. Does the implementation of an innovative management model - focused on food quality process improvement - eliminate the non-performance factors and variation compared to other existing models?
2. Does the innovative management model bring a return on investment and improvement that will be further used to develop new processes or products at quality levels?

It is important to answer these questions because, in the process of continuous improvement of quality and its impact on an organization, internal and external factors can affect the quality results of the company. Problems regarding the risk of consumption or use of goods and risk of the production process are directly correlated with the quality characteristics of the goods and protection of consumer interests.

Also, the paper presents an analysis of compliance with the quality standards by manufacturers and retailers, within the area of food quality and safety. The paper has managed to demonstrate through the performed research that the use of innovative management models for food quality and safety has the potential to enhance product quality, simplify contractual relationships, demonstrate compliance with regulations, and improve responsiveness to customers.

Opportunity of using the social media like a business development tool

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In a competitive environment where all aspects need to be taken into consideration which contributes to the aim of a business organization and every participant that can influence its activity, the social media can be the link between the different business activities. Social media does not only have the role of communication channel between the different players that represent the business environment, but can also offer an image for the activities and for the needs of every single player that takes part in the economic process, allowing them to analyses and understand the other participants needs and offers.

For all this participants, social media offers different tools through which they can achieve the objectives and with which they can improve their business. While the economy was trying to recover from the crisis, social media platforms, especially social networks grow exponentially (Hendler and Golbeck, 2008; Boyd and Ellison, 2007).

Based on these, to determine how the business activities can be improved through the use of social media it has been conducted an exploratory research, carried out online through a structured questionnaire posted on a free platform. The targeted research group was composed of young people which are more familiar with the applications offered by social media and that also have a job and an image formed on the activity of an economic environment. For a better business picture of the Romanian business activity were questioned both budgetary environment employees and those in the private sector.

Through it we have identified a number of theoretical concepts on typology and modalities to use social media and we determined the main particular social media tools through which business activities can be coordinated and improved.

Acknowledgment

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Motivational and Coaching Skills in Romanian Telecom Companies. A comparative research

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Over the last 25 years, the Romanian telecommunication industry has grown rapidly and has turned into one of the major business markets in Romania. Nowadays it can be seen as the fastest developing segment of trade and business in the country. This research is meant to assess selected issues, fundamentally connected to management in general and to leadership in particular. In this context, the major objective of the research is to analyse the field of motivational and coaching skills within telecom business sector through the use of empirical analysis.

In the first phase, the research will focus on how and if leaders make effective use of motivational and coaching skills in order to increase employees' performance in both Orange and Vodafone; the two major leading corporations in telecommunication, mobile services and internet market from Romania. In the first phase, the research will focus on the impact of leaders' motivation and coaching techniques on employees.

With regards to the methodology of the study, quantitative techniques were employed, being applied two questionnaires: one for staff and the other for leaders. There were 100 participants from different levels of career status in the two analysed corporations. The major measurable data on the two independent variables were motivation and coaching, along with the dependent variables of performance and productivity.

According to our researches it was confirmed that there exists a statistically significant relationship between motivational and coaching techniques and abilities taken for granted by leaders, and employees' satisfaction, and as a consequence particular degree of performance both in Orange and Vodafone. At the same time, it was proved that motivation practices at work place were either lower or inappropriate, this having a major negative impact on employees' satisfaction and therefore lower level of motivation. The consequences consisted in lower performance and productivity.

Acknowledgement

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The process of financial management in SMEs of Kosovo

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In the process of financial management in SMEs of Kosovo is an affecting a number of factors that are required to be considered, in order that financial management process to be as much effective. There so many problems that will be analyzed and examined and that have to deal with like; decision-making on field of finance, investments, dividend politics, financial environment, the time value of money, capital budgeting, risk and return, capital resources, financing costs, working capital management and bankruptcy and reorganization of the firm's (SMEs). Actually, when we possess enough information about these elements which are simultaneously the main pillars of financial management, then the application of these factors in the practical part will not encounter many difficulties, and if the opposite happens, we will be able to cope more easily because we have recognized a *cause-effect* elements. This paper will make the description of some global theoretical aspects and literature, and their role and impact of many factors that affect's the financial management process, which will also include an analysis that relies on the findings from the empirical data that are collected by research conducted in domestic enterprises.

The importance of financial management theory will be compared with the reality of business in the surveyed enterprises, which will be studied the efficiency of this process which will be summarized with the main conclusions and finally offered some potential recommendations that will could have a positive impact on improving financial management in general.

Success factors of the cross-border co-operations

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The success of cross-border co-operation largely contributes to the notion of „a Europe of the regions”, that is why border regions receive special attention and subsidies from the European Union. In this study, the authors examine the areas of trans-border co-operation and the factors of the successful regions in the western part of Hungary. One aim of the empirical research is to reveal what the possible efficient fields of trans-border economic co-operation are, what factors determine the success of a trans-border region and what connections can be established between the fields of co-operation and the factors of success. The first results of the research point out the accentuated role of the factors of connection that is played in the process of organising and realising trans-border co-operations, as well as in that of building a prospective trans-border region. However the cross-border projects can play very important role in the co-operation of border regions, therefore during the research the authors focused also on the examination of the success factors of these cross-border projects. Accordingly, this study also concentrated on the projects implemented within the frame of Cross-Border Co-operation Programmes. Therefore another aim of the research is to determine the factors of successful implementation of projects, compare these factors with the original elements of the “iron triangle” of the project success; and analyse the project management maturity of the implementing organizations. Ultimately according to these results the authors define the success factors of the co-operation and also the success factors of the project management of the cross-border regions. On the score of the results it can be appointed that the co-operation between small regions is not made more difficult than otherwise by cultural differences, because the decision makers show a very similar way of thinking in the studied countries.

Nutrition-related Media Attitudes of Hungarian Children Training Regularly

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Introduction: Health-consciousness in everyday lifestyle is of high importance nowadays at most Western societies, but finding the best tool to deliver this message might be challenging to businesses and decision-makers alike. The aim of our research was to evaluate attitudes toward healthy dietary practices and social media use of children completing regular trainings.

Method: Our sample contained 146 children (8-17 years) playing basketball regularly at “Rátgéber Basketball Academy” in Hungary, with at least 3 trainings per week and attending competitions during weekends, and carry out compulsory sport activity within the elementary or secondary school schedule. Data was collected using a self-edited questionnaire that contained mostly closed-ended questions alongside a few open-ended questions. Filling the questionnaire was voluntary, and required a parental agreement declaration. Quantitative methods were used to analyse data: descriptive statistics and deductive analysis based on chi-square test, t-test and correspondence-analysis was applied. All analyses were carried out with IBM SPSS 20 software.

Results: Not one child in our sample claimed that his dietary practice is explicitly unhealthy. Our results show significant correspondence between the admitted importance of healthy dietary practice and the positive evaluation of one’s own nutritional practice. However, our results based on the collected data do not support our assumption that the prevalence of physical activity of children effects the self-claimed perception of nutritional commercials targeted to the age group in question. Likewise, our results based on the collected data do not support our assumption that the prevalence of physical activity of children affects the self-claimed importance of healthy dietary practice among the age group in question. Although our sample was not nationally representative, the inquiry regarding social media use revealed that heavy majority of Hungarian school children own mobile devices with touchscreen and possess account on a social networking site.

Conclusion: Regular physical activity is a major tool to establish health-consciousness, especially within young age groups. However, our results show that another important aim would be to raise awareness of the dietary practices within an active lifestyle, and also of the marketing messages that reach children and young adults concerning various nutritional products.

The importance of price in marketing acceptance in the services sector in general and in air transport services in particular

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In the "society of services" services economy itself has become a controversial issue, especially about the nature and content of the services sector activities, the implications of their development, their character productive or unproductive. Countless services are defining the nature of the current economic theory majority comprising elements of intangibility, relationship customer- buyer of utilities purchased or used, to customize services to goods. In the services sector, subject to these trends, transport services providing space movement of goods or persons, affecting all facets of economic and social environment. At the organizational level, price component becomes an important role in terms of its strategic aspect and not just operational, it is actually the only element of the marketing mix components that add value to the companies. In the marketing perspective, the price should be defined as a permanent value that consumers associate the product or the service, depending on their expectations about it. Consumer expectations depend on: the perception of a "fair" price, prices paid in the past, the prices of competition and quality perception. In this paper we see how important is the price in choosing a service in general and custom on transport services - European air transport services and transoceanic. In my performed researche were taken in analyzing several variables such as flight safety, loyalty programs, flight schedule, airline type, *price*, and other. Based on the results from the research we will see how this factor scores to others.

Aknowledgement

This paper was co-financed from the European Social Fund, through the Sectorial Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/138907 "Excellence in scientific interdisciplinary research, doctoral and postdoctoral, in the economic, social and medical fields -EXCELIS", coordinator The Bucharest University of Economic Studies.

A Study on Exports as a Determinant of Economic Growth in The Gambia

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The Gambia export growth is important because of its effect on internal trade and economic stability. Even more, the rate of economic growth in The Gambia and the distribution of income and wealth are closely related to export growth. Growth of the economy is directly related to exports. If exports increase at a faster pace as compared to imports, nothing can stop the economy from being a developed one. On the other hand, the instability in exports can adversely affect the process of economic growth and development.

Lower exports mean low foreign exchange and lower foreign exchange in turn means a small purchasing capacity of a nation in the international market. Fluctuations in export earnings introduce uncertainties in the economy. These uncertainties influence economic behavior by adversely affecting the level and efficiency of investment and in turn have a negative effect on growth.

This paper examines the causal relationship between The Gambia exports and economic growth (GDP) using the Error Correction Model (ECM) for the annual data period 1980-2010. Dynamic econometric models were estimated to test for time series properties: unit root (ADF) and Co-Integration (Johansen's procedure).

With this (time series) data, a relationship is established between GDP and manufacturing exports using an Error Correction Model (ECM). The empirical analysis suggested that the examined variables present a unit root. On this basis, the Johansen co-integration test analysis was used to lead to long-run equilibrium relationships among these variables. Then the methodology of Error Correction Model (ECM) was applied to estimate the short-run and the long-run relationships between export and GDP. Through the Granger causality test, it could be inferred that there is a unidirectional causal relationship between export and GDP. Time series econometric techniques were used in this research to test for the causal linkage between exports and economic growth. The results of the unit root tests showed that most of the series are stationary in first differences (series in levels have unit root— $I(1)$).

According to the empirical results, the R-squared is found to be 63.49%. This statistically means that The Gambia's economic growth (GDP) can be explained by its total export at a rate of 63.49%, showing that total export is a good determinant of economic growth. The main conclusion that can be drawn from ECM is the negative relationship between GDP and exports from 2003 to 2010 due lack of sufficient rainfall and the world's economic downturn. Therefore, it is a signal that more efforts are needed to revise the policy target of the export industry.

How the leaders' emotional intelligence influences their effectiveness and the assessment of their performance?

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Trait emotional intelligence studies rarely focus on how leaders' emotional intelligence influence their performance. The main challenge of such studies is that two aspects have to be measured accurately: emotional intelligence (EI), which is an independent variable, and leadership effectiveness, which is a dependent variable. This presentation shows the first results of a study aiming to compare the influence of EI on the performance of leaders working in different fields. In our study, the leaders' emotional intelligence was measured by the Trait Emotional Intelligence Questionnaire (TEQIue) 1.5, a tool available in more than 20 languages. (The Hungarian version of this questionnaire was developed and validated by Edit Komlósi in cooperation with the author in 2011.) On the other hand, there was no widely accepted tool to assess and compare the effectiveness of leaders working in different fields: most comparative studies use the order of leaders' popularity or the general assessment of their higher level leaders, instead of effectiveness. Therefore, the author developed a complex questionnaire by which effectiveness can be measured, no matter what field the leader works in. In the questionnaire leaders' performance is assessed by their higher level leaders, subordinates and peers. The method is similar to the 360 degree assessment, but without leaders' self-assessment. The questionnaire is based on the Comparative Leadership Effectiveness Model, also developed by the author.

The study also revealed that some factors of the leaders' EI influence their assessment by their colleagues. Detailed statistical analysis is in progress, but according to our first results, there is a significant positive correlation between the 'relation' factor of the leaders' EI and their assessment by their subordinates; whereas the assessment by higher level leaders is more favourable if the leader's 'optimism' trait is higher.

Returnee entrepreneurship in Romania

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Romania represents an important provider of immigrants, especially for the European Union's members. According to the National Institute of Statistics in Romania, in 2013, the total number of emigrants was over 2 millions, mainly temporary emigrants. Romanians migrate in order to raise money and after a period of time they come back home. Romanian immigrants represent important labour force, being employed, in general, in branches less attractive for the citizens of the host countries. However, there are also situations when Romanian immigrants are entrepreneurs or are employed in more knowledge intensive braches. Starting from the idea according to which a returnee entrepreneur is an emigrant that worked abroad, returns back home, and develops a business in the origin country, this paper approaches returnee entrepreneurship (RE) in Romania. It is based on an in-depth review of the specific scientific literature, developed with the main aim to design a series of guidelines for promoting and facilitating RE in Romania. Main implications of RE at socio-economic level, facilitating factors, incentives, obstacles, etc. are approached. Furthermore, information obtained through the development of desk and field pieces of research among returnee entrepreneurs in Romania, support and strengthen the literature review's results. These information mainly refer to reasons for returning back home, types of developed businesses, relationships between the migratory experience and the entrepreneurial process, facilitating and motivational factors for business start-up, obstacles encountered during the entrepreneurial process, etc. Based on a pioneering research, the paper puts forward valuable insights on RE in Romania. It aims to bring a contribution to the enrichment of studies in the area and to raise awareness among policymakers in regard with the importance, magnitude, and complexity of the phenomenon. Moreover, the paper provides significant guidelines for policy recommendations in order to raise the entrepreneurship rate among returnees and to increase the degree of return, in association with entrepreneurial activity in Romania.

Acknowledgement

This work was cofinanced from the European Social Fund through Sectoral Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/142115 „Performance and excellence in doctoral and postdoctoral research in Romanian economics science domain”.

Raising the literacy skills of early grade students through exercises

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In this research, I will explore the impact that exercises will have in enabling students to fluent reading in the early grades. The subject was taken from everyday situations of my work, and the explorer will react directly to the pupils' needs, in gaining their confidence, as the most important element in correct forming of children's character and for their success.

Collection of data will be done through: observation of pupil, personal notes, questionnaires, conversations and tests. Research will be conducted in the city of Prizren, Republic of Kosova, in the Primary and Lower Secondary School (PLSS) "Emin Duraku", class II-3, there will be involved 5 pupil and they will be led by me, as the teacher of this class.

The research will be conducted in coordination with school management, teachers and parents of the pupils involved. Collection of data will be implemented within three weeks. It is expected that the research will have double impact; in the first the improvement of pupil will be satisfactory, and also the research will have influence in the professional improvement of teachers.

In this research will be explored *Raising the literacy skills of early grade students through exercises*, through A-EGRA test which contains 7 subtests – components considered essential during learning to read, but I will use 4 subtests, such as: Phonetic awareness, acquisition of letter / Phonetics; Reading of frequent words / photographic and Reading of non-words.

This study aims that gained results during the search have values and be applied in the practice, making a significant contribution in developing knowledge in this field. Reading will be studied from the theory and practical aspect, determining its role and importance among pupils of early grades. Research results will serve to define the setting of reading without causing stress – emotions among pupil, and teachers will find many roots, roads and paths to achieve success. In drafting this research will be used professional, scientific literature, from the field of reading, applying adequate scientific methods.

Member Homogeneity – essential for the well functioning of the agricultural associative structure

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Although it's been 10 years since the inception of the agricultural cooperatives law, in Romania the sector of associative structures in agriculture (associations or agricultural cooperatives) is still underdeveloped, therefore the number of the associations and their impact on the agricultural economy is reduced.

The most important resource of associative structures and cooperatives in agriculture is human resource, mainly represented by its members. For a successful associative structure, professional human resource management must start from the design phase of such associations or cooperatives. In this respect, the membership shall be conditioned upon the fulfillment of conditions related to the area of interest, field of activity or volume activity. Hypothetically, members profile of associative structures shall be determined upon studies based on objectives of the upcoming entity, as well as based on the economic and social aspects of the specific area. As an example, a case study is presented upon agricultural associative structures of Calarasi County, which analyzes the need for establishing, purpose and members profile.

Starting from the premise that in the administrative leadership level all members are equal, each member counting as one vote, social and economic structure of the members of a cooperative or agricultural associations is extremely important, because for the coherence of the decision is necessary that all members have the same purpose and similar interests, so the economic decisions are equally for all members. Given that some measures involves spending association's money, but not all members benefit from it, there is a risk of tension between members. Or, the real power of such an organization is precisely the confidence and intensity of relationship between members, and between members and the organization. Therefore, is crucial to ensure member homogeneity from the beginning, by creating the articles of incorporation and association, this way establishing the proper functioning of the structure, both in terms of economic decisions and administrative consistency and in terms of maintaining a climate of trust between members or between members and organization.

Acknowledgement

This paper was co-financed from the European Social Fund, through the Sectorial Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/138907 "Excellence in scientific interdisciplinary research, doctoral and postdoctoral, in the economic, social and medical fields -EXCELIS", coordinator The Bucharest University of Economic Studies.

Differences of the Motivation of Workforce in Chinese and Russian Organizations, using Hofstede's Dimensions

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According to this fact, nowadays many Western companies have been expanding, and establishing subsidiaries in China and in Russia too. When expanding to foreign markets and foreign cultures, adaptation of the local values is something, which needs to be considered by foreign managers (and other employees). A vital aspect is how to motivate employees. The way employees want to be motivated may differ a lot from one country to another due to cultural differences.

Hofstede analyzed a large data base of employee value scores collected by IBM between 1967 and 1973 covering more than 70 countries, from which he first used the 40 largest only and afterwards extended the analysis to 50 countries and 3 regions. In the editions of Hofstede's work since 2001, scores are listed for 74 countries and regions, partly based on replications and extensions of the IBM study on different international populations.

Additionally, the employees of China and Russia will be examined from all angles on the basis of Hofstede's dimensions. The respective categories including Power Distance, Individualism, Masculinity, Uncertainty Avoidance and Long-Term Orientation indicate how many scores the Chinese and Russian employees got in single dimensions, and on the basis of these values how the cultures of the employees, their attitude towards work and their motivation can be characterized.

I would like to introduce some new interesting researches about the motivation of workforce in Chinese and Russian Organizations, using the 5 dimensions of Hofstede to understand the differences of these two nations and their workforce.

Analysis of the ICT developments and the online advertising potential of enterprises in Zala county

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Enterprises, organisations and governments gather, use, store and forward an enormous amount of information and data during their operation. By now, using and managing information efficiently has become one of the key factors of competitiveness in the business sector; businesses rely on information or rather on those IT systems that serve them more and more. The development and complexity of information technology means considerable challenge for those enterprises which wish to maintain their competitiveness; therefore, they have an interest in the latest technologies.

Our research can be divided into secondary and primary parts. In addition to defining innovation, the studied scientific literature analysed the relationship of innovation and enterprises and the significance of information technology as well as the relationship between innovation activities and IT investments in businesses.

The questionnaire related to our quantitative research examined the information technology developments of the studied enterprises in Zala County and the advertising potential of the respondents. 57 % of the studied enterprises invest in developing their IT systems. 64 % of the respondents make use of the opportunity to advertise on social network sites; in comparison with this, they advertise via other online channels to a much less extent (35%). These proportions are definitely to be increased since such a communication interface is present where the target groups can be easily distinguished and aimed at.

As for closing the research we carried out correlation analyses between the characteristics of the enterprises, the IT developments and the advertising potential. In the cross-sectional analysis we have found moderately strong relation between the legal framework and the IT developments to be realised at enterprises. We have investigated further correlations between the legal status of the enterprise, its average statistical personnel and the studied fields.

Acknowledgement

This publication/research has been supported by the European Union and Hungary and co-financed by the European Social Fund through the project TÁMOP-4.2.2.C-11/1/KONV-2012-0004 - National Research Center for Development and Market Introduction of Advanced Information and Communication Technologies.

Development and Implementation of Comprehensive Trade Policy in order to Improve Consumer Protection in the Republic of Serbia

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Unstoppable increasing of the power of retailers have caused on developed, but also developing markets, deep changes in relation to structure and mechanism of market functioning. Considering the fact that increase of retailers' power carries both positive and negative effects on the position of other market players and market structure as a whole, there is a strong need of active role of a state in the creation and implementation of adequate market conditions for business activity. Modern concept and content of trade policy become necessary so as to ensure undisturbed development of a market and all the market players regardless of their size and power, protection of competition and, which is more significant, protection of consumers themselves.

Different segments of trade policy overlap and contribute to mutual success or failure in the implementation. This is particularly the case of two highly complementary policies – protection of competition policy and consumer protection policy. Their individual success requires mutual coordination and teamwork of institutions competent for the market development, system of competitive struggle in retail and increase of benefits for consumers.

The Republic of Serbia, upon the signing of the Stabilisation and Association Agreement between the European Communities and their member states of the one part and the Republic of Serbia, of the other part in April 2009, has intensively been working on the development and implementation of modern trade policy, and particularly on consumer protection policy where it achieved relevant results. Those results have not only reflected in the position of consumers, but beyond - on the development of full market and its competition.

In the following period of its harmonization with the single European market, Serbia should more intensively and more decisively develop and implement full, consistent and modern trade policy. The focus of its individual segments, undoubtedly, should be on consumers' interest, but at the same time with maintenance of equality between all the market players. Adoption of different segments of trade policy should be coordinated process, and their implementation conducted in cooperation of all the competent institutions, taking into consideration the knowledge and experience of modern, developed, markets.

First Drafts for the Regional Macroeconomic Model of Győr and its agglomeration

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Economic analysis of an area, exploring its macroeconomic relations using quantitative methods, can have a great importance on both national and regional levels. A region's total production, output, final demand and value added disaggregated on sectoral-territorial level are the key elements of local development and economic growth. A model describing their relations and expected values, suitable for regional forecasting and planning can be an essential tool for the development of the district, capable of elaborating its details and forecasting expected quantified effects. What kind of multiplicative effects can the development of the businesses, governance, investments, local, governmental and EU resources utilized in the area, appearance and disappearance of actors have on the economy of the region? How would the local economy be affected by the change of the final consumption's level and structure, the import demand of the consumption and production for supply from outside the region or the country, or the increase of the export? What kind of impact could the technological changes or the shift of the supplier relations have on a region? Does the application of certain local tax allowances or other incentives have a positive net result for the governance and economy? Answers to these questions could be found with this model. The applications and the groups of potential users can be diverse. Calculations with the model can be utilized not only in impact studies, but also as a decision support tool for the actors of the regional governance or private sector. It can also be helpful for the assessment and enforcement of the bargaining power of businesses, non-profit organizations and consumers as well.

In this paper I put forth the foundations of a regional macroeconomic model describing the relations and settings of the key variables, preparing a multi-year research project. The result of this research could be an analytic framework, calibrated to Győr and its agglomeration, suitable for use in practice. The basic model discussed here is only a first draft. This initial system has been tested with arbitrary parameters and proven to be suitable for regional macroeconomic forecasting. Although a full data collection and calibration couldn't be accomplished with the resources and time available, I began to supply the system with real data and develop an underlying database using financial reports of resident companies and data from household surveys.

The Austrian pull effect

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Austria has its very special pull effect concerning work-related migration in Central- and Eastern Europe. Day by day ten thousands of commuters make their daily drive to Austria from the neighbouring countries in order to assure a safer living for themselves and their family members back home. Besides the commuters, even more people do actually work abroad with the same motivation, who either have to migrate for a shorter, or a longer period, but do not travel home on a daily basis. According to the newest Austrian official statistics, 18% of all employees in Austria have migration background. And on top of this, the number of those for example who migrated to Austria in 2012 compared to those in 2011 shows still an unstoppable increase with 12.6%.

Considering the fact from the perspective, that with its low unemployment rate, financial stability and social welfare system Austria as a country of destination offers relatively high wages paid not only 12 but even 14 times a year, the inhabitants of other states might ask themselves, what's Austria's secret? My paper doesn't of course reveal the secret itself completely, but shows clear evidence of the significance of Austria as a country of destination on the European labor market, while at the same time it collects and analyzes all recent data based on the work-related migration into Austria, and gives a clear overview of the importance of the presence of the employees with foreign citizenship on the Austrian labor market.

Macroeconomics Indicators and Consumption

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My talk is connected to a research programme being carried out at Budapest Business School. While the players of the economy have not paid enough attention to the macro aspects of micro-level consumption in the last twenty-five years and especially not during the long years of the crisis, the Hungarian scientific and economic community have not explored the relevant connections of consumption, retail trade and the macro economy either. The analysis of the post-crisis became the focus of researches, which also provides new knowledge in absence of empirical work. The objective of the research is to understand the long-term trends of consumption in relation to the macro economy, and the retail trade processes within it, with special view to the exploration of the trends and drivers expected to appear after the crisis. My talk offers an overview of the trends and drivers of consumption and retail trade during the decades preceding the democratic transformation. It establishes connections between macro-economic indicators and the development path of the macro economy as well as the consumption of households, taking the indicators of retail trade into consideration as well. However, it is the last twenty-five years that is in the focus of the analysis, since the data and statistics on it are more readily accessible on the one hand, and it also provides an adequate framework of interpretation for outlining the future trends on the other hand. The research programme and the report devote a separate chapter to the crisis phenomena seen since 2007, as well as to their aspects appearing in households' consumption and retail trade. This latter topic is of importance because it is knowledge of the drivers of the period in question that is necessary for long-term planning. The research includes extensive European and secondary data collection in relation to the macro economy, the retail trade processes within it, with special view to the exploration of the trends and drivers expected to appear after the crisis; it also includes desk research, expert interviews and extensive consumer interviews. The talk presents the lessons learnt from the programme so far as well as the essential connections.

The multiplier effect of the Hungarian retail consumption

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In my study I examine how the retail consumption decisions depend on the macroeconomic factors in terms of the Hungarian statistical data. The main one is surely the disposable income the income that remains after consumers have received transfers from the government and paid their taxes. I analyse when the disposable income goes up, how people buy more goods, how strong the correlation between the determinants and how the consumption can be estimated using the linear regression. The positive sign with income reflects the fact that when disposable income increases, so does consumption as well.

I use this consumption functions in my study as a way of representing relations between variables. I need to define disposable income, where the income and taxes paid minus government transfers received by consumers. The historical trend of these information are reflected by volume change.

The relation between consumption and disposable income will be characterised by two parameters: c_0 and c_1 . The parameter c_1 is called the marginal propensity to consume, what I figure out based on regression equation. It gives the effect an additional HUF of disposable income has on consumption. The parameter c_0 has a simple interpretation. It is what people would consume if their disposable income were equal to zero, which also determined in terms of historical data.

I examine the way in which increase in demand, then it leads to an equal increase in production, then increase in production leads to an equal increase in income, and so on the enforcement of the multiplier effect. So I can finally bring together theory and the actual figures to consider the size of the multiplier.

I would like to analyse the restrictions of this model, for example.

- i. If taxes are not a fixed amount but instead depend on income (special tax on retail companies)), the size of the multiplier is decreased. When the economy expands and income increases, the amount of taxes collected increases. This increase in taxes does not help to lessen the contraction.
- ii. Sometimes we saw in Hungary that the crowding out of planned investment decreases the value of the multiplier because of the interest rate, but decreases in the interest rate also should be had a positive effect on consumption.
- iii. There is the response of the price level. We also saw that some of the effect of an expansionary policy is to increase the price level. The multiplier is smaller because of this price response.
- iv. There are people's expectations about the future. People look ahead, and they respond less to temporary changes than to permanent changes. The multiplier effects for policy changes perceived to be temporary are smaller than those for policy changes perceived to be permanent.

Finally, I integrate these relations in a model in order to make sensitivity analysis in terms of the estimated retail consumption figure and its determinants. The Retail Size of the Multiplier model could be advised to policymakers to make sure they clearly understand how the value of the multiplier is affected by each of the additions.

Alternative Approach to Measuring Business Performance in Sports – How the Public Sector ScoreCard approach can help sports organisations in operating along strategic objectives

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While performance measurement in the sport industry has a traditionally strong focus on sports results, commercial success of sports clubs needs to gain more ground. Sports results should generate market revenues, by satisfying customer needs, and allow continued investment in the further improvement of sports success (i.e. more funds for player transfers and wages). Club managers need to understand the complex relationship between on-field and off-the-field success, and identify critical success factors for achieving strategic objectives. Following our assessment of applying the Balanced Scorecard approach, now we examine the opportunity to use the Public Sector Scorecard approach as a potentially plausible framework for such analysis. Our paper explains the challenges of and opportunities for implementing a Public Sector Scorecard system in non-profit organisations, and provides insights into its application in professional sport through an in-depth case study of a handball club in Hungary. We conclude by providing a model for managing sports organisations in line with strategic objectives, balancing out stakeholder expectations for both sports results and commercial success.

Százhalombatta among the industrial cities

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To the Százhalom district or settlement countless folk legends and myths are connected from the time of Jordanes through Anonymus even up until the 20th century. János Arany, a renowned Hungarian author and poet, also mentions Százhalom in his piece titled *Keveháza*, which is part of the *Csaba-trilogy*. In 1853 the poet added the note to his piece writing that “Százhalom today is called the village of Bata on the right bank of the Danube.” However, in the area there are signs of human settlements dating to prehistoric times owing to its advantageous geographical position – the vicinity of the Danube providing ample fishing grounds, and the protruding loess hills, which offered both means for protection material prosperity.”

In the second half of the 20th century Százhalombatta was the last among the developing socialist industrial cities to go through its own transformation. This metamorphosis was due to the presence of two major industrial enterprises the MOL Plc. and the Dunament Erőmű Rt (Danube Power Plant Plc.). The town and its living environs enjoyed from the beginning a rather controversial status. From 1960 the newly emerging industrialized city has taken on important tasks, resulting from the industrial activities, and as necessities mandated by the elevated social functions. The local municipal council paid attention to the furthering of cohesion among the residents by the active involvement of public service providers at its disposal, in addition to the pressing issues related to housing shortages and the local industrial plants.

The city in the 21st century intends to continue its development model based primarily on industrial activities, however there is room for novel initiatives such as finding a new industrial character for the town based on innovations, e.g. setting up industrial parks, as well as supporting cultural programs of diverse nature such as the Summerfest Festival or the realization of a municipal conference center. The town therefore functions as a municipality of mainly industrial character even in the 21st century, increasingly drawing on modern innovative enterprises. Nevertheless there are several contentious issues, which may threaten the city’s prosperity in the long-term.

Ethic Importance of Managerial Behaviour. Case study: Private companies in Kosova

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Due to the fact that ethics is defined as specific scientific discipline which includes values, principles, virtues and moral standards transmitted in good and beneficial social behavior also including principles of demeanor of individual or social groups. As one of the most influencing models of professional role at employees, direct supervisor is a person that models, gives strength and that instills believes, ideals, values and ethical attitudes at work.

In Kosovo we have to deal with economic system in which prevails unemployment, through different decisions manager can influence on the life of the employees and in particular about justice criteria, impartiality, employee treatment, salaries, manner of dismissal, manner of work determining, determining duties at work are some of the areas where owners, managers take unethical decisions.

In this project we will focus on the way of determining duties at work of the employees, importance of ethical managerial approach towards dependents plays major psychological role in motivating and performance of employees in private companies in Kosova.

Aim of this project is to show the importance of ethical approach of the managers for determining and specifying duties of the employees, where for every work place strategic objectives should express clearly that should be realized as well as key performance indicators, based to which can be measured performance of the employee as well as other aspects which are necessary for effective manner of functioning of the system of work evaluation and in continuation for clear structuring of the organizational cell where the work place is located.

The cultural dimensions reflected in education: an assessment of Romanian and Slovakian e-learning based systems

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Part of the European Union strategic preoccupations, education, vocational training and lifelong learning are considered important drivers for the economical and social mechanisms. Despite the fact that European Union works in a cohesive manner in respect to the general policies and regulations the member countries have to obey and apply, there are still particularities in the way nations choose to align to those. Each individual member state has its own specific ways of transposing them into reality and this diversity in the European unity results from the various social, cultural and economical backgrounds the member nations have. Thus, there are differences between the various educational systems as these are a reflection of the social, economical and cultural traits of the population, they are specific to each country.

Due to rapid access to information given by Internet, people from various economical and social backgrounds, belonging to various nations become increasingly interested in the opportunities given by the online education. As statistics show, more and more developed countries use e-learning as an alternative or a complement to the classical educational systems.

The current paper aims to explore the cultural attributes specific to Slovakia and Romania, according to the acknowledged theories in this field: Power Distance, Individualism, Masculinity, Uncertainty Avoidance, Pragmatism and Indulgence. Starting from these dimensions, patterns of the most appropriate ways of designing online learning platforms are recommended for the two European countries, as cultural dimensions influence the process of education, and consequently the processes of e-learning.

Acknowledgement

This paper was co-financed from the European Social Fund, through the Sectorial Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/138907 "Excellence in scientific interdisciplinary research, doctoral and postdoctoral, in the economic, social and medical fields -EXCELIS", coordinator The Bucharest University of Economic Studies

Specificities of strategic management of small and medium-sized enterprises in countries in transition

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Small and medium enterprises (SMEs) are of great importance in all economies, especially in countries in transition, which are changing to the new entrepreneurial market way of entrepreneurship. Therefore, important changes are necessary in forming and development of the economic structure, so that these countries could reach the appropriate level of development and could be incorporated into European economic and overall development trends. One of the key levers, in the past few decades, in the total transformation of the economic structure are SMEs, whose status, treatment and impact is very different in various countries in transition. One of the preconditions of their efficient functioning is to formulate a strategy for the development i.e. selection of such strategy that will enable their survival and development in the long term. Since these conditions are different there is specificity in the formulation of each strategy. If under the strategic management, establishing relationships of business system with the environment for the mutual influence and effective implementation of the formulated objectives is understood, then SME should very carefully formulate their strategies in order not to jeopardize their survival and to secure, for themselves, some growth and development.

This paper considers research of certain aspects of strategic management of SMEs and comparative analysis of countries in transition.

How sustainable the development of shared service centers in Hungary

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The purpose of the research is to fill the scientific gap in placing the shared service model strategically and structurally among the innovative organizing theories. Other purposes are shaping current picture about the key international trends on the shared service market, to identify the domestic market actors and analyze their business practice. It was aimed to carry out a market analysis that is suitable for the detection of market movements and help for the decision makers to understand them. Related to the practical questions about the research:

- succeeded to determine the directions about global trends that define the events of near future on the global business service market and within the Hungarian market;
- succeeded to identify those reasons that lead to former market growth and latter slowdown, summarized those hindrances which may adversely affect the future optimistic growth scenarios;
- succeeded to identify the Hungarian market players and analyzed their business practices on the areas of service providing, organizational hierarchy, decision-making, pricing, performance measurement, networking, satisfaction measurement and job retention.

The research based on primary data collection that was questionnaire-based investigation aimed to map the business practices of domestic market players and collect their performance. Although a questionnaire research method rather means a quantitative tool, but because of the size of the target group and the large amount of research questions it was an appropriate issue to conduct a questionnaire research.

Where „white elephants” are living? Impacts of international and domestic sport events

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Introduction: The main appearance of sports economics today are the international sport events. The central product of professional sport is variety of sports and sport events. Important international sport events (e.g. Olympic Games, World Cups, Champions League finals) from sports economics point of view has impacts to all the sport markets (consumer market, players market, market for broadcasting rights, sports sponsorship market, merchandising market). These international sport events have specific impacts not only on their own markets, but also on the host country / city's economy. Furthermore, in many cases can be discover such impacts that are not primarily economic, but are closely related to the economy. The generation of the impacts of sport events in time can be divided into three groups, the pre-event, during the event and after the event, furthermore can be distinguished short and long-term impacts.

Methodology: online questionnaire survey about organizing experiences of international and domestic sport events held in 2013 and 2014, 21 associations involved into online questionnaire about the impacts on sport and on the association, involvement of scientific literature.

Result: The results are gives the answer, organizing an international sport event how impact: the development of sport, motivation of sportsman, employment, development of infrastructure, financing, turism, aftergrowth and recruitment. Furthermore, what kind of impacts caused in the society thanks to sport events.

Summary: The topic is dedicated to special attention from the fact that in Hungary in recent years, in 2014 and the coming years will be held a number of international sport events that create both economic and non-economic impacts in the short and long term. Just to mention the importants: 2014 Handball European Championship, 2017 Európai Ifjúsági Olimpia, Győr, 2020 Football European Championships Budapest, 2021: Water World Championship, Budapest, Évent of FORMULA-1 Hungarian Grand Prix and World Touring Car Championships at Mogyoród, Gyulai István Memorial Athletic Competition at Székesfehérváron. This short list shows *Hungary represents world-class in organization of international sport events*. The presentation is intended to show you the impacts can be expected of domestic sport events. Pros and cons highlight the potential pitfalls and disadvantages of the projects, also presenting the opportunities. The presentation also provides answers to the question, whether born "white elephants" in Hungary?

Application of Activity-Based Costing in Environmental Management

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Activity-Based Costing is one of the modern Management and Cost Accounting Systems. Essentially it is more of amendment rather than replacement of traditional Costing Systems. It represents adjustment of Costing to the changes of business processes due to significant pressure of competition. By applying the Activity-Based Costing method accurately, it is possible, compared to some traditional Costing methods, to provide information about the business of manufacturing and service organizations. Activity-Based Costing is used mainly for the purpose of internal business decision-making, thus achieving the best results. Activity-Based Costing and some other modern methods and techniques of Cost accounting can meet the informational requirements of Environmental Management. This paper is an attempt to demonstrate the application of Activity-Based Costing in the case of Recycling. The intention of this paper is, by the circumstances, to investigate the possibility of applying modern management approaches and Costing for the purposes of Environmental Management, which should contribute to the efficient and effective Business decision making and to the Management of Organizations involved in Environmental Management Projects, where competitiveness is increased and environmental impact reduced at the same time, thus making it a win-win situation.

Imperatives of Public Administration. Reform in Albania – Necessity to shift from public administration to public management

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Since 1912, the year in which Albania proclaimed its independence, the public administration has undergone three major reforms. However, they were political reforms due to regime changes. Now, the promoting factors for reform are no longer political. Better performance and accountability are among the main drivers pushing through the new public administration reform in Albania. On the other hand, corruption is rampant, and reforming public administration is also a way of eradicating it. Yet, the reform is proving difficult to implement due to numerous impeding factors, and politics itself being one of them. However, the main obstructing factor is the mindset behind the reforms implemented: there is no radical shift toward public management. The experience of EU and OECD countries collected and presented from different sources, shows that outputs and results, rather than inputs, are more and more becoming the fundamental requirements of a modern public administration. Furthermore, these dire times of downsizing, budget cuts and very strict spending have put up new challenges for the public administration. Reform is the keyword everywhere, and public administration reforms intend to achieve a move toward public management. The objective, generally, is to achieve a decentralized, responsiveness, effective, efficient and result-oriented public administration, an objective which is missing from the public administration reform in Albania. Since 2006, when Albania and EU signed the Stabilization and Association Agreement, the EU has allocated considerable funds and expertise to reform the public administration of Albania. Yet, changes are hard to see, because politics still play an important role in administering the public administration. On the other hand, as of now, the reform does not offer the much need shift toward public management, which is a necessity if the public administration is to be a better facilitator to the economic development and to the offering of various services to the public.

Gamification Strategies the Ultimate Tool for Events Marketing

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The number, variety and type of national and international events have exponentially increased. That is why the event's organizers should use the latest strategies to attract and keep not only direct and indirect event audience, but also the organizing team. Event Gamification is one of the strategies whose impact and the experience would be more effective. Events are detail moments in the individuals' life, related to various occasions such as baptism, name day, birthday, marriage, funerals, or to organization moments, through which they want to transmit specific messages, or to increase brands awareness or sales increase in order to achieve their marketing objectives.

A strategy, that is adopted by organizations, is consigned to consumers and employees, to stakeholders in general, at the same time engaging them, that defines us and has realized our development both as individuals and as a society and brought us to the level we have reached so far, is the Gamification. At all times, people have tried to be better, to get more skills, to be stronger, luckier, and more victorious and even to boast of these results. Nowadays, people try, through various forms and in different situations to be the first. Even if we talk about the one who first arrives at work, the one who first goes home, the first car at the traffic lights, the one who first gets up the escalator when exiting the subway, the person who first gets on or off the bus or the tram, the one who enters first the exam room to find the best seat, the one who first takes the new merchandise off the shelves, or about the person who first gets the order or the check and the examples may go on.

Within this article, market research results related to Events Market will be presented, aiming at implementing a more coherent events targeting and positioning process, using the most suitable marketing tools to attract and cause loyalty on behalf of a greater and greater number of participants.

Acknowledgement

Routes of academic excellence in doctoral and post-doctoral research - READ" co-financed through the European Social Fund, by Sectoral Operational Programme Human Resources Development 2007-2013, contract no POSDRU/159/1.5/S/137926.

The role of agricultural lease farmland in the county of Calarasi, Romania

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In Romania, the agricultural lease is defined as "the contract by which one party, called the lessor, gives the other party, called the lessee, the right to use and exploit agricultural goods, for a determined period of time, in exchange for a price called rent".

In Romania, in areas with fertile land, agricultural lease is the most common practice in which the land belonging to the elderly or those who have no possibilities of work (lessors), fall in the agricultural production. According to data from APIA agency (the Agency for Payments and Interventions in Agriculture), most land lease agreements are concluded by farm owners with more than 100 acres, practicing agriculture on large surfaces, efficient and cost-effective, in these holdings occurring mostly cereals (mainly wheat, corn, sunflower, barley) and crops (rapeseed). In this way, seeing how farmland pass from peasant household in managing lessees (having the means to manage these lands efficiently), we can talk about the economic role of the land lease, representing the transaction that provides legal conditions to increase the output economic value of leased land production.

Knowing that the bulk of the lessors are low-income people, money or products obtained from leased land contracts are an important source of income especially for the elderly with pensions less than 200 Euro/month, which is the most common demographic category in Calarasi's rural areas (data obtained from the Calarasi County House of Pension). Some of the elderly having leased land, in addition to the income from their leased land, benefit from a legal provision which establishes an annuity of 50 euro per year per leased hectare . Viewed from this perspective, the agricultural lease has economic and social importance, especially helping rural families to supplement their annual income. Responding to the interest generated by the social role of the agricultural lease, the Romanian Government adopted a law that requires lessees to calculate and withhold the tax on income from rent received by lessors, thus relieving land owners filing obligations, declaration and payment afferent to this income. Also, by law, the lessee covers the expenses related to contract, registration and publicity fees.

Acknowledgement

This paper was co-financed from the European Social Fund, through the Sectorial Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/138907 "Excellence in scientific interdisciplinary research, doctoral and postdoctoral, in the economic, social and medical fields -EXCELIS", coordinator The Bucharest University of Economic Studies.

Organizational Development of the Insurance Companies in Republic of Macedonia. Is there a Need for Creative Recombination?

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The role of the insurance in the modern economy is complex and multidimensional. The originary and advanced functions of the insurance activity are crucial for financial system of any economy, allowing absorption, diversification and transfer of the general and particular risks, as well as their contribution in providing liquidity of the enterprises and households by the process of indemnification, thus securing consumption. Insurance companies are important in offering entrepreneurship incentives, growth of savings and micro and macro development by reallocating its assets in forms of premiums and technical reserves, in the economy. That makes the insurance companies one the central parts of the capitalization of the economy. Their macroeconomic influence rapidly increased over the past decades, as a result of dynamic growth of financial markets and its products and insurance industry's role as one of the strongest institutional investor. Their capital supply generates highly qualitative, long term orientated, patient, secure and anti-cyclical assets. Those issues appears to be one of the key challenges for the future. The SEE economies are having stable, dynamic but still in phase of development insurance markets. Basic insurance activity indicators are far below European figures, disabling greater role of the insurance industry in influencing higher rates of growth throughout insurance-growth nexus channels. Republic of Macedonia is not an exemption in that context. The insurance industry is a growing one, with high and dynamic growth rates particularly in the life insurance. However, insurance penetration and density remains low. The fact that the almost 98% foreign ownership of the companies, was not followed with higher growth rates and systematic implementation of new managerial know how, with regards to corporate governance and organizational development of the sector itself. The insurance culture in the country remains weak, as well as, insurance companies invested less resources in increasing their capacities for risk management and actuary, with weak ALM management, which creates difficulties in companies profitability and their inter-connection within the financial sector and correlation to the economic growth. The core issue of the paper is to present analyses of the insurance sector of Republic of Macedonia, to offer findings of the correlation and regression models between insurance activity and GDP growth, and furthermore to test the role of the insurance companies management and models of organizational development as a variable for existing performance, as well to set and answer the hypothesis whether there is a need for new organizational changes in form of creative recombination as a modern paradigm. The results of the paper are familiar for the insurance industry in most of the SEE countries.

Correlation between Environmental management and Corporation competitiveness. The Role of Corporate Environmental Activities in Competitiveness and Market Success

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The relationship between the economy, society and the environment, as well as the interactions between them are highly complex. The protection of the environment, the prevention of damage and the destruction of nature are key issues for the future of mankind. Internationally, the integration of environmental policy is carried out at three levels: at the level of global organizations (UNO and its institutions), in the thematic coordination of OECD and at regional level. In this latter one, the EU system of requirements has a major influence on Hungarian environmental policy, and this influence has become more intensive and more direct since May 2004. That is why it is expedient to deal with the environmental endeavours of the EU, and the Community's environmental legislation and requirements. Environmental regulation does not necessarily encourage innovations, nor does it strengthen the competitiveness of an enterprise, what is more, a piece of legislation – not appropriately considered, prepared and introduced – might as well have a negative effect on the behaviour of some enterprises on the condition of the environment, on corporate competitiveness, as well as on the positions of enterprises and products in different markets.

Regarding the relationship of competition and environment protection, there are two opposing viewpoints: the earlier dominating view says that enterprises fulfilling environmental requirements incur additional costs, which ruins their competitiveness. The other viewpoint, based upon several empirical studies, however, points out that strict environmental regulation can contribute to a new competitive edge. Analyzing the general relationship between economic competitiveness and environment protection, the effects of competition, as well as the reasons and factors influencing these effects are of great importance. The fundamental reason for this is the fact that the behaviour of enterprises in a market economy is strongly determined by their successful performance in the competition and their profit-orientation. This has an impact on their attitudes to different issues, such as environment protection, too.

When examining the system of relations between environment protection and corporate competitiveness, among others the following questions arise: How major a role should environment protection play in the corporate strategy? Within the given sector, to what extent do the size of the company/organization and the diversity of the activity influence the environment protection strategy? What is the role of the government in creating opportunities for enterprises/companies to help them reach a competitive edge deriving from environment protection?

Transformational, Transactional and Non-Leadership Factors of Leading the Business of SMEs of SEE Countries

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The starting discussed in this paper is the theoretical model of the impact of factors on transformational, transactional and liberal leadership in business operations. The methodology in this paper is based on the statistical characteristics of the applied deductive method and their adjustment in testing econometric model hypotheses. The findings in this paper are that there is a mutual connection between impact variables mentioned the subject of leadership and their assessment that is present in all industries in the SEE region covered by the survey. The contribution of this paper is to advisory industry SEE countries are at a high level while other industries vary and it is necessary that in the future correction of this part of the business, Concluding observations are focused testiranjeekonometrijskog model hypotheses based on T test where R is 0.76 which indicates the clarity and the possible deviation of the results of 0.027% in relation to the research variables. Finally , we conclude that H0 with acceptable and that other industries do not have any , and if little access to these factors in the future have improve because matter of fact or improve that would bring relief to work on the basis of this study there. As the name implies , transformed leadership is a process in which people change. It is about emotions, values, ethics, standards and long-term goals and includes over estimation motives of followers, satisfying their needs and their treatment as a whole human being.

Complex Case Management in Order to Support Disadvantaged Job Seekers

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In the operation-focus of the presented *project aspect and complex case management*-model is improving labor market position of the permanently unemployed clients. The aim of the case management is improving the employee skills and capabilities of the clients for helping them able to get a job on the open labor market.

Approaching of the discovered problems of the clients by the guidance practitioner based upon how the problems related to the project-aims. This model builds on fast, action-oriented interventions, and the principle of the voluntary participating of the clients is not include their possibility for getting out and in again the helping process. There is a time-limit in the process: it is necessary to reach the developmental objectives (project-aims) during a defined time. We present a case study as an example of this model.

Using this model requires an extensive professional network, and close cooperation within. Coordination of the professional resources, supplement with information technology system and database and wellbuilt feedback system, would make the case management significantly more effective and cost-effective. This induce measurable social-economical profit in a medium-term also. Lifelong's advice is replaced with the limited-time advice, it decreases the duplication of services, and the number of having resort to non-adequate services. By accessing the project-aims the inactive client (re)integrates as a self-supporting taxpayer.

Thanks to Norbert Szalay-Komka and Tea Erdélyi for cooperating in the research, in working out the model, and co-writing the study.

Some analysis of social and economic effects of progressive taxation. Theoretical approach and case of Albania

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Fiscal policy has always been one of the most important policies one government should determine and implement carefully. All over the world, fiscal policies have taken a more important role after the last financial crisis. Fiscal consolidation has been a central tool while analysing the need of reducing public debt and public deficit to the levels internationally determined as optimal, while being very careful not to negatively affect the overall economic growth. During the last years, there has been an increased need for the design and implementation of local or national fiscal policies, as long as implementing successful international macroeconomic policies seemed to be difficult enough.

Beside the fact, that different governments have taken different positions in terms of “strong fiscal consolidation” or “softer ones”, all economies all over the world, advanced and emerging ones, face the problem of an increased inequality in the distribution and redistribution of incomes that requires the need of undertaking different fiscal reforms, and even more reviewing their taxation systems, towards a more progressive ones.

The need for redistribution grew more in countries where inequality increased and even more, in the advanced economies where the crisis hit hardest. Fiscal policy has played a significant role in reducing income inequality in advanced economies. The challenge in developing economies is to develop fiscal policy that enhances redistribution while promoting growth and maintaining fiscal sustainability. This will require both a strengthened capacity of governments to mobilize resources and redistribute expenditures. This paper gives a general overview on the fiscal and economic situation faced by different countries during the last decade. An important tool of the whole analysis will be the situation of the inequality of income distribution in these economies parallel with the analysis of their fiscal systems and the increased need for progressive taxation systems, strengthening their advantages as part of the fiscal consolidation.

Albania has recently changed its taxation system, and now we can observe the first results of the new taxes in a national level and social welfare. While the effects of the “flat-tax” system are now well analysed and even observed, these new reforms and results need some further analysis and time to be reflected in the overall economic activity.

Business Oriented to Women – Kosovo's Case

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In the world economy, women are the most powerful consumers, and also are demanding more space and greater role in society, economy and politics. For years, women have been recognized as the „gatekeepers“ for family products, and they continue to be primary decision makers for most household goods.

Through this paper work, we will analyze position of Kosovo's women in regarding to education, her behavior like a consumer, what kind of products and services they need, what they want from their life and work, how they spend their time, and knowing more about their ambition for education, profession and career, employment and their families, their persisting efforts getting empowered in Kosovar economy and society. Primary research is focused in questioning of 120 girls and women, which belonging to different social classes, incomes, cities, and occupations.

Women, including those from Kosovo, are increasingly requiring higher education, better health conditions, higher incomes, healthiest food for them and their families, and also seeking for greater achievements in professional life and their careers.

By the results, we realize that from all those continues changes in the workplace, women seems to build their current incomes and also they have a greater role in all areas of society, and in economy of country.

Application of Information Technology as a Vision and Success for Women in Bussines

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Thousands of women over the past three years, no matter what the subject – beauty, money, home decor, health and kids, turn the topic to technology and how it helps or hurts the buying process. Business women of Kosovo as part of current tumult situation, find it hard to make business properly and besides struggling to survive within the market they belong. Since most of women in Kosova do fit and handle very well with information technology, I see the path which can be tread by using IT in doing business in the future. Thus, some of businesses which can be run from women even from home without encountering a client or buyer. These businesses are appropriate ones for many women who at the same time can spare some time for their families as well.

Businesses to get run by taking advantage of technology appropriate for women are as followings. Start up an online education business –offering management courses, business communication courses. Using technology is one thing, buying is another. Many women agree that one of the least things is online shops - this sort of doing business offers many women to advertise and sell from home goods or services without making any expense to open a physical –tangible traditional shop. And also an courses of leadership. These online courses can increase knowledge of many women which aim to gain some worth education.

Establishing online consulting and service business. Consulting can be offered from home to many businesses and this can help many highly educated women to give advices to other women in many areas of businesses and day to day miscellaneous advices.

An analysis of the risks incurred by the heritage tourism in Romania

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Preserving and managing heritage assets in a sustainable manner needs correlated long term strategies at national and regional level, as only in this way they will be kept undamaged for the new generations to come. Heritage tourism has potentially many advantages, as it strongly contributes to the regional social and economical development of communities and the research in the field shows that this is a form of tourism which is growing at a steady pace. However, in the same time, alarming reports indicate that due to improper care and due to excessive or inadequate tourism, many heritage assets are in a state of advanced degradation, or even worse, they are on the verge of their disappearance. Therefore, it is essential that specialists and the authorities responsible for the heritage management find the appropriate means for managing the assets themselves, as well as for managing the touristic flows, by taking into consideration all factors that may lead to heritage degradation.

Hence, starting from the scientific theories and research in the field, a qualitative research focus group based has been deployed in 2014, with the purpose of identifying the associated risks induced by the Romanian heritage tourism, as they are perceived by the specialists. The focus group was part of a series of workshops dedicated to sustainable regional development through tourism, and the members taking part in this qualitative research were participants with experience in touristic destinations management, regional development, urban planning and environment protection. Thus, the current paper presents the results of the research, namely, the aspects that may obstruct the sustainable development of a region through heritage tourism in Romania.

Acknowledgement

This work was co-financed from the European Social Fund through Sectoral Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/134197 „Performance and excellence in doctoral and postdoctoral research in Romanian economics science domain”.

On E-learning in Cloud and Social Networks

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Given that cloud computing brings more advantages than disadvantages in every area that they have been implemented, starting with the cost efficiency, going through flexibility and ending with scalability, we will discuss how cloud technologies could be used in combination with e-learning platforms and what these platforms might gain by implementing and using cloud based technologies.

Many issues related to the limitations and problems that affect e-learning platforms could be solved with the help of cloud technologies, thus we shall discuss problems like technological limitations or service uptime problems that can be solved by cloud technologies. After addressing the matter of cloud computing in e-learning, we also intend to discuss how cloud based e-learning platforms might be able to interact with social networks so as to contribute to lifelong learning.

Our analysis will be based on literature review regarding recent developments in cloud computing in relation to e-learning. E-learning and social networks, in our opinion, will have to work hand in hand so as to enable a faster and more efficient passing of information towards the person that interacts with either the social network, with the e-learning platform or a combination of those two. A efficient e-learning platform, which can be obtained through the implementation of cloud technologies like SaaS (Software as a Service), IaaS (Infrastructure as a Service) or PaaS (Platform as a Service), could be combined with a social network, either well known social networks or more localized and specialized social networks that refer to specific users, for example a social network that can be accessed only by students of a certain college / university.

Acknowledgement

This paper was co-financed from the European Social Fund, through the Sectorial Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/138907 "Excellence in scientific interdisciplinary research, doctoral and postdoctoral, in the economic, social and medical fields -EXCELIS", coordinator The Bucharest University of Economic Studies.

The variance of interest rate. Case of Kosovo 2003-2013

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The key of the debate today for the interest rate is characterized in three key issues: the interest rate as a phenomenon, the interest rate as a product of factors (*dependent variable*) and the interest rate as a policy instrument (*independent variable*). In this paper, the variance of interest rates as the dependent variable, analyze two statistical sizes: the variance and trend. The interest rates, include, the price of loans and deposits. The interest rates on loans can be: consumer loans, mortgage loans, corporate loans, etc. While interest rate of deposits can be: deposits, demand deposits, etc.

This study looks into a statistical analysis, to highlight the behaviour of interest rates for the period 2003-2013, for deposits and loans in commercial banks in Kosovo. The interest rate is observed in which level is it? If it is high, medium or low, explain growth trends, keeping constant or reducing the interest rate; it is observed trend of commercial banks to maintain, reduce or increase the interest rate in response to the policy that follows the Central Bank of Kosovo. It is observed and explained the type of elements determining the interest rate on loans of deposits, etc. The data obtained will help me to determine the impact of interest rate in the services sector, investment, consumption, etc.

The Music in the Commercials of the Most Valuable Brands from 2012

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Marketing communication is used by the means of communicating with existing and potential clients in order to achieve their market objectives. Nowadays we're surrounded by advertisements; countless commercials are broadcasted on the television, on the radio and on the Internet. Most of these contain some sort of music, which can have different effects on the people who hear them. As a part of the marketing communication strategy at a company, there are lots of opportunities in the use of music in their commercials.

Since creativity is an essential part of successful commercials, with the help of creative ideas, advertising can achieve different beneficial results. They can be helpful in terms of the effectiveness and efficiency of a marketing campaign. The achievement of newness, uniqueness and specialty, as well as the use of certain best practices; they can make the future consumers aware of the product, which is a major challenge for participants in the planning and implementation of the marketing communication process.

The study deals with the commercial music heard in the 20 most valuable brands' advertisements. From the different elements of advertising, television commercials served as a basis of my research. After collecting the commercials of these brands from 2012, a classification was made of the sample of each brand's ads. Five adverts for each brand were studied, and a total of 100 films have been analyzed. The main questions which are being discussed in study are the followings; What are the most commonly used elements of music in the top brands' commercials? What kind of relationship can be found between the ad and its music? What was proved to be „mainstream” in 2012 when it comes to commercial music?

These Paradigm Shift within the Successful Change Management

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In a change process not only the objectives pursued, but also access to the means to be used as well. The test causation should be included with impact resulting from the resistance of people to change human behavior understanding. You should be able to recognize the changing importance of the environmental impacts, the key role of a continuous and flexible ability to change their generated during the construction of strategic change processes. With the help of this strategy related to the change management, we can achive the construction of these modells and they will help us categorize the relations and the realization of the results through the research.

„The life is the change itself” The particular feeling of being secured, the feeling of security, is nowhere to be found, but in the change itself. There’s no such standing point, when you can say ‘you’ve arrived’, ‘you can get out’, ‘hold still’, ‘the things will be like this, nothing’s gonna change’. In every minute, every hour and on each day, there’s change. The continuous change, the cognition as a continuous change and the presence of acceptance and experience” The last century has brought significant changes in the life of mankind. The concept of the brand new fast world with the presence of our everyday lifes, has brought a central role within the individual, organizational, environmental and economical levels. The accelerating speed of time, space and dimension made us the upcoming changes and the need of adjustment clear. This became familiar within all segments of our life. The role of changes is the most significant within the economy.

The development of the tourism sector in Albania

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Through this paper I have made a general overview of the tourism sector in Albania. The reason for choosing this topic is increasingly important, taking in consideration the role that this sector is taking on our nation's economy. In this paper I have discussed some of the current issues that the tourism sector is facing today, such as: the challenges and difficulties, as well as the growth opportunities and its development in the future. I substantiated the overall of the sector by studying the case of Durres.

Referring to the methodology, it was derived from the secondary data, but there is also an econometric model, which explains the effect of incomes from tourism on the economy of our country. Limitations of this model are presented in relation to the paper. The result of the paper concludes in the fact that the tourism sector in our country, despite the great challenges which faces is promising to contribute even more to the economy.

Main Directions of evolution Regarding the Production and Merchandising of Organic Food in Romania

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This paper aims to identify Romania's positioning on the European Union market as a producer, merchandiser and consumer of organic food. In this respect, Romania's organic potential was highlighted by identifying and analysing key aspects, such as: main resources in the ecological sector, Romania's experience in the organic farming field, Romania's organic market and dominant actors. Statistical data regarding the growth of organic agriculture in Romania (like the evolution of the area cultivated with organic crops, the main producing regions in this sector, the main organic food assortments) was analysed in comparison with other European countries, which represent main market performers at a global scale. These benchmarks permitted identifying the main directions of evolution of the organic sector in Romania, including its strengths and weak points.

In addition, Romania's evolution as a producer and merchandiser of organic food was permanently reported to the level of consumption. Therefore, the paper presents both aspects (production and consumption) in order to explain the continuous development and harmonization in the field of old and new legislation approach regarding the control of production, processing and merchandising of organic food. One of the main objectives of this research focused on an exploratory study regarding the consumer's perception and acceptance on organic food products. In other words, the paper identifies the consumer's knowledge about organic food methods of production and products, his perception about new technologies applied to food, his attitude toward ecology and environmental – safe products, advantages of organic products, organic food guarantees and certifications, labelling and visual elements.

The overall research identified a series of issues that Romania's organic market is facing, both from the producers and consumer's point of view. Also, pertinent assumptions were acknowledged regarding the main directions that Romania, as a developing country, should follow in the organic agricultural field, in order to increase the level of organic food production and consumption.

Elimination of stress via time management

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Seeing the time management in different viewpoint, we better approach to this problem and we become more able to practice it in different contexts. Everyone have their own conclusion of time management which is different from the others. The image that creates each of us, form our behavior as person, is most likely to be part of the way of how we are going to practice the time management. Successful time management is a characteristic of good manager, because time is the most valuable think in life for everyone.

The leadership of the organization is related with supervisory style of managers. Some managers create a culture that is characterized by tension, fear and anxiety. They create unrealistic incentives to act in short time. This style of leadership, this tension, fear and anxiety, affects directly to manager stress at the same time to employees of organization.

Time planning enables better use of time and minimize the stress. Modern economic processes characterized by a high degree of integration, except the positive effects, are characterized by the growth of various forms of stress.

Although in developed countries, the number of busyness who invest in training of employees, specially management staff is growing rapidly. In our country are a large number of companies that are falling to undertake activities for prevention and treatment of stress.

It is human that every rational society to undertake steps to provide and train different forms of stress. Time management should be well planed because the bad time management is one of the main source of stress.

Offer development of electronic products generated by information technology and consumers' requirements

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Information innovations are increasingly present in the consumer's life, both in terms of technology products and in terms of applications, shaping contemporary society.

Social gaming applications are played by more and more people every day. This is a new domain, whose main characteristic is that players play an online game on a social media platform. Although the main social gaming companies have had an impressive evolution in just a few years, the purchase of these kind of products is just starting to develop in Romania.

In order to better understand the implication of social gaming product purchase it is important to shape the consumer buying behaviour. Therefore, a more thorough understanding of the consumers' lifestyle and attitudes with respect to social gaming products is an imperative for developers.

The research is based on a survey, ran through an on-line questionnaire with intent to correlate the populations' knowledge and attitude towards social gaming products in connection to their lifestyle. According to the research results, the vast majority of respondents access the internet daily and have an account on a social platform. Also, more than one third of them have paid for social gaming products. Still, the concept of social gaming products is new on the Romanian market.

Nonetheless, interesting conclusions have been drawn regarding the lifestyle, interests and preferences of the Romanian consumers on the social gaming market. Consumers with medium and higher revenues are more likely to purchase social gaming products. Young people of feminine sex are more likely to purchase such products. As for the game type preferred, most of the players chose role playing games and find design as the most important aspect of a game.

The research builds a comprehensive view of the development of a new, dynamic, field, and the requirements of the Romanian consumer of typical products.

Gaining competitive advantage by planning projects based on the Theory of Constraints

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The Theory of Constraints is based on the idea that any system or process that takes place within companies is limited in reaching its objectives by at least one constraint, which may take the form of market demand, a piece of equipment, a department, or a specific person. Once the company becomes aware of the constraint or constraints which limit its processes, it may take the first steps towards improvement and better achievement of its objectives. For companies that operate in the project management environment, the Theory of Constraints generated a new planning technique called Critical Chain Project Management, an alternative to the Critical Path which is currently used while planning projects. Since many of the present organizations working in the project management environment have project portfolios that share a common pool of resources, the challenges that a project manager faces while planning a bunch of projects sharing a common pool of resources are very different from the ones faced by project managers planning a single project. Similar to the Critical Path, Critical Chain Project Management is dealing with time reserves, but these time reserves are handled in a different manner. Whereas in Critical Path the availability of resources is not a concern while planning, it becomes a major concern for a Critical Chain project plan. Planning tasks is executed on the basis of resource availability, rather than on task dependencies alone. Eliminating inefficient multitasking ensures a substantial economy of time, safe from common time-wasting phenomena that occur in the Critical Path planning. The present article explores in detail the Critical Chain planning method and the way it affects the total duration and quality of a project. Moreover, I aim to establish the ways in which Critical Chain Project Management can transform into a powerful source of competitive advantage for a company applying it.

Acknowledgment

This paper was co-financed from the European Social Fund, through the Sectorial Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/138907 "Excellence in scientific interdisciplinary research, doctoral and postdoctoral, in the economic, social and medical fields -EXCELIS", coordinator The Bucharest University of Economic Studies.

The Impact of Economic Transition in Human Resources Development in Kosovo Enterprises

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During the globalization process, in transition countries have faced with many challenges in terms of adaptation in an open economy, for socialist countries, also in preparation of human resources to overpass such challenges. The innovations that brought the open economy like foreign direct investments, bringing of new technologies, new management methods, etc, have cause also problems like those in privatization process and in the management of human resources for creating the necessary capacities in order to create competitive advantages in a dynamic market. Kosova, as one of newest countries in the world, with a centralized economy until 1999, is facing many challenges to successfully pass the long and troublesome process. The Kosovo companies even after so many years has not find the right solution to be competitive in local and international market and one of the disadvantages is the importance that these companies give to their human resources. Another challenge is the reforms in education. The new economy brings challenges that should be faced by knowledge people and this is achievable with the right and appropriate education for Kosovo market. In transition economy in Kosovo requires maximal efforts from the central government and entrepreneurs to succeed in the local and international market challenges. In this paper we will try to give some recommendations for human resources managers in Kosovo and the way they should follow to improve their skills in managing the people and face the challenges presented in their companies. The preparation of the new working force is depended, in a big part, from the universities and this paper will deal also with some issues regarding the problems presented in the university's program on human resources management.

The Impact of online development entrepreneurship and Economic Growth from Romania

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This paper discourses the impact of online development entrepreneurship on economic growth. Online Entrepreneurship is basically the practice of starting a online business in order to earn profit on new found opportunities. Entrepreneurship is a challenging task as many businesses which start fail to take off. Entrepreneurship is „at the heart of national advantage” (Porter, 1990:125).

Several dynamic forces, such as technological disruption, fluctuating economic or demographic changes, have brought new online opportunities and threats for online organizations, and transformed these societies from all over the world to an educational online entrepreneurial.

Concerning the role of online entrepreneurship in stimulating economic growth, it is the way of a future economy. It is through online entrepreneurship that new source of supply are discovered and creation of new online business organisations that directly affect the economy.

In first time the propuse of this paper is to provide a online survey of what is know about the links between the online entrepreneurial activity and macro-economic growth from Romania. The methodological approach is literature review.

In the second time the paper provides a theoretical model that highlights some of the main factors involved in the relationship between online entrepreneurship and economic development. More than ever in the history, economic development and online entrepreneurship have become strongly interconnected.

However, when it comes to linking online entrepreneurship to growth at the national level, there is a relative void despite efforts specialists.

