



Table of contents

Welcome to FIKUSZ 2015!	5
The Reasons for SME's Failure, Comparative Analysis and Research	7
<i>Ivan Mihajlović, Nenad Nikolić, Zhaklina Dhamo, Peter Schulte, Vasilika Kume</i>	
Knowledge Management as a Challenge of Hungarian Companies	23
<i>Andrea Bencsik</i>	
Measurement of Rate of Return in Education. Research Directions	39
<i>József Dziechciarz</i>	
Hungarian Organizational Creativity	56
<i>Anita Derecskei Kolnhofer</i>	
Should You Find out what Motivates Your Employees before They Run Away?	71
<i>Duong Van Thinh</i>	
A Consensus on Commonly used Financial Ratios	79
<i>Gencia Adrian Daniel</i>	
An Android Application for Google Map Navigation System, Solving the Travelling Salesman Problem, Optimization through Genetic Algorithm	89
<i>Laurik Helshani</i>	
The Higher Educational Motivation of Secondary School Students and its Effects on the Hungarian Labour Market	103
<i>Peter Holicza</i>	
Life is Short. Have another Affair – Password Security	121
<i>András Keszthelyi</i>	
Outsourcing and its Relatives	131
<i>Robert Marciniak</i>	

Role of Technical Managers in Mining.....	143
<i>László Dóka, Kornélia Lazányi</i>	
Strengthening of the Swiss Franc through an Example of Housing Loans	153
<i>Biljana Ružičić</i>	
State of Law and Human Rights in the Republic of Albania	169
<i>Ervin Salianji, Eneida Fatkoja</i>	
Does the Use of Facebook Influence the Exchange of Information on Social Networking	185
<i>Tom Sander, Biruta Sloka</i>	
The Impact of Risk Management Factors in the Sustainability of the Pension System in Kosovo	203
<i>Nexhmedin Shaqiri</i>	
Efficiency of the Financial Services Institution.....	219
<i>Richard Szabó</i>	
International Experiences as one of main Elements in Quality Education	229
<i>Helena Kościelniak, Joanna Nowakowska- Grunt, Agata Przewoźna-Krzemińska, Jerzy Szkutnik</i>	
The Contribution of Circular Migration to Economic Growth in Developing Countries	241
<i>Radu Trifan</i>	
The Role of the Internet in the Innovation of SMEs: Oppurtunity and Threat	251
<i>Alexandra Vécsey</i>	
Political Risk and National Debt Markets in Advanced Economies	263
<i>Grzegorz Waszkiewicz</i>	



Welcome to FIKUSZ 2015!

Over two decades or so I was member of a workshop developing a knowledge-based decision support system. Although our ‘master’, the leader of the workshop was not an easy man, many aspired to be apprentices in this workshop. It was simply good to belong... Sometimes the conversation went on long into the night, other times it was just an email or two to keep us on track.

Having thumbed a book for a few minutes our master was able to tell which books may be worth reading, and which are the must-reads. He always discouraged us from reading the works of authors who did not have much to say, only wrote to add another few points to their publication lists. He was not short on encouragement, and tried to get his apprentices engage in real-life problems, those that Popper called the ‘felt problems’. He made every possible effort to foster interpersonal theorising about the real-life problems and the lived experience of decision takers in their lifeworld, in the context of the lived experience in which both they and the problems are embedded, what Edmund Husserl calls the ‘dasein’. With the master’s guidance we started using the concepts developed by Thomas Kuhn and Karl Popper in our discussions and gradually it became possible to recognise who belonged to the workshop by the way we spoke. Soon the vocabulary of trans-disciplinary problem solving became our native language.

Our master always encouraged our attendance at conferences. We browsed the calls for conference papers with great excitement, but sometimes we returned from the conferences disappointed. On one occasion we spent the flight time from San Francisco to Frankfurt discussing the conference experience, and our master explained that the value of attending the conferences is to find our place amongst scholars from Brazil, Japan, and other non-native English speakers.

Our intention with this conference proceedings is to help early career researchers find their place in the world of scholars.

Jolán Velencei, Ph.D.

Conference Chair

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.