

# Economy & Society

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VOLUME 12.

2019.

NUMBER 4.

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## ABSTRACTS IN ENGLISH

### **The Economic Condition of Health Care Sector and the Role of Doctor's Gratuity**

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**ABSTRACT:** Health is one of the conditions for an individual's quality of life and self-fulfilment, which has a decisive impact on family, work and thus on the entire national economy. The question that often arises during the COVID 19 pandemic is whether the financing of curative - pre-ventive services in Hungarian health care is sufficient, and whether the gratitude money system can be included in the financing system. All stakeholders in society agree that the current gratuity system lacks guarantee elements, has a demoralizing effect on patients' trust in doctors, and distorts the proportionate and necessary distribution of public burdens. As a result of the COVID-19 epidemic, there will inevitably be an increase in spending on drug care, outpatient and inpatient services. The major questions are: do health care providers have a reserve to meet increased demands, is the hidden economy working in health care, and can part of it be funded? Can cluster and factor analysis be used to identify which healthcare providers are working in the most vulnerable areas?

**KEYWORDS:** hidden economy, shadow economy, economic bleaching

**JEL Codes:** I00, K32

## **Current Controlling Challenges in Small and Medium-sized Companies on the Specific Example of Falling Profits and Accurate Sales Planning in a Family Business**

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**ABSTRACT:** The globalization of the markets is not only a challenge for large companies. Small and medium-sized companies are also becoming more involved in new markets more than assumed and statistically recorded. They are required to position themselves more strongly on foreign markets due to increased competitive pressure, insufficient potential on the domestic market and narrower fields of market activity. Small and medium-sized companies are only exposed to minimal obligations under commercial law. This is due to their size, the organizational form and the lack of reference to the capital market. Since the annual balance sheet is often created with the aim of tax directives, there is only limited adequate reflection on the business profitability of the organization. A detailed internal cost accounting only exists in exceptional cases and cost monitoring is only carried out on the basis of historical data and not on a planned cost basis. This paper deals with a concrete practical question from the topic of controlling and the analysis of an existing company based on the organization's financial documents. On the basis of the results and statements available, the objective of this paper is to develop recommendations for action for the supervisory board and then to discuss and evaluate them accordingly.

**KEYWORDS:** Budget planning, Controlling, Small and Medium-sized Businesses (SME)

**JEL Codes:** F60, F63, F65

## **An Examination of the Involvement Level in Purchasing Processes for Non-prescription Pain Relievers in Austria**

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**ABSTRACT:** The involvement level of customers in the buying process influences the information search of a potential customer to a huge extent. An understanding of the involvement level from consumers in a purchasing process can increase the efficiency and effectivity of communication efforts from companies. This study examines the level of involvement from consumers in the purchasing processes of non-prescription pain relievers in Austria. The objective of this paper is to detect potential differences in the level of involvement among customers with different demographic characteristics.

An online-questionnaire was used to collect data from consumers in Austria. Responses from 406 participants were collected through a non-probability sampling method. Results revealed that people between 18–38 have a rather moderate involvement level in purchasing processes of non-prescriptive pain relievers. Moreover, there were no significant differences between people from different social classes and people with different education levels. Men and women do not have different involvement levels in this age group as well. Additionally, this study revealed that recommendations from experts are seen as a very important information source. People with a high involvement level towards the purchase of non-prescription pain relievers are collecting online information about pain relievers more often than people with a low involvement level.

**KEYWORDS:** Consumer behaviour, Consumer involvement, pharmaceutical industry, non-prescription medication

**JEL Codes:** M30, M31, M37

## **The Level of Corporate Social Responsibility Implementation in all Social Responsibility Aspects in Jordan's Zain Telecommunication Company**

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**ABSTRACT:** A relatively new concept in the business world, corporate social responsibility (CSR) has resonated widely in the global economy. As well as integrating into the cultures of many organizations, CSR has become an important business strategy component of corporations worldwide. Many large companies in Jordan realize the importance of adopting social responsibility, especially companies that help build society as well as develop and increase productivity by providing distinct programs for small projects, as these contribute to solving problems of unemployment and poverty. This study explores the extent to which Zain Telecom in Jordan covers the three aspects of social responsibility in the same depth and level. The research methodology is qualitative analytical and is based on secondary data such as previous studies and the analysis of Zain's annual report of social responsibility for 2018. The study concluded that the abovementioned company is significantly concerned with the social and employee aspects of CSR, but pays little attention to environmental aspects. The study made a number of recommendations, including focusing on all dimensions of social responsibility equally.

**KEYWORDS:** Corporate social responsibility (CSR), Jordan, telecommunication sector, Zain Company

JEL Codes: M14, A13, A14

## **The Process of Re-joining: Reconstruction of Social and Economic Relations between Two Hungarian Villages on Both Sides of the Ipoly River**

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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:** border study, cross-border culture, reconstruction of social and economic relations, tradition, trust

JEL Codes: N00, Z13

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