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ABSTRACTS IN ENGLISH

Attitudes of graduate employees towards changes

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ABSTRACT: The study reveals one of the current topics affecting the everyday life of organizations, that is, the background of organizational changes and the attitudes of graduate employees towards these changes. Keeping in mind the complexity of the topic, the attitudes of Hungarian graduate employees towards changes are examined based on specific aspects occurring in the common intersection of previous studies and literature, focusing on connections and interactions by concerning several disciplines.

The empirical research examining the attitudes of graduate employees towards changes was carried out by means of questionnaires and quantitative methods, but the clear understanding of deeper interests relies on the results of the qualitative research. Eleven in-depth interviews were conducted with the leaders of Hungarian organizations that revealed the behaviour of employees resulting from changes, the possible causes of employees' behaviour and their attitudes towards changes.

It was found that graduate employees' attitudes towards changes and their willingness to cooperate are largely determined by individual concerns and personal interests. Moreover, employees' attitudes are influenced by the desire for security, socialization, individual personality, abilities and skills, as much as, the nature of the tasks and the level of trust in the organization. Despite the effort and

support of leaders, it is difficult to build mutual trust and concordance between the members of the organization. Due to the disharmony between the individual goals of the employees and the strategic goals of the organization, facilitating the implementation of organizational goals is secondary.

KEYWORDS: change management, employees' attitudes towards changes

JEL Codes: M10, M12, M14, M59

Investigating restaurant performance by Sustainable Blanced Scorecard – A theoretical framework

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ABSTRACT: Despite the contribution of catering and hospitality to the economy of Hungary, the number of specified academic researches is low. Our aim is to confirm the importance of scientific examination in the field of hospitality, on the other hand to provide an adaptable and improvable research tool. Recent study introduce the role of corporate social responsibility in hospitality and a conceptual framework including Sustainable Blanced Scorecard. The below detailed research model suggests new dimensions and paradigms for a modified Blanced Scorecard concept, and foster the debate on the scientific assumptions about hospitality.

KEYWORDS: sustainability, hospitality, Sustainability Blanced Scorecard, corporate social responsibility

JEL Codes: L83, C19, Q01

Marketing Communication Challenges of Farmers Markets as Short Distribution Chains

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ABSTRACT: One of the most commonly used forms of short distribution chains for farmers and artisans is the farmers market. Recently in Hungary, due to favourable legislative changes, farmers (producers) markets have begun to spread. In 2018, according to the National Chamber of Agriculture, 292 farmers markets were registered. The role of these markets is growing because of their role in rural and economic development, sustainability and in healthy, conscious lifestyle.

Farmers markets provide an opportunity and place for farmers to sell the products they produce but cannot consume. The farmers have to produce in the given city or its 40 km agglomeration, with the exception of the capital. These markets are also suitable to introduce the local specialities to inhabitants and tourists. The communication activities of farmers markets are in most cases ad hoc in nature, so the goal of our research is to explore the importance of integrated marketing communication. In our research, we interviewed 30 local producers in Vas County in the form of personal in-depth interviews related to the communication activities of local farmers markets. Our in-depth interview study highlighted the need to develop uniform image elements in the marketing communication activities of local producer markets, the widespread use of tools related to print advertising, sales promotion, event and experience marketing, interactive marketing, and traditional word of mouth.

KEYWORDS: short supply chain, farmers market, integrated marketing communication, environmental consciousness

JEL Codes: Q13, M30, Q56

Estimation in decision making

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ABSTRACT: Due to the complexity of the decision problems, the large number of influencing factors, and the limited time frame available, it is not possible to always make decisions with sufficient information. Therefore, it is necessary to estimate and predict the probability of occurrence of different events and the possible consequences of decisions. Various estimation procedures have long been used in decision-making, but relatively few studies address the issue of accuracy of estimation in the general sense and the factors contributing to it. In this paper, we are trying to answer two questions based on an example of a short-term forecast of fuel price changes. On the one hand, we want to prove that more experience in the field contributes to more useful estimation, and on the other hand, we want to show the effect of additional information (learning) on the accuracy of the estimate. The database of the research resulted from a two-time survey of 200 people.

KEYWORDS: estimation accuracy, influencing factors, risky decisions

JEL Codes: C44, C53, M53

The Hungarian film industry, as a moving force of the creative economy

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ABSTRACT: Nowadays the cultural and creative industries play a central role in the increasing competitiveness, inducing such benefits which are unparalleled in other areas. The segment includes such activities, which are based on creative abilities and skills and have a cultural and economic impact at the same time. A typical example of this is the world of the film, which can be defined as film art and film industry as well, depending on whether we approach it from the creative or the business perspective/point of view. Film industry, as a broad segment of creative economy, is capable to stimulate the economy, which is clearly influenced by the regulatory, financial and economic environment, so it is also advisable to scrutinize the national specificities. The performance of the film industry in Hungary has increased almost twenty-fold since 2004, with HUF 125.5 billion spent on film production in 2016 and HUF 72 billion in 2015, which has a quantifiable tax revenue-generating and GDP-increasing effect. When examining the Hungarian film industry, it is worth to mention the transformation of the economic environment, the changes in the performance of the film industry sector, and the effects of legal regulations and legislative amendments. To get to know the current situation, it is also worth to examine the film production, film financing, film distribution and cinema operation markets. The research basically relies on secondary data; the aim is to provide a comprehensive picture of supply-side changes in the sector and to provide a comparative analysis about the region's film industry in terms of competitiveness. Summarizing all the information, the factors of the success of the Hungarian film industry, may become obvious.

KEYWORDS: creative economy, hungarian film industry, film industry performance

JEL Codes: Z11, L82

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