



17TH INTERNATIONAL CONFERENCE ON
MANAGEMENT, ENTERPRISE AND BENCHMARKING
29-30 MARCH 2019, ÓBUDA UNIVERSITY, BUDAPEST, HUNGARY

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Abstract Booklet



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17TH INTERNATIONAL CONFERENCE ON
MANAGEMENT, ENTERPRISE AND BENCHMARKING
„ORGANISATIONS IN THE AGE OF THE SOCIETY 5.0”
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Organizations in the age of the society 5.0: an overview and new research directions

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The idea of Society 5.0—A human-centered society that balances economic advancement with the resolution of social problems by a system that highly integrates cyberspace and physical space—gained large attention among academics and practitioners. In 2016 the Keidanren (Japan Business Federation) launched the Society 5.0 as its vision of a new society that incorporates several new technologies in all industries and social activities and achieves both economic development—primarily based on Sustainable Development Goals established by the United Nations—and solutions to significant social problems in the present society, caused by longer lifespan, aging societies, concentration of wealth, regional inequality, among others. With the fourth industrial revolution (also marked as Industry 4.0), progress of new technologies – like Information-Communication Technology, Artificial Intelligence, Robotics, and Big Data, provided the modern society with useful technical solutions for development of information society. In practice, application of these promising advantages of modern technologies is still limited, primarily by undeveloped knowledge and solutions for connections of people, things, humans' subjects, and technologies in advanced cyberspace environment. This process can enable creation of new values through innovations focused on the provision of product and services adopted for diverse individual needs and latent needs. In addition, Industry 5 recognized innovations – especially social innovations, and innovativeness of all stakeholders in society, as necessary preconditions for development of information society in frame of Industry 4.0 into Human-centered society in frame of Society 5.0.

Entrepreneurship in the age of I 4.0

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Industry 4.0 refers to a new phase in the Industrial Revolution that focuses heavily on interconnectivity, automation, machine learning, and real-time data. Industry 4.0, also sometimes referred to as Industrial Internet of Things or smart manufacturing, marries physical production and operations with smart digital technology, machine learning, and big data to create a more holistic and better connected ecosystem for companies that focus on manufacturing and supply chain management.

Out of hundreds of concepts and terms the author presents the 12 basic fundamental basic terms related to I4. The expected outcome of the I4 is also presented.

The paper summarizes the barriers for SMEs based on the European Community study by SME envoys network.

The author presents the key strategy for integrating SMEs into the global value networks.

Employees' attitude towards CSR in SMEs in Eastern Serbia

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In recent years, corporate social responsibility (CSR) has attracted great interest in the academic and professional world. The proof of this can be seen in many conducted studies on this topic in the world. However, most studies of CSR focus on larger organizations, with only few studies focusing on small and medium enterprises (SMEs). The SMEs represent a major share of economic value creation worldwide, and they differ substantially from multinational corporations in terms of organizational characteristics, behavioral

guiding principles, financial and human resources. For this reason, the objective of this research is to determine the attitude of employees towards this concept in Serbia, and to identify main barriers that appear during the implementation of CSR activities.

Is environmental sustainability important for young farmers? – Result of a survey.

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Sustainable farming has broader meaning than the sustainability of environment. The phenomenon of aridification of Homokhátság appeared decades ago in the 1960s and has since become more noticeable nowadays. The young farmers have to re-think the formerly used technology to meet both the ecologic and economic sustainability. Based on a survey among them (carried out in 2018) it can be stated that the majority of farmers do not take into account environmental protection rules or regulations. Less is the priority of animal husbandry, use of water friendly technologies and adaptation to market needs they face with. We have shown correlation between the issue of economic sustainability and the supply of own machinery and assets. The supply of adequate machinery and assets has a positive relationship with the issue of economic sustainability (development). Typically, the majority of farmers do not realize that the current way of farming is environmentally unsustainable.

Are energy plants the future to decrease greenhouse emission in EU countries?

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A. LÁSZLÓK, I. TAKÁCS To decrease the greenhouse gas emission assumed to increase the alternative energy source cropping on lands (i.e. biofuel production), rising the competition for land between the food or feed and the energy plants. Non-linear regression model (i.e. logistic function) was used for estimation of the future alternative energy production. The predictions suggest that the first generation of biofuel production will not grow considerable in the EU yet. It could be explored that in case of Germany, France and Sweden the production is close to its predicted maximum, there is no real potential to increase land use for energy crops instead of food. This conclusion is confirmed by the directive of the Council of the European Union in 2017, which limits the share of the first generation of biofuel production in 7%, at the same time it inspires for the production of biofuel production by developed technologies because of the reduction the direct changes in the land use.

Social Enterprise Sustainability: The Interplay of Social and Business Value Proposition

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Our paper aims at introducing the variety of business models adopted by social enterprises (SE). By providing a typology of these models, we also explore the diversity of their approaches to business and social value creation. Social enterprises are funded with an explicit social mission, and an important mean to this end is their business income. By reviewing the international conceptual and empirical literature we provide a comparative overview of the social business models. We are focusing on the dynamic interplay of the business value proposition, and the social impact, social sustainability of SEs. Empirical illustrations stemming from our two lines of research in Hungary embed our paper in the local context. We investigate social business models and value proposition of SEs focusing on stress release, as well as SEs founded and managed by young social entrepreneurs.

The situation of environment protection in Hungary and in the EU.

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For decades, environmental and environmental experts have been concerned about the use of the world's energy and the use and exploitation of its environmental resources. The study reviews the situation of the domestic environment and its main tools, which presupposes that it should be strengthened by central measures in addition to local communities, as shown by international trends. Hungarian environmental protection is still very restrained, although there are some signs of trust.



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2019

Attitude of youngsters towards volunteering programme

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The main aim of this study is to analyse the young generation habits in case of volunteering. The actuality of the topic is the fact that our Faculty participate in an international Pro Bono program. In the frame of that in cooperation with the other international universities, we try to establish a well-targeted volunteer program for youngsters. Pro Bono is a special volunteer programme based on knowledge sharing. It means that the young students can support non-profit organisations with their fresh ideas guided by a teacher and a specialist. This study focuses on a primary research results analysed our students' value-orientation, habits and attitude with the help of standardized questionnaire supported by Erasmus+ programme. During quantitative method 556 valuable questionnaire has been analysed,, and we got useful impression and information concerning to the young-specific volunteer programme elements and the optional promotion tools.

Facebook use for academic purposes

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Social networks are one of the essential factors that impact the creation of an individual's social environment. Facebook is especially popular among young people, and they use it not only for entertainment, but for education purposes as well. It offers a new learning environment and it can be used for online academic discussions between students. The aim of this paper is to present the application of Facebook for education purposes among students at the Technical Faculty in Bor. The determinants analyzed in this research are academic purpose, communication, collaboration and resource/material sharing on Facebook. Each determinant comprises

a set of indicators which are used for the analysis of overall situation. The results indicate that the students have positive attitude about the use of Facebook for educational purposes, and they actively use it as an addition to the traditional learning process.

Country branding as a special type of place branding – An overview of the related terminology

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Country branding has become a ‘hot topic’ in the last two decades, and country image centers, country brand boards were set up all over Europe simultaneously. While the practice of the field is quite developed, its theoretical framework is lagging behind. For this reason, the present study systematizes concepts and terms related to country branding as a special type of place branding. Terms such as nation branding, state branding, destination branding, location branding, territory branding and region branding occur, while the similarities and differences of these expressions are also discussed. The study systematizes the related literature and analyzes the most relevant country case study articles with titles that include country branding, place branding or related terms. As a result of the systematization of the relevant terminology, country branding can be managed more consciously, and country competitiveness may be increased.

Who has the strongest brand? The position of the Visegrád Four in country brand rankings

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Global brand rankings measuring the strength and value of various brands are popular in the world of products and services. Brands such as Apple, Google, Amazon, Microsoft or Coca-Cola usually top these lists. Similar rankings created with a rather complex methodology are also available in the case of countries. These are usually topped by countries such as Germany, Switzerland, Sweden, Japan or the United States. The current article aims to provide a brief overview of the criteria of each ranking, and analyze the position of Visegrád countries in these lists. As it turns out, the rankings show that Poland has the strongest brand, followed by Hungary and the Czech Republic with a roughly equal position (with the latter leading slightly), and last, but not least, Slovakia usually occupies the last position among the four countries if it is taken into account at all.

Location patterns of university spin-off companies

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One of the important aspects of the third mission of universities is the valorization of knowledge in the form of support of spin-offs. These spin-offs are companies started by students or staff members of universities and are often supported by both universities and government, in order to help with regional development in the form of creating workplaces with high added value. However, many spin-offs with ambitious entrepreneurs aiming for growth, leave the region of origin (when not located in a core economic region) in search for better opportunities in core economic regions. This study investigates the location patterns over over 2000 university spin-offs originating from the eastern part of The Netherlands. Special interest is given to the effect of regional business clusters, whether these provide strong enough pull factors for attracting spin-off companies.

The examination of educational system at the Industry 4.0 among students

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Background. The Industry 4.0 is no longer fiction, it is reality nowadays. Although in recent years several measures, government activities, projects and increased R&D resources have motivated and assisted companies in their innovation activities. This resources will be not enough to the transition because the main resources, the qualified employees, are lack from the system. The education show a strong fallback compared to Industry 4.0. Research aims. The primary research examines the education system from Industry 4.0 point of view. What do students expect from educational institutions during the 4th Industrial Revolution? Methodology. A primary research was carried out among students in Hungary in 2018, which focused on education system from Industry 4.0. The research applied the focus group depth interview method. Key findings. Most of students think they do not have a chance on the job market nowadays because they just have general knowledge of study but not specific issues relat

Innovativeness in higher education organizations

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The main purpose of this paper is to highlight the role of innovativeness in higher education organizations. Innovativeness has been recognized as an important driver of organizational success in business organizations, while its importance in higher education organizations has not yet been fully recognized and capitalized. In this framework, we are outlining basic starting points for understanding the implication of concept of innovativeness in educational organizations. Further we discuss various possible facets of innovativeness in higher education organizations and outline key challenges related to the identification of innovations in education sphere and measurement of innovativeness in higher education organizations. We conclude the paper with some suggestions for further research in this area.

The analysis of cluster development in the Republic of Serbia

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Cluster, as a form of SMEs association that drives innovation, productivity and competitiveness through collaboration with educational research institutions and the public sector, is a tool for achieving economic growth in underdeveloped national economies. This paper investigates the main characteristics of clusters in the Republic of Serbia, European country which is still in transition from statism to a market economy. The paper analyzes the cluster development in the Serbian economy, and its growth, despite the lack of national policy on cluster development. The special interest of the paper is focused on the size and nature of the clusters, industrial activities performed in the clusters and tendencies in cluster development. The purpose of this research is to emphasize the importance of clusters as a tool for achieving sustainable local economic development in the Republic of Serbia. Key Words: Cluster, Republic of Serbia, SME, Economic development, Transition

Mentoring tools to integrate women in STEM-related fields of the labour market

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Demand for employees in STEM occupations is estimated to increase at a rate higher than the average. However, the attractiveness of such professions is not growing quickly enough, which leads to a serious labour shortage through Europe. Particularly, the participation of women is low, not least because of the invisible social barriers which hinder an increase in their number. Nevertheless if woman could be inspired and also accepted in such occupations, that would open a great reserve of workforce. Mentoring tools to attract women in such fields can be rather important for those groups of women who are of foreign origin. They could gain integration and a higher level of recognition, also contributing to easing labour shortages.

The role of management tools for adoption of Industry 4.0 in organizations – an empirical evidence from Slovenia

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The main purpose of this contribution is to examine the role of management tools utilization for adoption of industry 4.0 principles in organizations. We outline the current state of management tools utilization in Slovenian organizations and discuss the role and importance of commonly used management tools for organizational transition toward industry 4.0 principles. The sample for this study includes 357 responses from Slovenian organizations. Results reveal that in production organizations are at the pedestal management tools aiming to support process optimization like benchmarking, outsourcing, and total quality management, while in services organizations priorities are partly different. Based on the current pattern of management tools utilization we discuss the readiness of organizations for adoption industry 4.0, through the lenses of management tools utilization. This can be foundation for future actions toward implementation of industry 4.0 principles in organizations.

**“Success is not final, failure is not fatal” –
What can we learn from the fashion
industry?**

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The fashion industry has become an unavoidable factor in people's everyday lives by the 21st century; even affecting the lives of consumers who do not consider themselves "fashionable". During the 2008 crisis, one of the largest fashion companies, Inditex Group, has not only lost revenue but has shown one of the biggest developments. Due to the short lifetime of products, companies need to quickly and efficiently deliver the latest trends to users, so besides successful marketing activity the supply chains in the fashion industry have to prominently effective and highly organised comparing with other industries. In this empirical paper we analyse the latest trends and challenges of fashion industry. We found that fashion industry involves many current hot topics from other sectors, such as failure of earlier starts or the debate about the future functions and roles of on-line business or how to behave like a start-up or the rising demand for fashion both in the Near and Far East.

Improving competitiveness through innovation. The role of SMEs in the Hungarian and German industrial and competitiveness policy.

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Recently important documents were published by ministries of Hungary and Germany concerning the countries' new industrial policies involving competitiveness issues. The Hungarian National Bank came up with its Competitiveness Program in 330 points with the aim of contributing to the nation's catching up with the leading European countries. In all of these programs SMEs got a special attention. As backbones of the economies, they play an outstanding role in innovation and employment. In my paper I will analyse the similarities and differences between national policies concerning the role of SMEs in the improvement of competitiveness by focusing on different fields of innovation.

Efficiency of European banks by ReffT

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This paper summarized the European major banks efficiency. The data source is the official consolidated group annual report. The method should be the simplified Data Envelopment Analysis. More opportunities existed to measure the efficiency of financial services institutions. Following Berger and Humphrey Data Envelopment Analysis is the most popular for banks and others. This multidimensional tool should be reduced by two dimensions, and has been developed the mostly aggregated ratio, the R type efficiency Template (ReffT). The input should be calculated from the ratio of Equity divided by Total Assets. Two kind of output could be defined, gross and net. At the gross output will be used the earnings before taxes divided by the revenue, and at the net output will be used the earnings after taxes divided by the revenue. Finale will be described two ReffT, gross and net. In the second part should be calculated and analyzed the ReffT theory to practice by evaluation of the main European

Self regulatory focus and decision making

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Human decisions are an ever imperative area of organisational behaviour research. Our decisions have such profound impact on the fate of our organisations and besides, they are influenced by so many different factors out of which rationality is only one. The goal of this paper is to review Hungarian and international literature on Regulatory Focus Theory being one of the chief explanations why humans decide the way they do. Hence, the method of the study is: to find relevant publications, analyse and integrate them into conclusions. Besides many other things, when we make decisions, our genetics, culture, upbringing and life events force us into a modus operandi in face of risk. Findings: whenever we have to make decision, we will always choose between a focus on seeking success or on avoiding losses. Even if the two approaches sound similar, yet they result in entirely different motivational dynamics and typically result in different decisions, as well.

The room for improvement Innovations and Competitiveness

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Last four years Serbian economy seems recover from the Global economic crisis, which caused a zero rate of growth in six years period (2009-2014). The economic development is mainly due to domestic demand increase, investment into infrastructure and increase in foreign direct investments. The macroeconomic stability is improved and for the first time in the medium term it is comparable to European standards. However, it is important to note that even the rate of growth achieved in the last year and projected for this year (4,4 and 3,5% respectively) is below the need to shorten the difference in development level to developed economies and countries in transition, as well.

In line with overall recovery, the segment of small and medium scale companies and shops (SMEs) is improved, considering that the number of new established companies is increasing and more important, higher than number of closed legal entities. It is due to more chances for start - up and development and improved business environment. Although Serbian economy has improved business environment there is still room for improvement, especially considering the lack to European countries and some countries in the neighborhood.

European Union has already defined the strategy in which innovations became the most important factor for development. Considering the level of use of ICT and the level of competitiveness of Serbian companies, including SMEs, there is even more room for improvement. One can say that development policies has been generally defined with an aim to support fast growing and innovative companies, but these need time to achieve full effect.

The aim of the paper is twofold: firstly, to envisage the level of innovation activities with comparison to European countries and especially with countries within the Region and secondly, to analyze measures and instruments of the development policies in order to find space for improvement.

Optimization of collecting medical statistics using blockchain technologies

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Collecting medical statistics in Russia is a daunting task due to the size of the country and the lack of uniform standards and technologies for collecting information. Over the past 4 years, large medical institutions in the country, such as federal medical centers, regional and republican hospitals, have been using test systems based on blockchain technology in a test mode. This has already reduced the cost of collecting statistics from 20 to 49% per year, and also allowed us to create a single database of medical data. This approach speeds up the adoption of operational decisions in case of the threat of epidemics, provides accurate and objective information about the effectiveness of various methods of treating and preventing diseases and allows you to build more cost-effective models of the work of medical organizations.

Business aspects of security

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Security has always been a question of money or, more generally, a question of resources. Security or, at least, a given level of security is a must for companies. On one hand it has its cost. On the other hand the lack of security will cause direct and indirect losses so the question, from the managers' point of view, is this: How much is it worth to invest on security? On the basis of the news of the field, I have been collecting them for many years, in this paper I am investigating these aspects to find a possible balance between the input resources and the security level.

Managerial decision options about BYOD with the consideration of shadow IT

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In the last decade we have seen the rise of the portable computers disguised as smart phones and tablets in our pockets. With these tools we can work from almost anywhere and anytime. The usage of these devices for work can be convenient and efficient. But without managerial regulation. In this paper I present what are the most basic strategical decision options that can be chosen by the leaders of the firm about the application of BYOD.

Beside the BYOD regulation we must not forget about the view point of the employees. Working in a strongly regulated environment with the stress of completion can lead the development of a second not regulated IT layer, which can lead to the jeopardization of the data security of the firm.

Thus, the recommendation of this paper is that, we must regulate the usage of self-owned smartphones and tablets, with the consideration of data security and security awareness of the employees.

Next Wave of Industrialization in Agriculture Sector

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Tungfram's new Agritech division is aiming to research latest precision indoor farming advancements in order to develop new Internet-of-Things-based technologies and systems. Presentation shall cover global trends, basic concepts of indoor agriculture, application of LED lighting and sensors, collaboration opportunities for academy and industry.

SCAM ALERT - Internet Fraud and Cyber Attacks on International Level

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Research first introduces the main features of the information society in cyberspace, then it continues with conceptual refinement, defining both cyber and information security. After, it describes the general steps and typical forms of cyberattacks in order to gain insights into the dangers and risks of cyberspace. By analyzing previous researches, it examines cases of cyber-attacks, data loss and data breaches, and demonstrates their impact by numerical data. In order to map a typical type of cyber-crime, which are Nigerian scams, it collects the most important information by analyzing representative research and existing statistics. The paper also examines the number of scam incidences, then leads to the most commonly used fraud strategies based on the results of previous researches. This research is an international overview of the cyber and information security world, which is an excellent starting point for further researches.

Hungary's role in developing autonomous cars

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In recent years, the topic of self-driving cars has become very popular. This innovation will have a great impact on many areas of our lives, and will cause a lot of changes just like the human presence will not be necessary and we will be only passengers in our own car. Nowadays, not only foreign multinational automotive companies are developing these cars and exploring this subject, but the university sphere has also started to take part in it. Recognising and taking advantage of opportunities, Hungary broke into the forefront of developments. The purpose of this study to prove an insight into the current situation of self-driving cars in Hungary.

The importance of investment fund reporting. View from Poland

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Abstract: Investment funds are important entities in financial markets, especially in economically developed countries. Financial statements provide the participants of an investment fund with information on the effectiveness of fund's multiplication of funds, therefore they should be based on a correct and reliable valuation of the fund's net assets. The first aim of the study is to describe the main advantages of accounting harmonization and to survey the level of harmonization of financial reporting standards in investment funds in Europe. The second aim of the study to present the reporting principles of investment funds in Poland in comparison with International Financial Reporting Standards (IFRS). The paper uses the method of legal regulations review and the analysis of the literature concerning the scope of investment funds accounting and reporting standards.

Volatility Modelling and Spillover in the Age of the Society 5.0: An Empirical Study with ARCH, APGARCH, CCC-MGARCH Models between BIST100 and BUX

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In this paper, stock market volatility in the Hungary and Turkey is investigated using weekly indexes. The results suggest the presence of non-linearity in the indexes through the BDS statistic, while the presence of conditional heteroscedasticity is detected through ARCH LM tests. Conditional volatility is then modelled as ARCH(1) process for BIST100 and APGARCH(1,1) process for BUX. In the BIST100 series, past shocks affect the volatility in the current period. The impacts on the volatility of the BIST100 index series don't have a lasting impact and showed a long memory characteristic. In the BUX series, the effect of leverage on volatility is determined and showed a long memory characteristic. Volatility spillover between the BUX and BIST100 indices are investigated with the CCC-MGARCH model. As a result of MGARCH-CCC analysis, there is no volatility spillover from BUX index to BIST100 index.

Keywords: Volatility, Volatility Spillover, BUX, BIST100.

Why do we pay taxes? Why not?

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We made two experiments about the moral impacts of tax evasion. The first group had moral information about taxes, while the control group did not. This way we could describe the subjects' behaviour through mathematical models coming from game theories. We were, however, focusing on the aspect of human psychology - to be precise, the experiments were made to measure the impact of the causes and motives of tax evasion exclusively from a moral point of view.

Analysing Consumer Preferences For Honey: An Empirical Analysis In Albania

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The honey sector in Albania has experienced significant changes during the years of a market economy. The consumption of natural honey per day is among the highest in the Mediterranean area. The variety of forests and pastures make possible the production of different types of honey. The main objective of this study consists in examining customers' buying habits with regard to natural honey among consumers in Tirana. Furthermore, an ordinal regression method is used to examine the relationship between using natural honey for medical purposes and a set of quality attributes of the same product such as taste, flavour, origin and colour. In order to meet these objectives, a set of 200 questionnaires were implemented. Analyses showed that natural honey is clearly part of the diets of people from Tirana, mainly for medical reasons. The primary reason for consuming honey is to sustain health, not for culinary purposes. Among the most important attributes considered in the buying process is the origin of the product. This is one of the attributes that

is demonstrated to generate expectations about other product attributes such as safety and nutritional value.

Keywords: Honey consumption, consumer preferences, safety attributes, ordinal regression, medical

Controlling management factor of competitiveness in SME

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An SME is able to cope with the global challenge if it realizes reliable, balanced and high-standard operation in its business. Controlling as a management tool and management function as well as a factor affecting competitiveness came more into focus. Controlling is a managerial function based on information management, a managerial tool to plan, supervise, analyse and control events in a company. Controlling is a system which serves to support enterprise management with coordination and information. It is implemented via planning, supervising and improving alternative strategies for management. The controlling system as a managerial function affects basic activities of the organisation. Supposing we accept the statement according to which that controlling fulfils its controlling, coordination and supervisory function in processes involving basic technology and information technology.

Succes Factors of CRM projects

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The aim of this article is to gather all of the necessary steps and stages to reach the best effort by these special system implementations. Customer Relationship Management (CRM) systems have been established with high expectations by companies to win more and more new customers, improve their customer retentions ratio and increase Customer Value. At the end of this professional summary, the readers will have a high-level overview of CRM projects to support these systems extensions on the worldwide market.

Keywords: Customer Relationship Management (CRM), Strategy, Customer Value, Risk, Quality

Professional technical evaluation of workers for their incorporation in the Industry 4.0

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At present the global and economically volatile world there is a set new requirements for the acquisition of new workers who are able to share professionally skilled work for progressive European manufacturing companies. For their degree of automation, the condition of effective skills and skills of workers is very important. In attracting workers from other countries outside of Slovakia is the condition of professional quality and technical skill still primordial. Creating significant limits for worker selection often precedes the verbal observation of the environment that was given to him to realize his own implementation into the working environment. The solution is the renewal of the three-part education with the technical output of observing the skill level of the worker. The paper presents the idea of possible technical solutions for observing the status of technical excellence of workers in automated and semi-automated manufacturing corporation.

Leadership and decision-making. And what is behind them.

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The purpose of this paper is to examine the relationship between leadership decision-making and resolution of conflict. The aim of the study is to provide a comprehensive literature review of managerial decision-making and conflict management. Alternative dispute resolution methods are to support persons and expressly leaders with several levels of conflict solving. Reorganization, resolution, restoration, evaluation and conversion are available to provide persons, parties with methods. Not the same tools are used by different types of leaders from different dimensions, as transformational, transactional, and laissez-faire leader dimensions.

Competencies as a Criterion for Assessing the Readiness of Organizations for Industry 4.0 - A Missing Dimension

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Adoption of Industry 4.0 is bringing many challenges for organizations and their employees. Therefore, knowing organization's readiness for adoption of Industry 4.0 has become of paramount importance for managing further organizational working and behavior. Current models for assessing the readiness for Industry 4.0, relay mainly on the hard technology aspects and lack softer aspects, like people and philosophy as the criterions. One of those aspects are competencies and since they represent a major area of change, the focus on the usage and development of key competencies should also be considered as a criterion in assessing organization's readiness for Industry 4.0. Thus, based on the recognized importance of competencies for successful implementation of Industry 4.0 the paper presents a theoretical model, where key employee's competencies are outlined and further considered as one of the key criteria in assessing organizational readiness for Industry 4.0.

Patent, an important asset of the business

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The history of the human race is a history of the application of imagination and innovation in order to continuously improve the welfare. From early writing in Mesopotamia, the Syrian astrolabe, and countless other innovations, it has been the imagination of the world's creators that has enabled humanity to advance to today's levels of technological progress. Patents and the rights they grant, are seen as one of the most important issues in the strategic management of the business organizations. The purpose of this research is to investigate the level of importance of the patents in business organizations in Albania, as well as to find out if a relationship between importance of the patents and other specified managerial issues, is present in such organizations. The research is based on the testing of the main Hypothesis, expressed as: H0. Patent is an important asset for the business organizations in Albania. The research is based on primary and secondary data collection.

The impact of Guests' Communication and Social Interaction on Backpacking Experience: A Case study of Albania's Hostels.

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Communication and social interaction between backpackers tourist create a relevant component of hostels experience. Hostels are designed intentionally to provide that kind of environment. Based on the service concept, this research suggests that the physical and human dimensions of hostel services have an impact on the guest service experience. In addition, it is also proposed that hostels service plays an important role in promoting social interaction among its guests. The main contribution of this research is therefore to provide a deeper understanding of the impact of services on the social interaction of guests and, consequently, their assessment of the

overall service experience. Research Question is: What are the ways that, dimensions of the hostel's service environment affect the social interactions of guests? This research is based on primary data, through questionnaires where the relationships between conceptual model variables are tested. The response return rate is 85% of the questionnaires delivered. It is conducted a Factorial analysis, to study a number of dimensions and to identify the pattern of interdependence relationships of these assertions. The findings of this study have shown that the relationship between services, social interaction and assessment of service experience provides a new direction for hosts to consider in terms of enhancing the experiences of guests.

Keywords: Physical Surroundings, Social Interaction, Service Experience, Servicescape, Tourist.

Length Measurements on Linear Height Gauge

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Continuous provision of high quality products is a key factor in global competition. Quality management plays a prominent role in this. In this article, we focus on the quality of measurements (first sampling) and analyse the results of length measurements on a linear height gauge. Based on the results development opportunities are suggested.

21th century Onboarding

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Do not focus on results first. Focus on competencies and activities and results will come. The real question in the 21th century: is there any tool which helps us to develop competencies and activities for newcomers always on the same quality and quantity? One of the proven answer is: Game-learning. I am going to present an international award winning system, in where hundreds of questions is going to be answered during my presentation

Food safety an consumers' perception issue – Evidences from Albania

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Food safety has become an important food quality attribute within the last decade (Röhr et al. 2005). Scholars are seeking to understand the evolution of food safety from a consumer perspective in order to identify its impact on the purchasing process. In developing countries (like Albania), where the institutional environment and related controls still need to improve, issues with food safety are even more tangible.

The main objective of this paper is to analyse consumer perceptions about food safety in Albania and the differences that exist among the different social groups in the Albanian population. More than 300 face-to-face questionnaires were undertaken among urban consumers in Tirana (using a representative population sample) concerning their perception of food safety in Albania, and their willingness to pay for safer food products.

Consumers consider food safety to be a quality attribute of products (32.9% of sample), and in many cases think that organic products are

safer than other products (25.2%). Internationally well-known labels are considered to be safer than those with national labels. However, a short supply chain (direct sales) is considered to lead to safer products.

Interviewed consumers strongly agree (65.7%) that they would pay a higher price for safer food products, while 32% claim they would pay up to 20% more for a safer product. Consumers also consider that national legislation and the institutional environment need to improve.

The results of this paper give insight into food safety in Albania and the situation in developing countries in general. These results are important in relation to tailoring public policies and interventions into national food safety.

Albániai hallgatók vállalkozói kompetenciái

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2018. novemberében albániai egyetemeken empirikus kutatómunkát végeztünk. Egy 49 kérdést tartalmazó kérdőívet használtunk, amelyet eredetileg egyéni szintű vállalkozói kompetenciaszint mérésére dolgoztak ki, és amelyet dichotómikus kérdőívből – az eredeti kérdések minimális változtatása mellett – hétfokú Likert típusú egyetértési skálává alakítottunk. Ezzel az volt a célunk, hogy a kizárt harmadik elve helyett inkább bizonyos vállalkozói attitűdöket tudjunk vizsgálni, s ezáltal a kérdéssor az eredeti szándék felmérése mellett további, a kulturális háttérrel összefüggésben levő megállapításokra is alkalmat adjon. Kutatásunkban mind egyváltozós (leíró módszerek: eszközök, medián, modus, frekvenciák), mind pedig többváltozós (varianciaanalízis, egyirányú ANOVA) statisztikát használunk. A vizsgálat során 569 kérdőív választ értékeltük, a kontroll-csoport tagjaival együtt négy almintánk volt.

Egészség-magatartás formálása

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„Ép testben ép lélek” – tartja az ókorból származó közmondás, és igaz ez a szervezetekre is: egészséges szervezet (intézmény, vállalat) aligha képzelhető el egészséges munkatársak hiányában. Az egészség-tudatos magatartás kialakítása kisgyermekkorban, már az óvodában elkezdődik, és szerencsés esetben élethossziglan tart. Jelen beszámolóinkban ennek néhány elemét tekintjük át, úgy, mint étkezés és folyadék-bevitel, személyes higiéné, mozgáskultúra (sport), életmód (életkörülmények; devianciák), mentálhigiéné, betegség- és baleset-megelőzés (és gyógyítás), légkör a családban és a munkahelyen (stressz, kommunikáció, konfliktus-kezelés). Az önmagára figyelő ember több időt tölt munkában, feladatait koncentráltan, hatékonyan látja el, kevesebbet beteg, kisebb a (munkahelyi) baleseti kockázata.

Kis- és középvállalatok Szlovákiában a foglalkoztatási formák tükrében

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A kis- és középvállalatok gazdasági és társadalmi szerepvállalása kimagasló, hiszen az import és az export területén kívül a megtermelt GDP összértékének jelentős részét biztosítják. A Slovak Business Agency kimutatásai alapján a foglalkoztatott személyek több mint 70%-a kis- és középvállalati szektort képviselő vállalat munkavállalója. A 21. század gyorsan változó piaci körülményeihez a vállalatoknak is szükséges alkalmazkodniuk, ami többek között a foglalkoztatási formák átgondolását, tanulmányozását, esetlegesen új foglalkoztatási formák bevezetését is jelenti, hiszen gondoljunk csak bele, hogy milyen nagy ütemben kezd elterjedni pl. az otthonról végezhető „home-office” jellegű munka, a részmunkaidő, stb. A tanulmány célja primer adatgyűjtés segítségével bemutatni, hogy mennyire elterjedtek a szlovákiai kis- és középvállalatok körében a különböző foglalkoztatási formák különös tekintettel a szakirodalmakban oly sokat emlegetett atipikus foglalkoztatási formákra.

A Romániában alkalmazható hibrid autóbiztosítási csalásfeltáró modellek azonosítása és összehasonlítása

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Az elmúlt években a biztosítási (autóbiztosítási) csalások valós idejű azonosítása, igen nagy figyelmet kapott, mivel egy folyamatosan növekvő jelenség. Nyugat-Európában a biztosítási szerződések 5-8%-át érinti, míg Romániában ez a szám elérheti akár a 15%-ot is. Jelen kutatás elsődleges célja, azon hibrid autóbiztosítási csalás azonosító modellek feltárása, melyek a romániai és közép-kelet európai valós vállalati gyakorlatban is alkalmazhatók. A kutatás második része a szakirodalom alapján feltárt, Romániában és Közép-Kelet Európában is alkalmazható modellek, teljesítményének összehasonlítását illetve a modellek megbízhatóságát hivatott bemutatni.

Kiberbiztonsági bérek megoszlásának felmérése Magyarországon

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Napjainkban megnövekedett informatikai igényeknek köszönhetően hatalmas mértékűt ölt a szakember iránti kereslet. Így a szakképzett munkaerő megtartására vagy a konkurenciától való elcsábítására kiemelkedően magas összegeket és energiát fordítanak a vállalatok. A szakember végső bérének alakulását számos tényező befolyásolja, kezdve a munkaerőhiánytól az aktuális szükségleten át az egyéb puha készségen keresztül a jelölt tárgyalási képességig. A dolgozat bemutatja az aktuális pozícióért kínálható és kérhető bér meghatározásának nehézségeit az egyes kiberbiztonsági területeken. A felhasznált hazai és nemzetközi forrásokra támaszkodva határoztuk meg az egyes munkakörhöz tartozó átlagfizetést. Kvantitatív kérdőíves felmérést végeztünk, hogy pontosabb képet kaphassunk a jelenlegi helyzetről Magyarországon. A kapott eredményeket felhasználva kívánjuk tovább vinni kutatásunkat, hogy pontosabban felmérhessük és meghatározhassuk, hogy mi szükséges egy munkavállaló megtartásához.

Informatika hatása a hallgatói eredményekre

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A 21. században a felsőoktatásban a hallgatók gyakorlatilag az interneten élnek. Több időt töltenek a telefonjaikkal, mint bármilyen más tevékenységgel. Így az oktatás sem képzelhető el a technikai fejlesztések nélkül hiszen a hallgatók figyelmét folyamatosan fenn kell tartani, amire a klasszikus oktatási módszerek már kevesek. A tanulmány célja statisztikai adatok felhasználásával, hogy bebizonyítsa, hogy az informatika felhasználásával a hallgatók jobban motiválhatóak és így az eredményeik is emelkednek.

Vállalkozások az Ipar 4.0 korában

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Az Ipar 4.0 - nevével ellentétben - nem csak az ipari vállalatokra, vagy a termelési folyamatokra gyakorolt erős hatást, hanem a társadalmi és gazdasági folyamatokra is. Az előadás célja annak bemutatása, hogy hogyan is változtak a vállalaton belüli és vállalatközi kapcsolatok a harmadik ipari forradalom (automatizáció), az ipar3.5 (internet alapú kommunikáció) és az ipar 4.0 (hálózatosság) hatására. Az előadás rámutat, hogy a bizalom kulcsfontosságú eleme az emberek és vállalatok közötti interakciónak, de ennek megléte a fiatal munkavállalók körében erősen megkérdőjelezhető. A szervezet formális elemei nem relevánsak a fiatal munkavállalók számára. A feljebbvalói és munkatársi viszony kevésbé releváns információforrás, vagy referencia rendszer, mint a baráti, ismerősi kör, vagy akár az internet, mint önálló entitás. A vállalatok feladata tehát baráti légkör kialakítása a munkahelyi közösségen belül, hiszen a társasság érzése megtartó erő lehet. A munkahelyi elégedettség szempontjából nem a munka tartalma, hanem a munkahelyi kollektíva a mérvadó - az érzelmi dimenzió a legrelevánsabb a munkahelyi interakciónál.

ennek kapcsán a menedzseri szerepek újragondolása és átalakítása is indokolt lehet. A tranzakciós logika helyett a jövőben nagyobb hangsúly kerül a transzformációs logikára.

Az edzők, mint vezetők kvalitásainak vizsgálata

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Az edzői szempontrendszer alapján először a leadership elméletek tekinti át. A magatartásalapú döntésközpontú irányzatok mellett a kontingencialista leadership vizsgálata egyaránt fontos. A második fejezetben Magyarország sporttörténete a lokális cél, de sportágairól és a sportágak szerkezete is említésre kerül. A kontingencialista leadership modellektől kezdve napjaink leadership elméletei kerülnek kifejtésre. A leadership elméletek előnyei illetve hátrányai is fókuszba kerülnek. A sportiparágot szerkezetileg két felé lehet elosztani. Két legjelentősebb tényező a „látványsport” és a „rekreációs szabadidősport”. A harmadik fejezetben kérdőív segítségével az edzők által követendő magatartásmintákra irányuló elvárások feltárása kapott szerepet. A dolgozat célja, hogy segítséget nyújtson azoknak a csapat tulajdonosoknak, akik fejleszteni szeretnék csapatukat. A jó edző legkiemelkedőbb képessége, hogy a sportolóiából a lehető legmagasabb eredményt hozza ki.

Happyology, avagy a boldogság gazdasági tudománya

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Dolgozatomban a boldogság témakörét járom körbe, és helyezem tudományos alapokra a fogalommal kapcsolatos ismereteket, főként gazdasági hangsúllyal. Alaphipotézisként fogalmaztam meg azt a gondolatot, hogy a boldogság vizsgálata szempontjából releváns soft mutatók egyértelműen a munka világában jelennek meg, és itt figyelhető meg leginkább a boldogság teljesítményre gyakorolt pozitív hatása. Dolgozatom két fő szerkezeti egységre bontható. Az első részben a vizsgált téma szempontjából releváns fogalmakat, jelenségeket mutatom be szakirodalmi áttekintés segítségével, valamint megalkotom a saját boldogság definícióm, mely a későbbi kutatásaim alapjaként fog szolgálni. A második fő szerkezeti egységben a saját kutatásomat írom le, illetve annak eredményeit elemzem és értékelem. Ebben a részben hangsúlyosan kvalitatív technikákra alapozok, fókuszcsoport és szakértői mélyinterjúk elemzése kiváló alapot nyújt a leendő kvantitatív mérést megalapozó kérdőívre.

Társadalmi percepciók a protézissel élők kapcsán

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Napjainkban a mérnöki, informatikai és orvosi tudományok számtalan lehetőséget biztosítanak hátrányos helyzetű, illetve különböző tevékenységekben hátráltatott helyzetben lévő személyek számára. Amellett, hogy a klasszikus protézisek is rengeteget fejlődtek, de emellett megjelentek olyan főként infokommunikációs megoldások, amik lehetővé teszik a különböző mindennapos tevékenységeket és munkavégzést is. Ezek a megoldások lehetőséget biztosítanak arra, hogy az érintett személy lényegesen jobb életszínvonalon tudjon élni, és a társadalom hasznos tagjának tartsa magát.

