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ABSTRACT IN ENGLISH

The chances of a territorial capital-based development policy

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ABSTRACT:

The term 'territorial capital' has become one of the linchpins of regional economics and regional policy in the last decade as the expression seems to be useful in conceptualising and analysing local development trends and territorial competitiveness. The chief aim of this study is to explore the relations of the notion of territorial capital and applied regional science, namely regional policy and its practices. First, we give an overview of the roots, elements and alternative expressions of territorial capital; then, we explore its actual role in development

policies, especially in the regional policy of the European Union and Hungary. While highlighting the perspectives of the topic, we emphasise that territorial capital mirrors the unity of local factors that concerns the description and explanation of phenomena in spatial structures; however, it is still an unfamiliar tool when advising problem-solving models and directing interventions. In this light and with regard to the perspectives of development policy, we emphasize the enhancement of territorial capital in territorial development; accordingly, a proposal is provided for the future of research agendas.

KEYWORDS: territorial capital, attraction factors, localization, regional policy, European Union, Hungary.

JEL CODES: R10, R58.

An Investigation of the Importance of Patents in Academic Entrepreneurship

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ABSTRACT:

University spinouts – commercial developments out of university research – for many years have been growing in importance in academic research. Current literature mainly focuses on the development of university inventions that have formal intellectual property (IP) protection in form of a patent. This study via a single case study approach qualitatively investigates the commercialisation process of an unpatented Maastricht University invention. Focus of the study is the importance of IP protection in form of a patent. The mere existence of a patent – so reveals this research – does not seem to primarily influence measurable business outcomes. Since the research was designed as an exploratory, qualitative single case study with additional interviews, the afore-mentioned results need to be tested on a larger scale.

KEYWORDS: spinout, academic entrepreneurship, patent, IP protection, (L26, O32, O34).

The controller's tasks for developing the new business model

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ABSTRACT:

The Industrial revolutions strongly and sometimes violently transformed the world economy and even society. By the fourth Industrial Revolution, we arrived at the time of total technology, digitalization, custom mass production and social media. High-tech giant companies replaced the big steel manufacturing companies. The main goal of the Industry 4.0 is to create intelligent networked factories and value chains that enable more flexible, more efficient and more personalized production. In these smart factories, the communication is already software-driven using cyber-physical systems ("Internet of Things"). Today's changing market trends pose significant challenges to companies. Flexibility alone is not enough now; intelligent and "Learning Factories" need being built up. Adopting to digitization, using an integrated work environment and self-service business intelligence, a new business model needs being developed. The task, the challenge is given to ensure the transition, taking individualization and life cycles into account. To do this, multidimensional decision-making procedures, digital reports, specialized KPIs have to be used, it is important to consider the scalability and the uniqueness. In the paper we will review how this can be achieved by taking into account the strategy and how digitalisation can help.

JEL CODES: C81, D24, D81, L15

KEYWORDS: Industry 4.0, strategy, digitalisation, controlling

Possible role of an antique art book collection in a self-care, passively managed special portfolio

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ABSTRACT:

The ageing of today's age and low birth rate are the cause of demographic changes that affect the finances and savings of people now living. The unsustainability of the pension system encourages those looking to find new ways of ensuring their elderly livelihoods. Self-care is more and more often called – moreover required – password, which one form is portfolio management, a financial system that is maintained and managed to secure the future return on property. The present study captures and presents the kind of guaranteed return investment class that can serve as an alternative to a globally low interest rate environment rather than a highly popular government bond or bond type investment. This highly rated and analyzed investment class is the work of art that is presented through the life work of Jules Verne, one of the most translated and best-selling writers of the world literature. Verne's work is a series of 53 novels (The Voyages Extraordinaires) whose first editions in Hungarian have now become over 100 years of illustrated artwork. From this study, we learn how exciting these antiquities are for investors and how they contribute to the success of a portfolio.

KEYWORDS: art investment, asset management, portfolio management, self-care, Verne

JEL CODES: G11, O16, P41

Statistical Process Control (SPC) as an Instrument for Generating Competitive Advantages

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ABSTRACT:

Statistical Process Control (SPC) is a tool for quality and process control. On the one hand, it supports the pursuit of effort minimization, and on the other hand, the secure assessment of processes. Due to constantly increasing customer requirements and ever increasing competitive pressure, a corresponding continuous increase in quality is required. In order to be able to use SPC successfully, certain conditions must be met. In the planning phase of new products or services for example, it should already be recognized which characteristics need to be considered as quality-critical. This paper identifies, due to a qualitative research approach through problem-centered interviews in the technical organization of a leading international company in the flexible packaging industry, necessary preparations for a stepwise implementation of SPC in an organization. The selection of the respective characteristics and of the measuring and testing technology is discussed, as well as the execution of appropriate ability examinations and the representation in quality control charts. In addition, brief and concluding comments will be made on corresponding preparatory work for an efficient output of the measurement data in an operating data acquisition system.

KEYWORDS: SPC, Statistical Process Control, competitive advantages, quality

JEL CODES: M10, M15, M31, O30

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