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ABSTRACTS IN ENGLISH

Territorial Inequalities of Population Processes among Countries of the Carpathian Basin

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ABSTRACT: Population have been declining since 1990 in most Eastern–Central European countries. The population loss is the result of several factors. On the one hand, the negative balance of births and deaths and, on the other hand, the number of emigration exceeds the number of immigrants in the Carpathian Basin.

In our study we look at the expected population change in the countries of the Carpathian Basin. First, we look at the demographic factors of population change in the recent years, and then focus on comparing the results of the projections of the countries based on United Nations. The main point of view is the ageing.

KEYWORDS: population decreasing, ageing, population projection, fertility, age structure

JEL Code: J11

Attracting Foreign Capital to Viet Nam's Banking Sector

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ABSTRACT: This article is an attempt to consider why foreign investments to the banking system come in or leave Viet Nam. Its main objective is to analyze what is driving foreign investors out of the Vietnamese banking sector and what could be done to keep the existing foreign players and attract the new ones. To achieve this objective, the authors first carry out a thorough review of relevant literature, which is followed by phone interviews of people working in or with the banking sector of the country. The article provides the list of main problems, which complicate attracting and keeping investors and finishes with a set of measures, which could be recommended for improving the situation.

KEYWORDS: Viet Nam, foreign investments, banking sector, financial regulation

JEL Codes: F21, F65, G18, G21, G28

The Role of Food Co-Shopping with Friends in the Process of Hungarian Youth Becoming Consumers

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ABSTRACT: Observing the process of health-conscious eating habits becoming the norm for young people is a relevant topic in management studies, as it is an important factor leading to a better quality of life and in reducing healthcare expenses. For this reason, this article deals with one of the most important aspects impacting this process: food co-shopping with friends. Data collection took place in 2 Hungarian regions, Budapest and Tatabánya, and as a control region, Upper Hungary in Slovakia—inhabited by Hungarians—was also involved. This article examines the activities in which food co-shopping is executed, the circumstances of them being carried out, and the health attributes of products bought during food co-shopping. The revealing research's results claim that young people are less health-centric in choosing foods, and that relationship-building activities are vital for them, among which eating and cooking together are very favored. So these activities give intervention opportunities for public healthcare professionals.

KEYWORDS: food, co-shopping, friends, consumption

JEL Codes: D12, I12

Does classical advertising still make sense today?

The role of above-the-line measures for SMEs in the Austrian wine industry.

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ABSTRACT: This article deals with the use of above-the-line tools, also known as traditional advertising, in the Austrian wine business. In the first part, an overview of the operational areas of traditional advertising in Austria over the last years and of wine-related media in Austria is given. In the second part of the article, a survey among 266 wine consumers as well as four guideline-based interviews conducted with stakeholders in the Austrian wine business, are presented. The main focus of the quantitative and qualitative research studies was to explore, which above-the-line-tools and which media channels shall be used by SMEs in the Austrian wine sector in order to generate success. By analysing the survey and interviews and in reference to statistical data of media in Austria, recommendations for the right use of above-the-line-measures in the Austrian wine business are deducted.

KEYWORDS: Above-the-line, advertising, Austria, wine

JEL Codes: M31, M37

Service marketing analysis of movies as unique service-products

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ABSTRACT: One of the features of movies among other cultural products is that depending on their appearance and capabilities, they can be placed on either side of the product-service spectrum, but in most cases they can be seen as a mixture of both sides. Depending on how one acquires or watches them, movies carry very different qualities, evoke completely different consumer behaviors and ultimately can be treated as semi-tangible service-products. In accordance with these remarks, this paper examines the applicability of service marketing typology in the case of movies. In the following analysis the paper distinguishes and categorizes the characteristics of the various movie watching – out-of-home, at-home and alternative – methods, following the framework of the "7P" marketing mix structure used in service marketing. Finally, through the examination of previous researches' results, it explores the various aspects effects on consumers and, in particular, on companies that provide traditional and digital movie content.

KEYWORDS: movie consumption, service marketing, consumer behavior, cultural marketing

JEL Codes: M31, M37

Career Consciousness and Persistence among Higher Education Students

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ABSTRACT: The extent to which individuals (students, in this case) are career conscious is a decisive factor in career management. In this paper, we examine higher education students' motivations for further studies and commitment to graduation based on human capital theory. In the theoretical section, we specify the definition of career, career consciousness, and persistence, and briefly present the essence of human capital theory. According to our hypothesis, career conscious students take primarily the predictions of human capital theory into account with respect to further studies (e.g., a well-paying job which requires a tertiary degree, relative ease of finding employment, holding a prestigious profession); additionally, they are also more committed to graduate and believe in the subsequent usefulness of their studies in their career. In the empirical section, we analyse career consciousness through principal component analysis, by including a variety of variables. Values of the newly created indicator(s) are then compared by students' gender, social background, field of study, and form of funding. The investigated data come from a large-sample student survey, which was conducted at higher education institutions in the Eastern region of Hungary.

KEYWORDS: career consciousness, persistence, higher education students, quantitative analysis

JEL Code: J24

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