



SAPIENTIA
HUNGARIAN UNIVERSITY
OF TRANSYLVANIA

**13th Annual International Conference on
Economics and Business**

CHALLENGES IN THE CARPATHIAN BASIN

Integration and modernization opportunities on the edge of Europe

20-22nd OCTOBER, 2016

Csíkszereda – Szeklerburg – Miercurea Ciuc

20th October, 2016

Workshop at Székelyudvarhely / Odorheiu Secuiesc:

Seklerland Economic Development Forum

Organizers: Sapientia Hungarian University of Transylvania – Regional Scientific Association of Szeklerland (SZRTT)

Venue: Odorheiu Secuiesc/Székelyudvarhely, Municipality City Council (Mayor's Office), Szent-István Hall

15:30 – 16:00 Arrival time

16:00 – 16:30 Opening/Welcome speech

16:30 – 17:00 Keynote speaker

17:00 – 17:50 Presentations of invited speakers (5 people, 10-10 minutes)

17:50 – 18:10 Coffee break

18:10 – 19:45 Participants' feedbacks and comments (max. 10 minutes, facilitated by the moderator)

19:45– 20:00 Workshop summary and conclusions (3 people, 5-5 minutes)

20:30 – 23:00 Dinner and wine at Odorheiu Secuiesc /Székelyudvarhely/

21th October, 2016

8:00-10:00 - Registration

10:00-10:30 - Opening ceremony (Dr. Makó Zoltán, dean and Ráduly Róbert Kálmán, mayor)

10:30-12:30 - Plenary presentations

13:00-14:00 Lunch at Sapientia University

14:00 – 19:30 Section proceedings

20:00 - Dinner

22nd October, 2016

10:00 – 18:00 Excursion with bus to Csíkszentsimon (Sânsimion) Beer Factory, Daniel Castle from Vargyas (Vârghiş) and Vargyas (Vârghiş) Canion.



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21th October, 2016

Room: Aula

10:30-12:30 Plenary Session

- **Gábor LUX** (HAS CERS Institute for Regional Studies, Pécs, Hungary)

What lies beyond FDI-driven competitiveness in Central European industry?

- **Imre NAGY** (University of Novi Sad, Serbia)

Economic development and regional disparities in the Autonomous Province of Vojvodina

- **István Süli- Zakar** (University of Debrecen, Hungary)

The Obstacles of regional development on the peripheries of Hungary

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21th *October, 2016*

Section Proceedings

SECTION 1: Regional Development and Politics – Tourism and Environment

Room: 11

21th October, 2016		
No.	Between hours: 14:00 - 16:00	Chair: Kassay János, Sapientia University, Csíkszereda
1	Biczó Dénes, Szent István University	Planning harmonized with natural system in economic development of regions
2	Csuvár Ádám, Kaposvár University	Justifiable renewable energy usage from economic angle
3	Szeberényi András- Gerencsér Ilona, Szent István University	Alternative energy solutions use application of the examination of a small town in Hungary
4	Prof. dr. Dragoş Chilea- Cristina M. Kassai, "Petru Maior" University Faculty of Economics, Law and Administrative Sciences Târgu-Mures, Romania- "The Americas Group" Financial Services S.A"	Environmental safeguarding on the path from gasoline to ethanol
5	Prof. dr. Dragoş Chilea- Cristina M. Kassai, "Petru Maior" University Faculty of Economics, Law and Administrative Sciences Târgu-Mures, Romania- "The Americas Group" Financial Services S.A"	Raising economic prosperity through immigration investment
6.	Szeberényi András- Ritter Krisztián, Szent István University	Environmentally conscious life education by the help of renewable energy
16:00 -16:20 coffee break		
	Between hours: 16:20 – 20:00	Chair: Nagy Benedek, Sapientia University, Csíkszereda

1	Nagy Varga Adrienn- Oláh Izabella, Szent István University	The impact of tourism on the development of local economy of Hungary
2	Péli László- Káposzta József - Urbánné Malomsoki Mónika, Szent István University	The analysis of the economy and development opportunities of Mezőkövesd
3	Urbánné Malomsoki Mónika – Péli László – Péter Balázs, Szent István University	The analysis of touristic opportunities in Mezőkövesd
4	Haffner Tamás- Wetzl Viktor, University of Pécs	Possibilities for tourism co-operation in the area of the Mecsek Térsége DMO
5	Szalkai Gábor, Eötvös Lóránd University	Tourism as a development opportunity? – Gyimesbükk
6	Madaras Szilárd, Sapientia Hungarian University of Transylvania	The tourism demand analysis based on ARIMA model. The case study of the Romanian Center Region

SECTION 2: Regional Development and Politics - Localities and Human Capital

Room: 12

	21th October, 2016	
No.	Between hours: 14:00 - 16:00	Chair: Hajdú Zoltán, HAS, Centre for Economic and Regional Studies
1	Bálint Csaba- Tóth Tamás, Szent István University	Comparison of the Hungarian counties in terms of Healthcare system institutions
2	Csizmadiáné Czuppon Viktória- Dániel Zoltán András- Molnár Gábor, University of Pannonia	Corporation of local governments and high education
3	Koroseczné Pavlin Rita- Koponicsné Györke Diána, Kaposvár University	Factors influencing labor supply – maternity transfers in Hungary
4	Patay Tünde, Széchenyi István Univeristy	A Comparative Analysis of Migration Policies: (Best) Practices from Europe
5	Szerb György, Mayor's Office, Kaposvár	Possibilities of sports infrastructure development for the everyday physical education in Kaposvár
6	Túróczi Imre, Pallasz Athéné Egyetem, Gazdálkodási Kar	Will the backward Hungarian regions be able to take advantage of smart specialization? Will the regions lag behind in the long run?
16:00 -16:20 coffee break		
	Between hours: 16:20 - 20:00	Chair: György Ottilia, Sapientia University, Csíkszereda
1	Hajdú Zoltán, HAS, Centre for Economic and Regional Studies	Sátoraljaújhely: New situation for a state border divided town after EU Joining of Hungary and Slovakia, 2004-2014+
2	Bakos Izabella Mária- Tóth Tamás, Szent István University	Special Steps of Local Economic Development for Improving Food Buying Groups

3	Gerencsér Ilona- Tóth Tamás, Szent István University	The characteristics of local identities through the examples of four Hungarian settlements
4	Áldorfai György- Oláh Izabella, Szent István University	Territorial capital test for the small-, hamlet- and pigmy villages in Hungary
5	Áldorfai György- Topa Zoltán, Szent István University	Infrastructural effects on the settlements' changes of resources in an agglomeration area
6	Lendvay Endre, Responsum Kft.	A method of local (economic) development in the convergence regions

SECTION 3: Regional Development and Politics – Section 3**Room: 16**

	21th October, 2016	
No.	Between hours: 14:00 - 16:00	Chair: Geréb László, Regional Sciences Association of Seklerland
1	Abdulghani Al-sabai, Szent István University	The danger caused by unemployment in the stabilization process of Yemen's economy
2	Topa Zoltán- Czabadai Lilla, Szent István University	The main factors of the economic miracle of Japan after World War II
3	Virág Attila, Corvinus University of Budapest	Cooperation between Hungary and Romania in the Gas Sector in the Light of Pipeline Projects for the Security of Gas Supply
4	Horeczki Réka, HAS, Centre for Economic and Regional Studies	Urbanization on the edge of Europe
5	Nick Gábor András- Pongrácz Ferenc, Széchenyi István Univeristy	Smart collaboration index
6	Nick Gábor András, Széchenyi István Univeristy	Is smart city competitive?
16:00 -16:20 coffee break		
	Between hours: 16:20 - 20:00	Chair: Fábián Attila, University of West Hungary
1	Ritter Krisztián- Nagy Henrietta, Szent István University	Analysis of local economic development capacity in Hungarian rural settlements
2	Rácz Szilárd, Scientific Secretary, HAS Institute for Regional Studies	Capital cities of the Carpathian-Pannonian Region: Ljubljana, Zagreb and Belgrade
3	Dániel Zoltán András, University of Pannonia	Impact of non-refundable EU sources on convergence of enterprises operating on undeveloped areas

4	Dániel Zoltán András- Molnár Tamás- Csizmadiáné Czuppon Viktória, University of Pannonia	Growth path strategies for Hungarian medium enterprises using EU funds
5	Kassay János - György Ottilia, Sapientia Hungarian University of Transylvania	Analysis of the European Union's sectoral operational programs in Seklerland
6	Nagy Henrietta- Káposzta József, Szent István Univeristy	What human resource potentials do the Hungarian regions have in relation to the EUROPE 2020 strategy?

SECTION 4: Financial Affairs Section**Room 232**

	21th October, 2016	
No.	Between hours: 14:00 - 20:00	Chair: Gáspárné Vér Katalin, Sapientia University, Csíkszereda
1	Ágoston Anita, Kaposvár University	Income effect of the higher education
2	Bareith Tibor- Gál Veronika- Koponicsné Györke Diána, Kaposvár University	Enforcement of the corporate social responsibility in the Hungarian banks' practices
3	Bíró Báborka Eszter- Bíró Boróka Júlia, Sapientia Hungarian University of Transylvania, Regional Science Association from Szeklerland:	Financial performance analysis of agricultural enterprises in Covasna county
4	Fejér-Király Gergely, Sapientia Hungarian University of Transylvania	Application of bankruptcy models in Harghita county
5	Gál Veronika- Kiss Marianna- Parádi-Dolgos Anett, Kaposvár University	Financing questions of social enterprises
6	Wickert Irén- Szarvas-Fekete Tibor, Kaposvár University	Prime-cost calculation in agriculture
16:00 -16:20 coffee break		
	Between hours: 16:20 - 20:00	Chair: Bíró Báborka Eszter, Sapientia University, Csíkszereda
1	Hajnal Noémi, Sapientia Hungarian University of Transylvania	The harmonization of accounting
2	Kovács Sándor Zsolt, HAS, Centre for Economic and Regional Studies	Small banks in the regional development - theories and empirical evidences
3	Kovács-Szamosi Rita - Bareith Tibor-Csonka Arnold, Kaposvár University	Introduction of personal bankruptcy in Hungary

4	Somoskövi Csilla Mária, Kaposi Mór Hospital Kaposvár, Kaposvár University	Health economic aspects of division of social and health service in psychiatry relation
5	Varga József- Gáspár Bencéné Vér Katalin- Cseh Balázs, Kaposvár University, Sapientia Hungarian University of Transylvania	The Tokaji Dukát role in the world of the Hungarian local currencies

SECTION 5: Agricultural and Rural Development Section

Room: 02

21th October, 2016		
No.	Between hours: 14:00 - 16:00	Chair: Elek Sándor
1	Balla Emese- Szócs Levente- Simon Eszter, Sapientia Hungarian University of Transylvania, Tarisznyás Márton Museum	Analysis of the obtaining conditions and effects of the EU rural development supports in Harghita county
2	Czabadai Lilla- Nagy Adrienn, Szent István University	The impact of some particular rural development subsidies in Hungary
3	Szerb András Bence, Kaposvár University	The position of the Hungarian grain sector on the international markets
4	Rácz Katalin, Research Institute of Agricultural Economics	Economic importance of agricultural cooperation
5	Vígh Enikő, Research Institute of Agricultural Economics	Efficiency and productivity of farms in a changing climate
6	Molnár Melinda- Kassai Zsuzsanna, Szent István University	The operational mechanism of community initiatives
16:00 -16:20 coffee break		
	Between hours: 16:20 - 20:00	Chair: Bíró Boróka-Júlia, Regional Sciences Association of Seklerland
1	Borbély Csaba- Takács Vivien- Bence Krisztina, Kaposvár University	The judgment of decreasing food lavish in restaurants
2	Földi Kata, Pallasz Athéné Egyetem, Gazdálkodási Kar	Exploratory research of the food shopping behaviour in Hungary at one of the food retailing company

3	Kóródi Márta, Pallasz Athéné Egyetem, Gazdálkodási Kar	Selling characteristics of local products with specific regard to the tourism aspects based on the examples of four countries and four settlements
4	Péter Katalin, Sapientia Hungarian University of Transylvania	The situation of short food supply chains in Harghita county
5	Szabó Dorottya, Research Institute of Agricultural Economics	Determining the target groups of farmers' markets based on consumer attitude and socio-demographic factors
6	Vörös Mihály László- Bakos Izabella Mária, Edutus College, Szent István University	Healthy Dietary Awareness of Households Located in Rural Areas – Survey Results of an International Comparative Analyses Research

SECTION 6: Management and Marketing Section**Room: 04**

	21th October, 2016	
No.	Between hours: 14:00 - 16:00	Chair: Szócs Attila, Sapientia University, Csíkszereda
1	Berke Szilárd- Kőműves Zsolt, Kaposvár University	Satisfaction, motivation and personality types by sales leaders in SME sector: a pilot study
2	Horváth Csaba- Koltai László- Óbuda University	Lean and green printing ... Marketing or management tools?
3	Horváth Szilárd, Kaposvár University	Economics of education – dilemma- alternative, in Hungary
4	Kiss Marianna- Arnold Csonka, Kulcsárné Éva, Kaposvár University	The role of CSR at companies is ‘fashion’ or real commitment?
5	Koltai László- Horváth Csaba- Óbuda University	Reflections of the “lean printing and packaging” approach in the thesis works of graduating students
6	Kőműves Zsolt- Berke Szilárd- Póra Gabriella, Kaposvár University	Survey on female managers
16:00 -16:20 coffee break		
	Between hours: 16:20 - 20:00	Chair: Lázár Ede, Sapientia University, Csíkszereda
1	Lázár Ede, Sapientia Hungarian University of Transylvania	Empirical Tests of Warranty Theories in the German Automobile Market
2	Mondok Anita, Pallasz Athéné Egyetem, Gazdálkodási Kar	Examining event management activities in the Hungarian SMEs
3	Szőke Brigitta, Szent István University	The Importance of Business Planning in the Approach of a Large Company

4	Takács István, Takács-György Katalin, Óbuda University	Role of partnership in life of SMEs –Observations of a survey
5	Veres Edit, Partium Christian University	Factors which influences the social behaviour of companies executives

SECTION 7: Mathematical Economics Section**Room: 234**

	21th October, 2016	
No.	Between hours: 14:00 - 16:00	Chair: Kristály Sándor, Babeş-Bolyai University, Kolozsvár
1	Baricz Árpád, Babeş-Bolyai University	Zeros of derivatives of Bessel functions
2	Garda-Mátyás Edit, Sapientia Hungarian University of Transylvania	Conditional equations for quadratic functions
3	Kristály Sándor, Babeş-Bolyai University	Convexity concepts in geometric optimization
4	Nagy Szilárd, Babeş-Bolyai University	Some aspects of the Cournot duopoly
5	Salamon Júlia, Sapientia Hungarian University of Transylvania	On correlated equilibrium problem
6	Makó Zoltán, Sapientia Hungarian University of Transylvania	Correlated equilibrium in bimatrix games with fuzzy payoffs
16:00 -16:20 coffee break		
	Between hours: 16:20 - 20:00	Chair: Makó Zoltán, Sapientia University, Csíkszereda
1	Bánkuti Gyöngyi, Kaposvár University	Teaching data mining model with Excel implementation
2	Illyés László, Sapientia Hungarian University of Transylvania	About a Hibrid SQL-NoSQL on-line Catalogue for the University Library
3	Pál László, Sapientia Hungarian University of Transylvania	Portfolio optimization by using the Omega function
4	Oláh-Gál Róbert, Sapientia Hungarian University of Transylvania	Shepard forecast