

# Economy & Society

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#### **Poor Middle Class**

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The Hungarian change of regime was more than 20 years ago but the middle class would be not stronger. The socialism had not the aim to have a reach citizenship, so Hungary had lost more than 70 years in the process. The main group of the middle class, the public administration has not got pay raise from 2002, the living standard is not better than in the '70s years. So the demand will be not higher, there are not significant savigs among the population, the living standard is far from the Western European level, although the difference of the Hungarian productivity is not so far as in the wages.

KEYWORDS: middle class, poverty, social welfare, economic policy, responsibility of government

#### **The Effect of the Crisis to the European Welfare Systems**

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ABSTRACT Many publications were written about the crisis which caused economic decrease in the member economies of European Union. Not only individual states were analyzed but these publications offered comparative analyses as well. However, I find only some which described the effect of the crisis on the welfare of the member states. Therefore the aim of my study is to introduce what kind of changes happened in the welfare system of the European economies because of the global crisis. The states were classified into groups based on economic indicators and social welfare system due to the transparent comparison. In the analysis I took into consideration subjective indicators beside of objective metrics, which were summed up in Gordon-matrix for illustration.

KEYWORDS: crisis, welfare, well-being, European Union

### **The Appearance Of The LOHAS Themes In The Offline And Online Magazines**

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ABSTRACT The freshest lifestyle of the 21's century is the LOHAS, lifestyle of health and sustainability. The members of this group prefer the healthy lifestyle, which manipulate for example them nutrition, cosmetics, clothes purchasing behavior, because they prefer the natural bodies. At the same time the quality of the consumer goods is also important. So the members of the mentioned group choose valued goods instead of expensive goods. Nowadays this group has appeared especially among the Hungarian women too. So that is relevant to examine the influence of them purchasing habits on the different consumption areas. How reflect the Hungarian women magazines – which is published in a huge number – on the special consumer demand of the LOHAS is going to be examined in our paper. Namely how try these magazines take aim at this consumer group to build a loyal reader circle?

All the elected and examined magazines have online website, so we explored how they make use of the provided facilities by the internet. So the next questions are going to be answered in our study: Can the LOHAS consumer easily find suitable information for his/her interest and go look into this themes? Can these magazines meet every requirement of the LOHAS?

KEYWORDS: LOHAS lifestyle, attitude, consumer loyalty, women magazines, search optimization

### **Internationalization and Competitiveness in Higher Education**

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ABSTRACT: The demand for internationalising higher education appeared at a European educational policy level only a few decades ago, but has had increasing significance ever since. Moreover, recently it has become an important factor in enhancing the competitiveness of higher education. This paper focuses on questions related to the impact of policies and strategies facilitating internationalisation (the Bologna Process, the Lisbon Strategy), and that of European programmes as outcomes of these policies on the competitiveness of the European and national higher education. Indicators of internationalisation are to be analysed in European and Hungarian context, along with their weightings in the compilation of the much debated international and national university rankings and league tables that in fact reflect competitiveness. It is a global phenomenon that higher education struggles in the midst of increasing costs and decreasing budgets,

and it is challenged by a rapid growth in the supply of educational programmes and technological development resulting in numerous educational alternatives. Strategies of internationalisation and enhancement of competitiveness are strongly related, and bring about a paradigm shift: the role of the superpowers in higher education is undergoing changes, while the idea of international cooperation is becoming more dominated by international competition.

KEYWORDS: internationalisation, competitiveness, higher education, university rankings, local and global strategies

### **Concentration of the Commercial Banking Market in Hungary**

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ABSTRACT The most commonly applied model for measuring the intensity of competition in the banking market is the Panzar-Rosse (PR) model. This model helps to determine whether the market competition on a given market is monopolistic, oligopolistic or fair. The Panzar-Rosse model tends to determine H-statistic that summarizes the specific bank interest income (margin) on input price elasticity coefficients. H measures the degree of competition and it is the sum of the elasticity coefficients on factor prices of equilibrium interest income. The main advantage of H-statistic is that the indicator whose value lies between 0 and 1 reflects the degree of competition as a continuous variable. The closer the value is to 1, the stronger the competition is and vice versa. H-statistic's data requirement is minor, its estimation is simple. These relationships were examined between 2005 and 2010 in Hungary.

KEYWORDS: bank, competition, degree of concentration

### **Structuring And Visualisation Of Business Models**

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ABSTRACT Business models attracted the attention of practitioners and academics at the beginning of the 90s, mostly during the dot.com era. New breakthrough technologies required a different way of making value for a customer and for a company than in the preceding era. It sparked an interest in this topic retrospectively in traditional branches of business too. The article compares an array of business model concepts picturing a company and business in various ranges of detail and through various methodologies.

The purpose of business models comparisons and their ways of visualization, is to give a true picture of main attributes of individual models, to know their functioning more deeply, divide them on the basis of similar parameters into relevant groups, to study a purpose and functionality of their visualization, to classify ways of visualization and by this way to contribute to a deeper knowledge of this relatively new theme of business economics and management.

KEYWORDS: business model, customer value proposition, key resources, key processes, value chain, appropriability of value, profit formula, visualization, knowledge economy

## **BOOK REVIEW**

### **A város múltja, jelene és jövője /The Past, Present and Future of the City**

[Enyedi György: Városi világ. Akadémiai Kiadó Budapest. 2012. 186 oldal [ISBN 978963059232]

Reviewer: László Kulcsár