

**Óbuda University**



**MANAGEMENT, ENTERPRISE  
AND BENCHMARKING  
IN THE 21<sup>ST</sup> CENTURY**

“Global challenges, local answers”

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## INTRODUCTION AND ACKNOWLEDGEMENT

*„Globalizing a bad thing makes it worse. But globalizing a good thing is usually good.”*

Richard Stallman

The 47 studies of this new volume of „Management, Enterprise and Benchmarking in the 21<sup>st</sup> Century” – „Global challenges, local answers” may disprove the well-known motto of Richard Stallman.

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 accepted our invitation and sent high-standard manuscripts to our annual volume,
- the Referees, who strictly reviewed the articles within the deadlines,
- Dr. András Medve dean, who supported the organization of the 15<sup>th</sup> Conference on Management Enterprise and Benchmarking – Global challenges, local answers, which is the foundation of this issue
- Kata Báló, Éva Beke, Tímea Edőcs and Alexandra Vécsey, who worked hardly for the success of the conference as well as for this volume
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- Dr. György Kadocsa, whom thoughts gives the basis of the preface of this volume
- furthermore to all colleagues, who's sacrificing work contributed to the publication of this volume.

Good reading!

István Takács  
editor

## **PREFACE**

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The Organising Committee of MEB 2017 welcomes the participants to the 15<sup>th</sup> International Conference on Management, Enterprise and Benchmarking that is our traditional university event in Budapest.

15 years ago the Keleti Faculty of Business and Management of Óbuda University created a tradition with publishing the volume of “Management, Enterprise & Benchmarking in 21<sup>st</sup> 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 several years ago 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.

The key topic recent of „Management, Enterprise & Benchmarking in the 21<sup>st</sup> Century” conference was “Global challenges, local answers”. Tutors and researchers of 13 international and 8 domestic higher educational institutions from 11 countries try to answer the questions with 47 new studies. The volume contains the edited and reviewed materials of the best presentations of Management, Enterprise & Benchmarking Conference.

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

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

We 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 we thank Dr. András Medve, dean of our Faculty who supported the organisation of the MEB 2017 Conference.

We would like to thank Professor Dr. Mihály Réger Rector, who supported our MEB Programs from the beginning.

Finally, we are looking forward to meeting you on the next Management, Enterprise & Benchmarking Conference at Óbuda University in Budapest in 2018.

Budapest, May 2017