

Óbuda University



**MANAGEMENT, ENTERPRISE
AND BENCHMARKING
IN THE 21ST CENTURY**

Budapest, 2016.

<http://kgk.uni-obuda.hu/meb>

Published by: Óbuda University

Edited by: Pál Michelberger Ph.D.
Associate professor
Institute of Management and Organization,
Keleti Faculty of Business and Management

ISBN 978-615-5460-77-7

TABLE OF CONTENTS

Introduction and Acknowledgement	5
Preface.....	6
Óbuda University	7
I. SMALL AND MEDIUM ENTERPRISES	
Clustering for Competitiveness	9
<i>Antal Szabó</i>	
Financial Decisions of Micro-Enterprises in Albania and Hungary	31
<i>Alexandra Vécsey, Elona Shehu</i>	
II. SECURITY & SAFETY	
Dependability Assessment of Supplier Performance based on the Fuzzy Sets Theory.....	43
<i>Živan Živković, Djordje Nikolić, Ivan Mihajlović, Predrag Djordjević</i>	
Characteristics of Information Security Implementation Methods	57
<i>Sándor Dombora</i>	
Organisations in Digital Age – Information Security Aspects of Digital Workplaces.....	73
<i>Csaba Kollár, József Poór</i>	
Misunderstanding how Passwords Work	83
<i>András Keszthelyi</i>	
III. GENERAL & HR MANAGEMENT	
Hire Smart: A Comparative Analysis on Hiring Erasmus Interns vs. Local Workforce in the Mediterranean	93
<i>Peter Holicza, Judit Pasztor</i>	

Multivariate Statistical Analysis in Missing Skills Identification	109
<i>Józef Dziechciarz, Marta Dziechciarz Duda</i>	
The Role of Human Resource Management Controlling in Organisational Safety.....	123
<i>Ildikó Kertai-Kiss</i>	
Time Management in Context.....	137
<i>Ferenc Zsigri</i>	
Difference among Personality Types in Comment-Writing Behaviour	153
<i>Melinda Majláth</i>	
Benchmarking in Management of the Electrical Energy Distribution	171
<i>Jerzy Szkutnik</i>	
Changes in the Use of ERP Systems Supporting Enterprise Logistics in Poland – Sectoral Analysis.....	181
<i>Agata Mesjasz-Lech</i>	
Maturity Models of Shared Services in Theory and practice	191
<i>Robert Marciniak</i>	
Application of the Theory of Constraints in Knowledge Management.....	205
<i>Ewa Moroz, Jerzy Szkutnik, Kornelia Lazanyi</i>	
IV. HIGHER EDUCATION	
Entrepreneurial University as Contemporary Paradigm of 21st Century	215
<i>Ivan Mihajlovic, Marijana Ljubenić, Tamara Čolić Milosavljević</i>	
A New Approach in Higher Education: Social Entrepreneurship Education.....	227
<i>Lasma Dobeleva</i>	
The Role of E-learning	239
<i>Duong Van Thinh</i>	

INTRODUCTION AND ACKNOWLEDGEMENT

„Everything we hear is an opinion, not a fact. Everything we see is a perspective, not the truth.”

Marcus Aurelius

The 18 studies of this new volume of „Management, Enterprise and Benchmarking in the 21st Century” may disprove the well-known motto of Marcus Aurelius...

The presented topics are related to the profile and research areas of Óbuda University. (Small & Medium Enterprises, Security & Safety, Human Resources, Applied Marketing, Management).

I would like to render special thanks to:

- the Authors, who answered our invitation and sent high-standard manuscripts to our annual volume,
- the Referees, who strictly reviewed the articles within the deadlines,
- Prof. Dr. György Kadocsa, Chair of previous MEB Conferences, who looked over the incoming articles and wrote a preface about our traditions,
- Dr. András Medve dean, who supported the organization of the 14th Conference on Management Enterprise and Benchmarking which is the foundation of this issue
- Dr. Antal Szabó scientific director, who promotes our issue among the members of ERENET (Entrepreneurship Research and Education Network of Central European Universities)
- furthermore to all colleagues, who's sacrificing work contributed to the publication of this volume.

Good reading!

Pál Michelberger
editor

PREFACE

On behalf of the Organising Committee of MEB 2016, I welcome the participants to the 14th International Conference on Management, Enterprise and Benchmarking that is our traditional university event in Budapest.

Keleti Faculty of Business and Management of Óbuda University created a tradition with publishing the volume of “Management, Enterprise & Benchmarking in 21st Century”.

Principally, we would like to provide a high-level publication opportunity for our colleagues, and a good material for MA Students learning Business Economics, Management and Enterprise Development every year.

The growing international competition in the economical arena has created a demand to establish a forum in order to improve quality and education efficiency on the field of management, enterprise and benchmarking. The aim of the conference is to provide researchers and practitioners from higher education, academia and industry with a platform to report on recent developments in the area of economy.

In the volume of „Management, Enterprise & Benchmarking in the 21st Century”, tutors and researchers of 8 higher educational institutions from 4 countries try to help with 18 new studies. The volume contains mainly the edited and reviewed materials of the best presentations of Management, Enterprise & Benchmarking Conference.

I hope that all attendee of the conference found this event intellectually stimulating and professionally rewarding. I also hope that the studies are establishing further co-operations between the authors and subsequent readers.

I hope that my researcher colleagues, the business professionals and also university students can also benefit from our volume focusing on business development.

I want to acknowledge the effort of the committee chairs and committee members, and all those persons responsible for the background activities from local arrangements to conference secretariat.

Especially I would like to thank Professor Dr. András Medve, dean of our Faculty who supported the organisation of the MEB 2016 Conference.

I would like to remember Professor Dr. János Fodor Rector, who supported our MEB Programs from the beginning, - he died not long ago.

Finally, we are looking forward to meeting You on the next Management, Enterprise & Benchmarking Conference at Óbuda University in Budapest in 2017.

Budapest, April 2016

György Kadocsa

Óbuda University and the Keleti Faculty of Business and Management



In the first of January, 2010 Budapest Tech became a university called Óbuda University. Budapest Tech was established in 2000 as a result of the merger of three technical colleges. Its history together with its predecessors bridges three centuries. Indeed, in the 2009 Jubilee Year Budapest Tech celebrates 130 years of education including 40 years of higher education. Today Óbuda University is responsible for training altogether 13,000 students in Budapest and Székesfehérvár. In Budapest the campuses can be found in Óbuda (3rd district) and Józsefváros (8th district). The head office and training premises of Keleti Faculty of Business and Management are located in Józsefváros.

When Budapest Tech was founded, the formerly separately taught economics and social science subjects were integrated into one independently managed organizational unit, the institutes of which are as follows:

- Institute of Economics and Social Sciences
- Institute of Enterprise Management
- Institute of Management and Organization
- Institute of Physical Education and Sport

Our faculty offers training courses in compliance with the Bologna System. In the new educational structure the first level is basic training (BSc, BA). Such first degree courses focus on practical professional training demanded by potential employers, and at the same time provide a good grounding for theoretical knowledge enabling students to further their studies on a Master's degree course (MSc, MA) if desired. In the linear training system such a Master's course normally takes 4 semesters. After graduating from a Master's, a student can start working or opt to continue with his or her studies by applying to enter a PhD programme, the peak of tertiary education. The Faculty offers the following courses:

- Engineering Manager (BSc),
- Management and Business Administration (BA)
- Commerce and Marketing (BA)
- Business Development(MSc)
- Teacher of Engineering (engineering manager) (MA)

Students must obtain 210 credits during the 7 semesters of BSc and BA courses, while 120 credits are necessary on the 4-semester Master's courses. The courses are tailored to the demands of the labour market. Óbuda University's PhD programme in Applied Informatics has been recently accredited completing the range of educational programmes at Óbuda University.

