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ARTICLES

Europe - The Commercial Questions of the Centre-Peripheral Relations

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ABSTRACT *The center-peripheral-semi peripheral relationships have historical backgrounds. The leading countries of the industrial revolution were the European economy at the beginning. The two world wars and the reconstruction after made them torn but also rejuvenate. These countries recognized the current interests which mean the opportunities of the integration to the economic recovery and the establishment of a modern consumer society. The countries of the former Soviet Union's sphere were forced to a very different development path. Along with centralized and irrational development plans this became controversial in the '80s. Obviously this arms race and the rise of the world market prices can have a significant role, but the distorted economies lacking invested capital still hoped that the economic problems will perish after the opening. The growth of prices catching up on wage increase was planned on a quick development based on the received aid and bringing supply and demand balanced in each export-oriented economy.*

KEYWORDS: EU, commerce, center-periphery, development, wealth

Ethical investments, ethical banks

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ABSTRACT Although compared to the developed Western European countries late, but appeared also in Hungary ethical funds with investments in socially responsible

companies to encourage corporate social responsibility (SRI). Will be based on foreign examples expected to increase in view of their role. This will hopefully have a positive impact in the area of corporate social responsibility efforts of domestic companies, although very few companies are listed on the stock exchange. In this way, most of those companies may have a significant impact on operating in an open joint stock company form. Indirectly, however, in the case of other types of company can accelerate the process that companies recognize the importance of corporate social responsibility. Ethical banks perform a completely different activity: they are businesses, civil organizations to lend to individuals who are unable to qualify as a credit on the basis of the traditional financial sector standards. This category includes the first community bank in Hungary, the MagnetBank, which is still marginally able to achieve this goal. But it is representative of Hungary, ethical banks. It is worth, therefore, to learn about them, their goals, their operations.

KEYWORDS Corporate social responsibility, financial sector, ethical banks, ethical investments.

Models of Competitiveness in Tourism

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ABSTRACT The 21st century is characterized by strong competition in the tourism sector. Tourist as a result of his awareness and individualism has become increasingly assertive. The personalized complex service supply has been looked for on high quality and high price/ratio of performance. However, the unidentifiable different destinations and service offers have taken by the increasing supply and saturation of the traditional channels of communication. Those destinations can be successful in strong competitions which have possessed by well-identified – with USP (unique selling proposition) – unique charm and high complex service supply. In addition to ensure the consistency of product and communication are supposed to work with pronouncing the uniqueness of specific, target-specific messages, solutions and channels by communication. The goal of my paper is to define and show the competitiveness in tourism by competitiveness indicator of destination with using theoretic models, and of course the paper would like to stimulate our reader on common thinking in the assessment of competitiveness of their destinations.

KEYWORDS Competitiveness, tourism, indicators, destination

Obstacles of Innovation in Hungary

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ABSTRACT The paper is based on a survey – “In Global Competition 2013” – that has been carried out by the CUB Competitiveness Research Centre. This is the 5th round of our research program. The aim of my paper is to reveal the main hampering factors of innovation in Hungary. The companies were asked to indicate how important they considered the hampering factors listed on the Survey. Our main conclusion is that the companies are unsatisfied with the government’s role in innovation, its taxation policy and the laws and regulations. Cost factors are the other important impediments, as the lack of funds within the company, the lack of finance from outside sources and the too high innovation costs. We applied regressions to examine the impact of size, ownership, export intensity, public financial support and innovation cooperation on the importance of hampering factors.

KEYWORDS innovation, Hungary, ordinal logit regression

Social and Economic “Brownfields”

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ABSTRACT The regions in depression due to deindustrialisation – the old industrial regions – can be defined by common internal characteristics, characterised by brownfields springing into existence, dwindling human potential. The primary focus of my article is the rust belts appearing following deindustrialisation, the brown belts and their complex revitalization, especially in the aspects of the labour market. I aim to prove the correlation between the brownfields and the labour market on the subregional level in Hungary with two regions characterised by negative deindustrialization. I used Local Moran’s I to analyse regional autocorrelation between brownfields and labour market indicators. Furthermore, I discuss micro regions smitten by industrial depression in detail. I analyse the following hypothesis in this article: in Hungary brownfields came into being following deindustrialisation, especially negative deindustrialisation, which influence the labour market of the region on the micro regions level.

KEYWORDS deindustrialisation, depressed micro regions, Local Moran’s I

Book Reviews

Dani Rodrik: The Globalization Paradox. Democracy and the Future of the World Economy

[A globalizáció paradoxona. Demokrácia és a világgazdaság jövője. Corvina Kiadó. Budapest. 2014. ISBN: 978 963 13 6181 0.]

Nagy Balázs

Norbert Varga: Politics and Economics in The Bible and The Quran

[Varga Norbert - A Biblia és a Korán politika- és gazdaságképe. Excit Kiadó, MARCZI Közösségi tér Kolozsvár. 2013. ISBN 978 973 7803 02 3. Budapest 2014. március 13-án, a könyv bemutatóján elhangzott méltatás szövege.]

Duray Miklós

