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ABSTRACT IN ENGLISH

The social risks of the present monetary system and the concept of the sovereign money system

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ABSTRACT: The instructions given by Economics and Finance both on individual and collective level have fundamentally ethical relevance and need ethical review. Based on this insight, the following article aims at showing that the present monetary system causes serious social risks and that the Hungarian National Bank applies a wide range of macroprudential and monetary policy means to deal with these risks. Furthermore, a conceptual alternative to the present monetary system will be presented, the so-called sovereign money system the introduction of which is worth of consideration since it would probably induce less risks, need less regulation and bring more benefits for society.

JEL CODES: E50, D60

KEY WORDS: fractional reserve system, banking system, social risks, money reform, sovereign money system

Banking regulation in approach of behavioral economics

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ABSTRACT: Classical economic models assume that consumers are rational, their decisions are based on their preferences, their capabilities and opportunities are measured well. Clients believe that rational behavior is particularly true during financial decision making: a bank customer judges his borrowing as a long-term decision that has an impact on his future income position and more risky compared to his day-to-day business, to which is essential a sound judgment and a high degree of preparedness. In an ideal world where consumers are aware of their financial decisions in the possession of all information, the conditions of prudential banking are automatically fulfilled: there is no need for risk regulations, minimum capital requirements, there are not long-term imbalances on the financial markets. However behavioral economics studies have demonstrated that financial decisions are characterized by excessive optimism. The short-sight of borrowers, the lack of self-control and the optimistic estimate of the future income position help to understand why banking regulation are necessary. The purpose of this paper is to demonstrate how the behavioral economics approach supports the anomalies experienced in financial decisions, a clear consequence of the need for bank regulation.

KEYWORDS: behavioral economics, banking regulation, financial decision

JEL Codes: G21, G40

Factors influencing willingness to pay tax

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ABSTRACT: A szakirodalomban több olyan közgazdasági modell található, melyek keresik az összefüggéseket az emberi magatartásformák, attitűdök, az adóelkerülés és annak kockázata, valamint ezek intézményi háttere között. A nem etikus üzleti viselkedés, a rejtett gazdaság okait széleskörűen, többféle kutatási módszerrel vizsgálják. A vizsgálatok célja a jelenség minél szélesebb körű megismerésnek érdekében kibővíteni a klasszikus közgazdaságtudományi állításokat szociológia és viselkedéstudományi területekkel is. Mind a kulturális környezet, mind a demográfiai tényezők (nem, kor, családi állapot, iskolai végzettség, havi nettó jövedelem) hatással lehetnek az adómorálra, továbbá a nemzeti büszkeség is jelentősen befolyásolhatja az adófizetési kötelezettségeknek való megfelelést. A kutatás célja egy olyan kérdőív összeállítása volt, ami vizsgálja az adófizetési hajlandóságot, kitérve a feketegazdaság kialakulásának okaira gazdaságpszichológiai szempontból. A kérdőív értékelésének eredményeit ismerteti a tanulmány.

KULCSSZAVAK: adózás, adómorál, attitűd, feketegazdaság, kkv

Portfolio Analysis in the Field of Strategic Knowledge Management

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ABSTRACT: This article describes possible applications of existing controlling tools of portfolio analysis in the field of strategic knowledge management. In this course the author has chosen a hermeneutical and conceptual approach. Starting points for the development of innovative tools for portfolio analyses in knowledge management are the Boston Matrix, the McKinsey Portfolio, the life cycle analysis and the SWOT analysis. The new instruments are discussed regarding their adequacy for the evaluation and long-term development of knowledge in organizations. The author introduces the innovative Knowledge Advance & Growth of Importance portfolio (the “Knowledge Matrix”) linked to the life cycle model of intangible assets. Finally, the SWOT analysis is adapted for strategic knowledge management. Moreover, some existing tools for strategic portfolio analyses in strategic knowledge management are described.

KEYWORDS: innovation management, controlling, evaluation, organizational learning, intangible assets

JEL CODES: M00, M10, M19, M49, O32

Examination of the relationship between Sustainable Development Goals (SDGs) and GDP

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ABSTRACT: After the fail of the Millennium Development Goals (MDGs) which were created during the Millennium Summit, the UN developed the Sustainable Development Goals (SDGs). In order to find solutions to social, economic and environmental problems in the World. The SDG objectives and the related indicators are an integral part of Transforming Our World: the 2030 Agenda for Sustainable Development strategy. Within the strategy 244 indicators have been created covering the three and one complementary aspects of sustainable development. During my previous researches I have carried out studies on whether the high number of indicators of the strategy can be reduced by Principal Component Analysis (PCA). The results obtained here are used in the study. In fact the principal components determine the properties and characteristics that have the greatest impact on sustainability. The aim of my study is to explore the relationship between the principal components and GDP. These principal components were created in the principal component analysis. Simplifiedly, how do the surveyed EU Member States perform in the areas of sustainable development? To what extent does performance affect GDP? My assumption is that there is a link between the principal components created out of the SDGs and GDP.

KEYWORDS: SDGs, sustainable development, indicators, European Union

JEL CODES: O52, Q01, Q56

Sustainability Index Assessment and Usability Problems

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ABSTRACT: There are countless dimensions of sustainable development, so it is not surprising that they use different sustainability indicators to try to explore their different areas. Thus, there is currently no comprehensive policy or standard-based structure for sustainability indices, and existing ones can be recorded as countless groups or individuals. Indicators made by groups of different interests are only partially able to meet their expectations, and their compatibility with each other is often defective or none. The goal of the study is to summarize the currently accepted and applied economics and social sustainability indices, in unchanged form they are correct for the feedback of the changes occurring in different areas of digital transformation and their environmental impacts. Therefore in the article, I make an overview of the most commonly used indices and they correlated elements, relations, social and scientific priorities, mainly based on international literature.

KEYWORDS: sustainability indicators, methodological problems, economic processes, environmental impacts, digitalization

JEL CODES: C18, C52, O11, O44, Q56.

Ausstieg aus dem Verfahren des Tötens männlicher Küken

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ABSTRACT: Das Töten männlicher Küken wird sehr emotional betrachtet und in der heutigen Gesellschaft nicht mehr akzeptiert. Daher sucht die Wirtschaft schon seit langem nach Lösungsansätzen. Die embryonale Früherkennung ist ein wichtiger Ansatz. Die bisherigen Ergebnisse sind allerdings nicht zielführend bzw. noch nicht praxisreif. Zum einen gibt es Kritik seitens der Tierschutzorganisationen, zum anderen ist der Aufwand für eine kommerzielle Selektion beträchtlich und kostenintensiv. Hinzu kommen zu geringe Kapazitäten, um den Bedarf an Küken in Deutschland mit über 40 Mio. Tieren zu decken. Die sogenannten Zwei-Nutzungshühner sind eine Option, die Erwartungen der NGO's und die der Verbraucher in Bezug auf Tierschutz zu erfüllen. Die Erzeugungsform ist ebenfalls kostenintensiv. Die Legeleistung der Hennen ist um ca. 20% niedriger. Aufgrund eines geringeren Anteils wertvoller Teile am Schlachtkörper der männlichen Tiere, liegen die Kosten bezogen auf das Ei deutlich über den konventionellen Verfahren. Zudem gibt es derzeit keine ausreichende Verfügbarkeit dieser speziellen Rassen. Bioerzeuger setzen deshalb vermehrt auf die Aufzucht männlicher Küken. Gesetzliche Kriterien für die Aufzucht gibt es bisher nicht.

KEYWORDS: Kükenschreddern, Bruderhähne, embryonale Früherkennung, Zweinutzungshühner, Optionen

JEL codes: A10, P22, Q13, Q21, M20

The Influence of Consumer Ethnocentrism on Consumer Purchase Intention of Domestic Food Products

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ABSTRACT: Purpose- this paper aims to examine the correlations among customer gender, age, place of residence, purchase intention and consumer ethnocentrism. and outlining how do Palestinian consumer demographic variables are related to their level of ethnocentrism and to what level do consumer ethnocentrism could affect their buying intentions toward domestic food products.

Design/methodology/approach- This paper made use of purposive sampling technique to select 185 Palestinian consumers from Ramallah city. Standardized scales that measured customer purchase intention and consumer ethnocentrism were adapted into a questionnaire format and used for data collection after they were revalidated for cultural relevance.

Findings- Seven hypotheses were tested in the study. Results showed significant positive relationships among customer age, purchase intention and consumer ethnocentrism ($p < .01$). Additional result revealed significant positive relationship between purchase intention and consumer ethnocentrism. Still, gender and place of residence did not influence consumer ethnocentrism neither purchase intention. It was concluded that customer age and consumer ethnocentrism were related to consumer purchase intention of food products.

Research limitations/implications - The study was conducted only in one city in Palestine, in addition, the small sample size may affect the generalizability of the findings.

Practical implications - The study results could have important implications for the Palestinian decision and policymakers by raising the awareness about the Palestinian consumers ethnocentrism level and its effect on their food brands

choices. Also, it's important for helping Palestinian food producers and company managers to better comprehend their consumer buying behavior.

Originality/value - This paper study a unique turbulent market and studied how consumer ethnocentrism in a market that is still under occupation is affecting the consumer behavior in that market.

KEYWORDS: Palestine, food sector, ethnocentrism, intention to buy, consumer behavior, demographic.

JEL CODE: M31, M39

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