

Economy & Society

VOLUME 9.

2017.

NUMBER 1.

ABSTRACTS IN ENGLISH

Economy and security policy: the East Asian regional boundaries' driving forces

Pál KOUDELA PhD

*University College Professor, Kodolányi János University College
(pkoudela@yahoo.com)*

ABSTRACT: East Asia is the center of a greater, transregional network, including Oceania and the eastern coast of the American continent. APEC is the world's largest economic bloc, producing sixty percent of the world's economic performance and since the 1990s transpacific trade flows and investments exceeded even the transatlantic ones. In the 1960s trade within the East Asian region was only 25 percent, however, this rate has grown to 55 percent to the 2000s. Most free-trade agreements were concluded in East Asia and the Pacific. This development started to increase after the crisis of 1997 and 107 such programs existed in the region by 2013 already. At the same time both territorial and energy conflicts both security partnership relations are so diversified and they role in the relations beyond the region are so mutable that makes harder regional integration. The hindering role of North Korea is worth to highlight, due to its contribution to that the region's economic integration can be considered only incomplete or not finished – despite the high rate of quantitative development of regionalism and regionalization there. In this study we examine primarily the evolution and state of the institutional economic relations in East Asia and their historical roots and development opportunities. In the following we introduce the precarious situation of security policy in the region, its institutionalization and we also seek to interpret its economic influence as a disintegrational force.

KEYWORDS: East Asia, regionalization, regionalism, security policy, economic integration

JEL Codes: R11, E02, N15, F53

The relationship between economic structural changes and crises – with special regard to the Post-Soviet region

Erzsébet NEDELKA

assistant lecturer, University of Sopron Alexandre Lamfalussy Faculty of Economics, Sopron (nedelka.erszebet@uni-sopron.hu)

ABSTRACT: The researches of economic crises had their renaissance after 2008-2009 although, many economist study this topic even today. Most of these researches focus on the analyses of crisis symptoms and subsequent economic processes or examine just one country, only few of them undertake long-term time series analysis or regional analysis. In my research I examine the post-soviet area in order to find some common points between their crises and structural changes, furthermore, between economic openness and crises. The study relies on two main sources: relevant scientific literature and official statistics which are suitable for measuring economic trends and structural changes. After the processing of literature, I present and characterize economic processes and analyze structural changes. Furthermore, I try to determine the connection (with correlation analysis) among the economic performances of the post-soviet countries. Finally, I draw conclusions based on obtained results.

KEYWORDS: economic crisis, structural changes, post-soviet area

JEL Codes: N15, O11

Sundry Observations on Urban Security and Terror-Resistant Action Plans in Urban Areas

Balázs István TÓTH

*University of Sopron, Alexandre Lamfalussy Faculty of Economics, Department of
International and Regional Economics, Sopron, Hungary
(tothbalazsistvan@gmail.com)*

ABSTRACT: Urban security is playing a timely and an increasingly crucial role in urban studies. The study provides a commentary on key contributions based on lessons that have been learnt from threat assessments and surveillance in urban areas by revisiting scholars' views on the urban terrorism discourse with respect to prevention strategies on local level. Besides, based on a holistic approach covering physical environmental, human, organisational and smart technological features, a coherent and general framework for developing terrorism-resistant action plans is provided. Finally, the paper raises issues of increasing concern to a range of urban professionals, and offers a conceptual advance on the research, especially for academic circles focusing on local economic development issues.

KEYWORDS: Urban security, surveillance, risk management, urban resilience, smart technologies

JEL Codes: F52, H55, R58

Perception of Intercultural Issues and Cultural Differences in Intercultural Workspace The Example of Austria

Michaela ČIEFOVÁ

PhD Candidate, University of Economics in Bratislava, Faculty of International Relations (michaela.ciefova@euba.sk)

ABSTRACT: Nowadays, the occurrence of companies employing people from distinct national cultures has become a common phenomenon. The main intention of this paper is to briefly describe the concept of intercultural conflict. Next, we attempt to find out whether employees at an international company had personally experienced a conflict, whose source could be assigned to intercultural differences, such as various communication style, perception of time and time behaviour or values. Since the company whose employees took part in the survey has its main seat in Vienna, Austria, one of our objectives is to explore the perception of cultural differences among national cultures involved, with Austrians being primarily focused at.

KEYWORDS: intercultural conflict, intercultural workplace, cultural differences, Austria

JEL Codes: M14, Z13

Storytelling in multinational environment

Antal Takács

*PhD Student, University of Sopron Alexandre Lamfalussy Faculty of Economics
(takacs.antal@wanadoo.fr)*

ABSTRACT: Conviction is in the centrepiece of business presentations. Investors should be persuaded to buy or keep stock, partners to finance future projects, employees to achieve objectives and customers to buy products and services. In communication there are two parties: the presenter and the audience. Storytelling can help the presenter to buy-in the audience by uniting the main idea of the presentation with some emotions.

This paper presents the latest evolution of storytelling in multinational environment. The paper introduces the mechanism of storytelling and author's latest research on listening habits. The author has conducted a qualitative research on the field of cross-cultural communication between 1st of January, 2016 and 31st of March, 2017 in various European countries. In this period 13 different cultures were discovered during 258 one-one-one interviews. The results of these interviews were deployed in a searchable database.

KEYWORDS: cross-cultural communication, listening habits, multinational companies, storytelling

JEL Codes: D70, D90, M12, M14, Z13

The first steps out of the crisis of leading Austrian companies – a retrospective financial analysis

Balázs SOÓS

*PhD Student, University of Sopron Alexandre Lamfalussy Faculty of Economics
(balazs_soos@hotmail.com)*

ABSTRACT: In order to expand the strategic development and competitiveness of every enterprise, basic requirements must be met. Two of these requirements is the financial stability and viability of the companies. The economic crisis of 2007 has made the business decision-making facing new challenges in regard to this stability. Strategic decisions had to be made, with managers having to weigh many things and think things through thoroughly. The results of these decisions are recorded in the annual reports, balance sheets and profit and loss accounts. This article deals with the diagnosis of the financial situation of the leading Austrian companies during and after the 2007 economic crisis, whereby retrospectively the first signs of economic recovery could be found. The results of entrepreneurial decision-making, which are recorded in numbers, are used to derive the symptoms (type and depth of the crisis) and causes (cash flow, share price, liquidity, ROE and ROCE changes).

KEYWORDS: Economic Crisis, Stocks, Strategic Management, Financial Ratios

JEL Codes: G01, O16

A KÉZIRATOK FORMAI ÉS SZERKEZETI KÖVETELMÉNYEI

1. Kéziratokat kizárólag elektronikus formában, e-mailen fogadunk.
2. A kéziratok Microsoft Word vagy azzal teljesen kompatibilis szövegszerkesztővel készüljenek!
3. A képek, ábrák, térképek, táblázatok a mellékletben szerepelnek, a szövegben csak jelölni kell a körülbelüli helyüket. Pl. „A 18. táblázat körülbelül ide”.
4. **Színes ábrák és táblázatok nem alkalmazhatók!**
5. Az alkalmazott betűtípus és méret: **Times New Roman 12. Sortávolság: 1,5.**
6. A formai és irodalmi hivatkozásoknál a kötelezően alkalmazott stílus az **APA**. Lásd részletesen: http://ktk.nyme.hu/fileadmin/dokumentumok/ktk/GT/APA_referencing_guide.pdf.
7. A kéziratok terjedelme táblázatokkal, ábrákkal stb. együtt nem haladhatja meg a 20 A4-es oldalt (1,5 sortávolság, 12-es betűméret).
8. A cikkek **kötelező** szerkezete:
 - a. cím, szerző(k) – név, intézmény, beosztás, csak az első szerző e-mail elérhetősége;
 - b. magyar nyelvű absztrakt (maximum 200 szó címmel együtt) és maximum 5 kulcsszó/kötelező, JEL kód-dok/kötelező;
 - c. angol nyelvű cím és absztrakt (maximum 200 szó címmel együtt) és maximum 5 kulcsszó/kötelező;
 - d. bevezetés, célok;
 - e. a téma felvezetése, a vonatkozó szakirodalom bemutatása, értékelése;
 - f. az alkalmazott módszerek (ha értelmezhető);
 - g. a téma tárgyalása/kutatási eredmények (ha értelmezhető);
 - h. következtetések/összefoglaló;
 - i. irodalomjegyzék (**csak APA stílus**), ha felhasznált forrásművek DOI számmal rendelkeznek, kérjük azokat is feltüntetni (az ISBN vagy ISSN számon túl)!
9. A könyvismertetések terjedelme nem haladhatja meg a hat A4 oldalt (Times New Roman, 1,5 sortávolság, 12-es betűméret). Az ismertetés címe és a szerző neve után szögletes zárójelben meg kell adni az ismertetett könyv, kiadvány teljes bibliográfiai adatait, beleértve az ISBN, vagy ISSN számot.
10. A követelményekkel nem egyező kéziratokat a szerkesztőség visszaküldi.
11. A szerkesztő fenntartja a jogot a kézirat terjedelmi és minőségi változtatására.
12. Korábbi számok: <http://gt.nyme.hu>.

MANUSCRIPT STYLE REQUIREMENTS

The Journal of Economy & Society (JES) is a quarterly publication of the University of West Hungary. It is designed to provide information and fresh perspectives on issues of importance to professional economists and social scientists and to all readers interested in policies affecting economy and society.

The editors of The Journal of Economy & Society are looking for papers that inform our readers and engage them in discussion about issues of relevance to the disciplines of economics and social sciences. If you want to publish in JES you must accept the following writing style guidelines for submission.

1. Send manuscript by email to **Erzsébet Nedelka** (nedelka.erszebet@uni-sopron.hu) only. Email attachments are acceptable.
2. We accept papers in English, German and Hungarian.
3. Manuscripts must be edited by Microsoft Word (or MS Word compatible word processor).
4. Manuscripts including abstract, footnotes, references, and appendices should be Times New Roman 12, one and half spaced. Papers should be thoroughly checked for misspellings and grammatical errors, and should not exceed 20 pages (including tables, pictures, maps, figures).
5. Papers have to follow the next structure:
 - a. Title, completed with the name(s), host institute(s) and academic position(s) of the author(s) or authoress(es) and **one e-mail address** for further communication;
 - b. An abstract in the language of study (not more than 200 words) and a title and an abstract in English too (see APA style). plus 5 keywords maximum and JEL codes;
 - c. Introduction, objectives;
 - d. Explaining the issue and relevant literature;
 - e. Methodology, data sources (if relevant);
 - f. Description, findings;
 - g. Summary / Conclusions;
 - h. References (**we accept APA style only**). We require the DOI number (if available) and ISBN, ISSN number too. See http://ktk.nyme.hu/fileadmin/dokumentumok/ktk/GT/APA_referencing_guide.pdf
6. Brief footnotes are acceptable only.
7. Required tables, pictures, maps, figures should be enclosed and on separate sheets, following all references. Notify editors of appropriate position of tables, pictures, maps and figures within the text (e.g. **Table one about here**).
8. **We don't accept color tables, figures, charts, maps!**
9. References should be presented in alphabetical order. See APA style.
10. The editor reserves the right to edit all submissions for clarity and length.
11. Back issues: <http://gt.nyme.hu>.



Nyugat-magyarországi Egyetem Kiadó
University of West Hungary Press
Sopron