

# Economy & Society

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## ABSTRACTS IN ENGLISH

### Approaches to global food security

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**ABSTRACT:** The main purpose of this paper is to examine the segments and frameworks of interpretation of global food security. During the analysis, special attention was given to the investigation of the causes and degrees of food insecurity, as well as to the possible measurement techniques applied by the relevant international organizations. In addition, the conceptual changes in food security is examined and the parallel between human security and food security is illustrated.

Here, it is useful to clarify that the term food insecurity used in the chapters of the study refers to the loss of food security, access to food and food supply, and the risks of such loss.

**KEYWORDS:** food security, hunger, undernutrition, poverty

**JEL Codes:** N40, O13, O15, O19

## **Regional differences in welfare and well-being in the European Union**

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**ABSTRACT:** In the study, it is analysed whether the groups of countries formed in the 1990s and 2000s still fit well to the model represented at that time, and whether the countries of the Mediterranean, Western Europe, Central and Eastern Europe still separate from each other based on the welfare and well-being indicators. Factor analysis and a new indicator, the welfare factor together with well-being indicators were used in cluster analyses. The three years data and the clusters based on them were analysed. It was pointed out that before the crisis the states representing the Northern model were indeed separate, and liberal and conservative states appeared in a group but at the same time still separately, and the Mediterranean countries were mixed with the post-socialist countries. After the crisis, the northern states merged with the liberal and conservative welfare states, and the Mediterranean countries formed a mixed group with the post-socialist states. Greece was separated from each group of countries. 2018 brought even greater changes. Not only Greece but also Slovenia and Czech Republic isolated, and a more composite category was formed from the other Mediterranean countries and post-socialist countries. Taking income and poverty indicators out, it was examined whether the states ranked in each model separated from each other according to them. The result was, however, again a diverse group. Therefore, based on the indicators, it was not possible to clearly prove the Esping-Andersen, Sapir and Baltic theory in today's economic environment (Esping-Andersen, 1991; Sapir, 2006; Baltic, 2011).

**KEYWORDS:** welfare, well-being, cluster analysis, European Union

**JEL Codes:** D6, I3, O52

## **Personnel-related challenges in the organizational development of SMEs**

### ***The employee survey as a means in organizational development through the example of a German medium-sized company***

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**ABSTRACT:** Due to the ever more dynamic developments in the corporate environment, corporate management today is considered to be more challenging than ever before. The resulting need for adaptation and change in the organization of companies is making the scientific topic of organizational development more and more important. Since this subject area is significantly influenced and supported by the employees of the companies, the achievement of insights from and in relation to the employees of a company is the central focus of corporate management. The employee survey is, thus, regarded as an important tool within the framework of organizational development. The results of an employee survey should enable the company and its management to recognize the need for change in the company and consequently initiate appropriate change processes. This makes the special importance of employee surveys clear. Especially small and medium-sized companies face the prior described dynamics within future-oriented and growth markets. Thus, these companies face the organizational development related challenges in particular and are therefore considered to be a suitable research area. Medium-sized companies are generally considered to be competitive, but are often lagging behind in their organisational development due to the limited administrative resources available and the lack of strategic orientation. In the present study, the use of the employee survey for the purpose of organisational development is illustrated using the example of a medium-sized German company.

**KEYWORDS:** Organisationsentwicklung, Mitarbeiterbefragung, KMU, Unternehmensstrategie, Entscheidungsfindung

**JEL Codes:** M12, M50, M51, M54, O15

## **Methodology and possibilities of the use of subjective spatial perception in tourism research**

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**ABSTRACT:** The methodology of the subjective spatial perception – the cognitive mapping – is an extremely exciting and varied technique which has been used by many different fields of science since its first appearance. The concept was published the first time in the middle of the twentieth century as the most important method of the behaviourist geography. This essentially psychological technique could be used in geography, ecology, urban planning, regional economics and in different fields of management too. Cognitive mapping and tourism are inseparable because the base of the method means: forming the spatial order of the world by imagining it. This so-called map influences the observation of the environment, choosing a travel destination or the actual path we have chosen to take. This study describes the conception of cognitive and mental mapping and the theory behind it. It presents the achievements of interior research which were all made with the help of this method in tourism. Furthermore it tries to prove the future possibilities of the cognitive mapping.

**KEYWORDS:** cognitive mapping, mental mapping, cognitive representation, tourist destination

**JEL Codes:** D91

## **Positioning of University North for the contemporary labour market**

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**ABSTRACT:** The positioning of higher education institutions, taking into consideration social developments as well as changes in education, is essential to the development and growth of an education and knowledge-based economy. The dynamics of modern economy and the scientific and technological revolution have created a complex environment and imposed a continuous need for adaptation and innovation in the field of education and knowledge. The education system, as the primary driving force of growth, needs to continuously review its own efficiency and competitiveness. The aim of the paper is to underline the position of University North in the current higher education landscape in Croatia as a thriving and successful university which is setting the bar and creating new values and expectations to meet the challenges and opportunities of the current labour market. The strategic concept pursued by University North is learning-oriented teaching, which is responsive to changes in the environment, new student needs, new occupational profiles, new partners, market demands and the very factors that drive students to learn. To do this successfully, the University has to adopt the latest advancements in technology for learning, and introduce new undergraduate, graduate and post-graduate study programmes. The paper lists new study programmes that meet the student as well as labour market needs. University North occupies a distinctive position in the market owing to its innovative study programmes and active learning.

**KEYWORDS:** new study programmes, active learning, knowledge society, higher education market, positioning



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