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ABSTRACTS IN ENGLISH

Production Nearshoring in Europe and their consequences to the Supply Chain

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ABSTRACT: The objective of this paper is to investigate the geographical relocation of the production function in nearby countries called Nearshoring. After some basic definitions and showing the past development, the theoretical background of the location decision was stated. Based on an empirical survey among German manufacturing companies the decision criteria were evaluated. Furthermore, the current and future applying of Nearshoring and the preference of current and future locations were investigated. Finally, the consequences for the Supply Chain were described. A SWOT analysis offers a framework for manufacturing companies in Europe and especially in Germany with strategic insights and advices how to position their production plants in the near future. Nearshoring attractive countries like Hungary shall gain directions how to prepare themselves for this trend in order to be able to deliver skilled employees and an attractive environment.

KEYWORDS: offshoring, onshoring, outsourcing, insourcing, Germany, location decision

JEL Codes: L23, M11

The examination of three settlements' situation analysis and place marketing strategy in Hungary

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ABSTRACT: During our work we examine three settlements in Hungary. The aim of the study to examine the three settlements and their strategy with the service marketing's 7Ps toolkit. At the end of the study we determine the place marketing three main target group's breakthrough opportunities in these settlements.

Considering the situation analysis we make a comparative examination in case of the three settlements. In the course of that we analyze the three target groups of the place marketing, mainly the demographic tendencies, the economic activity and the tourism trends. To analyze the marketing strategy we need to know the marketing activities of the settlements, within that we examine the service marketing's 7Ps regarding all the three settlements. As the companies in corporate life, in case of the settlements, the villages and the cities can use different type of strategies as well. We analyze these types of strategies, focusing on the classic quartet-strategy of Kotler & Keller, furthermore the product and market development strategies and the outpacing-strategic approach.

Overall, with this study our goal is – based on secondary information – to explore the three settlements' situation analysis, marketing activities and the strategies used by them.

KEYWORDS: place marketing, marketing strategy

JEL Code: M310

The role of local products in the construction of local identity

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ABSTRACT: The aim of this paper to highlight the nature of the relationship between local product – as a tool of local economic development – and local identity creation. We think that the analysis of the short history of a recently developed craft beer factory may help to shed light on this topic, since right after its product's entry in the market one of the world's biggest brewery brought a lawsuit against the brand and the factory. The lawsuit enhanced community support of the craft beer and generated boycott of the mass produced beer. The paper examines how the success and sustainability of local economic development is influenced by the role of local product in identity creation, and investigates the tools that facilitate the role of local product in identity building.

KEYWORDS: Igazi Csíki Sör, Heineken, local economic development, local product, local identity, social brand

JEL Codes: R11, R31, R32, R58

Development of Controlling Trends

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ABSTRACT: The practice and development of management accounting is dominant in the formation and development of the methodology of controlling. One of the developmental point of view can be linked to the overall concept of nature and coordination. This separates the orientation of results, financial targets, and value adding and all corporate targets. In this approach, different levels of value orientation focus on a wider area, even within the company target system and highly relate to the orientation of controlling. The commonly understood concept of controlling – which is characterized by the Hungarian representatives of controlling literature – is originated from the practical understanding and definition of controlling.

KEYWORDS: financial accounting, management accounting, controlling, cost accounting, financial control, methodology

JEL Codes: M10, M40

Changes of Basel regulatory framework and CRD and their impact on Capital adequacy ratio and Guaranty capital of banks in Hungary

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ABSTRACT: Based on the globalization of the banking activities there is more and more demand for standard regulation and supervision of banks via harmonization of different local regulations and acceptance of common directives and laws. Diversities of the local regulations and practices among the countries make more difficult to achieve the suitable picture, the measure of the results, ensure the prudence operation and efficient supervision. The global regulatory framework Basel I was the first standard international regulation published in 1988. After the first standard international regulation shortly came up the necessary of further regulations and later the financial crisis 2008 also generated significant amendments and as a result new regulatory frameworks have been developed and set up. The aim of this study is to review Basel regulatory frameworks about the capital requirements, supervision, reports and other requirements regarding banks and financial institutes. Further goal is to investigate changes of the directives (CRD) in connection with capital requirements from the beginning.

KEYWORDS: Basel regulatory framework, CRD directive, capital regulation, anticyclical capital reserve, supervisory control

JEL Codes: F55, F63, G01

E-Learning in Hungarian Higher Education: an Economical Approach

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ABSTRACT: Nowadays information technology permeates all aspects of life. Education, including higher education is also a part of this. Technology is not just providing a background, but also transforms the traditional processes. Now a personal customisable electronic platform supplements the classic, limited interaction provided lectures and seminars. This transformation drives the renewal's possibility of educational materials (e.g. multimedia, self-test advancement) and teaching methodology (e.g. constructivist pedagogy, experience-based learning, gamification). This also means, that the introduction of e-learning in the higher education raises economical questions. For a real success capital has to be invested not only in the software, even in the human resources and in the connected organisational development too. This study attempts to give a help for these decisions, providing a theoretical summary for the topic. We review different techniques and methods, which can be suitable for the economical evaluation of e-learning investments. Based on this, an empirical analysis could be start in the future.

KEYWORDS: e-learning, ROI, higher education, teaching methodology

JEL Codes: A29, G31, I23

Major international tournaments effect on the value of professional players

– empirical analysis based on the Football European Championship in 2012

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ABSTRACT: The value and the value-creating capability of a football company strongly depends on its football players' sport-related and other performance. The paper examines one special aspect of sport-related performance: the effect of tournaments of national teams. The main question is whether tournament participation can influence the value of a professional football player including how the players' existing characteristics (age, club ranking, national team ranking, length of contract, market value of the player before the tournament) and performance in the tournament effect value change of different players. The research relies on a database that includes data about the 386 football players who participated in the football European Championship in 2012. The paper investigates the research question using correlation analysis and cluster analysis, then analyses the created clusters by the main features of the groups. The cluster analysis creates well-separated groups based on the players' existing characteristics. The result of the analysis is that the performance on the tournament affects the value of the players differently. The main factors which influence the value of the players are the number of matches played, the number of goals scored, the individual sport performance and the difference between the predicted and real performance of the national team. The revealed correlations help the football clubs to appropriately relate to their different players who play in national teams.

KEYWORDS: professional football, international transfer market, valuation of soccer players, European Championship, cluster analysis

JEL Codes: M20, M54, Z22

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