

NEWSLETTER



FACULTY OF BUSINESS AND ECONOMICS, UNIVERSITY OF PANNONIA
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SEMESTER 2013/14/I.

DEAR READERS

Welcome to the 7th issue of the Newsletter magazine. Since it was first published at the end of 2009 our Newsletter keeps informing students, partners and staff on the happenings at the Faculty of Business and Economics. A long time has passed since the last issue, but during this time the Faculty was not standing still; you are going to read about some of the study trips, conferences, projects that our faculty members and students participated in, along with the news of the Faculty and our international students' articles.



Please welcome the present renewed issue of the color printed Newsletter representing the constant development of our Faculty. The Newsletter is a manifestation of the international endeavors of the Faculty. We believe exposure to and understanding of diversity enhances the educational processes. Diversity involves the interactions of people with different social identities such those based on race, ethnicity, economic status, nationality, culture, gender, physical abilities, age, life experience, religion and philosophy. We believe that increasing the diversity of our student body, faculty and staff is important to fulfil our mission, which is to contribute to the social and economic development of the region.

Sincerely, Dr. Lajos Szabó, Dean of the Faculty of Business and Economics

INTERNATIONAL WEEK 2013

The 5th International Week was held between 7-10 October 2013 with the aim to create a real international atmosphere at the Faculty. The week was very busy with presentations and free time programmes for students, faculty, and anyone interested. The core of the programme was a series of presentations on various topics related to international experiences, opportunities, and to current issues in international business and economics. The International Week also offered activities where Hungarian and international students could meet and socialize. Besides, this year the Faculty introduced a competition, and offered a prize for students attending the most programmes. The winner of the game won a one-day shadow management programme with Mr. Ádám Szentkirályi, Vice-CEO of AVEX Zrt. *(Continued on page 3)*



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Hostel

Hungarian Economic Association
Youth Committee

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KEEP YOURSELF UP-TO-DATE BY FOLLOWING THE FACULTY'S BLOG



<http://blog.gtk.uni-pannon.hu/>

SHORT FACULTY NEWS

NEW FACULTY MEMBERS AND HEADS OF DEPARTMENTS



Dutch born Dirk-Jan F. Kamann will join our Faculty in the near future. Professor Kamann has an extensive teaching and research experience in Regional Economics, Technology Policies, International Management and Industrial Organisation, as well as in Supply Chain Management. After having been awarded a professorship in Purchasing and Supply Chain Management at the University of Groningen, directing the Groningen Research Institute of Purchasing and

being president and visiting professor at multiple professional associations and universities, he finally arrived to Hungary, where he happily lives in Veszprém with a Hungarian paintress.



Dr. Perez-Garrido is a new assistant professor at the Department of Quantitative Methods. She has two citizenships: Spanish and Mexican. She studied her Master and PhD degree studies in Mathematical Engineering (specialization in statistics) at the Universidad Carlos III de Madrid (Madrid, Spain). She has worked at several universities such as the Universidad Nacional Autónoma de

México (México), Universidad Carlos III de Madrid (Spain), Universidad de Navarra (Spain) and as well as at the IESE Business School (Spain). She is happy to come to Hungary and she likes the Hungarian cuisine very much, especially gulyásleves or halászlé.



Dr. Szabolcs Sebrek will join the Department of Management as an assistant professor. After earning his PhD degree at the Universidad Carlos III de Madrid (Spain), he worked for the Faculty of Business and Economics of Universidad de Navarra (Pamplona, Spain) for three years which he left to join the University of Pannonia. Dr. Sebrek's research focuses on the interorganisational relationships, such as acquisitions or strategic technology alliances which are strongly linked to the

external search of technologies. This latter has gained legitimacy nowadays in the business world and consequently became widespread. Another relevant research avenue that Dr. Sebrek has to do with is the study of the so-called markets for technology that deals with licensing and the possibility for business ventures to buy disembodied technologies from technology sellers that provide the supply side of such technology markets.

The Faculty of Business and Economics introduced a new organisational structure in 2013. The eight already existing departments have been grouped into three institutes to ensure a more effective co-operation. Besides, a new department dedicated to supply chain management was established.

- Faculty of Business and Economics
 - Institute of Business
 - Department of Finance
 - Department of Accountancy and Controlling
 - Department of Tourism
 - Department of Business Economics
 - Institute of Economics
 - Department of Economics
 - Department of International Economics
 - Institute of Management
 - Department of Supply Chain Management
 - Department of Quantitative Methods
 - Department of Management

Dr. Ágnes Raffay was announced as the acting Head of the Tourism Department. Dr. Raffay has been involved with the teaching and research activities of the department for 13 years now. She did her PhD at the University of Derby and has worked for Tourinform Veszprém and also for the Municipality of Veszprém. Her specialist areas include destination management, tourism partnerships, stakeholder theory and power in tourism. She has been involved with various research projects, and she has been a member of the Veszprém Tourism Association since it was established in 2005 and the vice-president since 2012.



Katalin Molnár Barna was appointed as the Head of Department of Accountancy and Controlling. She graduated at Veszprém University, Faculty of Georgikon Agricultural Science, as an agricultural economics engineer in 2001. In the same year she acquired qualification in public accountancy (Perfekt Ltd) and since 2003 she has had quality engineer qualification, too (Veszprém University, Faculty of Engineering). Between 2002 and 2010 she worked at Kaposvár University, Faculty of Economics where she acquired her doctoral degree with summa cum laude graduate. Katalin Molnár Barna has been working at our Faculty since 2010 dealing with education of statistics related subjects. Her research field is the analysis of the territorial differences of certain socio-economic phenomena at national and international level.



INTERNATIONAL WEEK AT THE FACULTY OF BUSINESS AND ECONOMICS



(Continued from front page) Let's see how the International Week was going. On Monday Professor Péter Mihályi's presentation opened the International Week by introducing an interesting topic and offering useful tips and hints on how to publish in an international journal. The afternoon offered a colourful insight into cultures and foreign experiences; the audience could get to know Germany, Italy, Transylvania, Latvia and Nigeria through the words of our Hungarian and international students spiced with lots of beautiful photos. On Tuesday the day started with the lecture of an honoured guest from the Netherlands, Professor Dirk-Jan Kamann who held a lecture on the trends in marketing. The second half of the day provided valuable information for those who

were interested in spending some months abroad studying or doing an internship; Mr. Károly Kopasz introduced scholarship opportunities. Later Professor Candy Fresacher brought Brasil to Veszprém for the evening, with her lively presentation on this far away country within the frame of the World Travellers' Club. Even the night was dedicated to the international atmosphere! On Tuesday night an international party awaited the students in Club DC. On Wednesday Ms. Viktória Sziller held a discussion on working outside of Hungary, which was followed by an interactive intercultural training held by Ms. Janka Huják. The same day the Global Village evening brought the flavours of nations to the Faculty, where students could taste the national dishes of Spain, Poland, Romania, Turkey, Latvia and Kosovo. The closing day of the International Week was also rich in programmes. In the morning Ms. Vedrana Knežević and Mr. Mišel Jakšić gave presentations on the EU accession of Croatia and on municipal projects in Croatia. In the afternoon German Henao and Gábor Sándor from AIESEC lead discussions on the challenges of working in an international team and on intercultural differences. The 5th International Week offered a palette of colourful programmes all organised around the topic of internationalisation. If you missed it this year, make sure you will not miss it next autumn!



WELCOME ERASMUS+

The well-known and beloved Erasmus mobility programme enters its next stage in January 2014. The European Commission has approved the establishing regulation recently. The new ERASMUS+ is a programme for education, training, youth and sport for the period 2014-2020 with a total budget of about €14.7 billion.

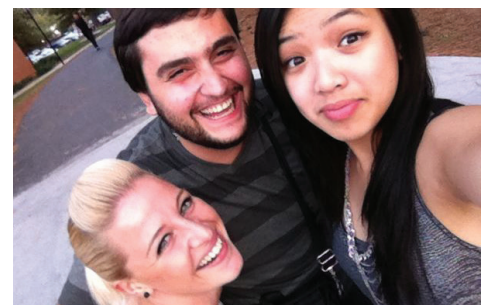
The Faculty of Business and Economics is very excited to participate in the programme and to welcome even more exchange students and lecturers in the future. The Faculty has a strong tradition with the ERASMUS. There has always been put great emphasis on the integration of the incoming students to the local community. ERASMUS students attend lessons in English together with Hungarian students, which provide them an enriching multicultural team experience. At the same time the students of the Faculty are eager to go abroad to widen their palette of knowledge, to improve professionally and personally and to experience new cultures. The Faculty of Business and Economics encourages the student and staff exchange with its constantly growing number of partner institutions.

A STUDENT'S USA EXPERIENCE

My name is Zsuzsanna, a student of the University of Pannonia. Thanks to a special contribution I was an exchange student at a state university in the USA called Clayton State University. The time I spent in the USA gave me the opportunity to see the differences between the American and Hungarian culture, education and the ways of thinking. The four months I spent in a totally new environment gave me different points of view and great opportunities to learn about another culture. Being there and talking to people made me understand their beliefs, values and assumptions therefore, my personality could evolve to the way of being more international.

Written by Zsuzsanna Hunyadi

(Read the full article on our blog!)



CASE STUDY CLUB

The Case Study Club was officially established on 30th October 2013 with the aim of providing students opportunity to analyse various business cases and solve certain issues that companies face. The other important objective is to form a student base, which can represent the Faculty of Business and Economics in case study competitions. Dr. Lajos Szabó, Dean, emphasised at the inaugural meeting that such competitions have always played a significant role in talent management activity and the club is to provide further support to talented students. The club is going to operate in a particularly interactive way; it will integrate students from Veszprém and from Nagykanizsa Campus using on-line tools, and by so doing strengthening the relationship and the knowledge transfer between the two campuses. Further information on the CSC: Dávid Hargitai, hargitaidavid1987@gmail.com

HUNGARIAN ECONOMIC ASSOCIATION YOUTH COMMITTEE

The recently formed Hungarian Economic Association Youth Committee (MKT-IB) in Veszprém is open to anyone involved or interested in business and economics. The Committee is to help members to improve skills and competencies which are essential for a successful career. Soon the Committee will present workshops, lectures with acknowledged presenters from business life, trainings and other high quality professional events under the leadership of Dávid Hargitai president and Zsolt Hartdégén vice-president. Being a member offers a wonderful opportunity for developing a closer connection with operating companies as well as with the scientific life in business and economics. Follow the Committee: <http://goo.gl/IfYgpv>

JÁNOS HARSÁNYI SCIENTIFIC STUDENT HOSTEL

The János Harsányi Scientific Student Hostel opened in September 2010 for the students from Faculty of Business and Economics. The student hostel is now 3 years old and has 24 members studying in various programmes. The members do research work right from their early studies in their first semester. The older and more experienced students help newcomers to find a topic that they are interested in, plus everybody has a supervisor who supports their research work. Students do the research work during the semester, later every student will have the opportunity to present their work. It is a really good experience before the thesis. But 'Harsányi' is not just about the research work; every month members are provided with interesting extracurricular lectures, trainings or workshops. We invite acknowledged professors to talk about topics that add to what we learn during university classes, that is how the Scientific Student Hostel helps students to develop their knowledge. We always welcome the new students who are interested and want more than just to be an average student.

Written by Cintia Szenteleki

INTRODUCING THE VEAB LOGISTICAL WORK COMMISSION

The VEAB Logistical Work Commission of the Hungarian Academy of Sciences was founded in 2011 with the co-operation of business managers and science experts from the logistics industry. The establishment of this commission strengthened the communication and relationship between the theoretical and practical experts. A stable, professional forum was created to promote the introduction of the results of scientific researches and the utilization of these results for practitioners during innovations. The Work Commission intends to create a professional environment based on scientific principles to help harmonize and unite practice with theory.

Goals – among others: the co-operation/alliance of regional experts; the exchange of knowledge and experience; the familiarization and presentation of new scientific results; to integrate the practical experience into education; to create a forum in order to coordinate projects, research and innovation activities and tender consortia and to help the work of regional researchers, especially PhD students. All these ideas could be implemented through a special network-on-demand and about two or three meetings per year when participants can introduce their researches. During the inaugural session several important duties were determined. Among other issues participants considered the following very important: the opportunity of creating an internet forum, exchanging experiences during business visits, harmonization of different education programmes, ensuring the opportunity for PhDs to appear on public events and organize projects in accordance with practical needs. At the inaugural session the management members were elected. After the ballot Professor Dr. Béla Beszteri appointed Dr. Zoltán Kovács as president, Dr. Péter Földesi and János Mag as vice-presidents and Dr. Beáta Sz. G. Pató as secretary, who all accepted the positions. The participants of the inaugural session found the establishment of the work commission very important because it supports the impartation of knowledge and development. They will continue to do their best in order to form a successful professional community, willing to co-operate and co-think.



Written by Pató Gáborné Dr. Szűcs Beáta

PROFESSOR PÉTER MIHALYI AT GROE SEMINAR

Professor Péter Mihályi, Chair of the Department of Finance was one of the invited guests of the 2nd International Workshop of the Group for Research in Organisational Evolution (GROE). The workshop was held on 20-21 September, 2013 in Hitchin Priory, Hitchin, Hertfordshire, UK.

GROE is one of the established research units within the University of Hertfordshire Business School, in Hatfield, Hertfordshire, UK. It is an interdisciplinary research unit, building on cutting-edge research in institutional economics, evolutionary economics, sociology, management, complexity studies, law, philosophy, psychology, evolutionary biology and other disciplines. GROE hosts the Journal of Institutional Economics, published by Cambridge University Press. The most prestigious speaker of the conference was Mr. Masahiko Aiko from Stanford University.

Written by Péter Mihályi

DID YOU KNOW...?

Did you know that Professor Alan Clarke has Masters degree in Criminology? The opportunity arose when Alan's undergraduate group research project was awarded a prize by the British Sociological Association, which was presented by Professor Ian Taylor, a leading 'new criminologist' and expert in the study of football hooliganism. A short discussion was sealed when it emerged that Ian also supported Sheffield Wednesday – Alan's football team too – and supervisions often turned into participant observation of the football as well as the crowds! The rest, as they say is history!



PHD STUDENT RESEARCH PAPER AWARD



We are proud to announce that Edit Komlósi, lecturer at the Faculty of Business and Economics, has won the 2013 PhD Student Research Paper Award. The award was presented at the MakeLearn 2013 Conference/PhD Student Workshop in Zadar, Croatia by Dr. Binsham Lin, the Asia/Pacific Rim Editor of Expert Systems with Applications.

The title of the awarded research paper: *What Traits Make Citizens Really Active? – Citizens' Trait Emotional Intelligence And Its Relation to Local Communities and Tourism in a Historic Town of Veszprém*

Hearty congratulations to Edit Komlósi!

PROJECT MANAGEMENT UNIVERSITY IN VESZPREM

PMUni (International Network for Professional Education and Research in Process & Project Management) members and their supported students recently held their autumn semester meeting. Our Faculty of Business and Economics has been one of the main pillars of the professional organisation from the beginning – since 2007. Last year, the same meeting was held in the Netherlands, Utrecht. Before Utrecht the members were in St. Petersburg, Russia. Now our town and our university hosted the professional gathering. At each meeting the presenters introduce their latest research results, which have been successfully used in project management practice. The difference is now that the quantitative research areas get a bigger emphasis than previous years. Thus, not only qualitative research results and successes have been described, but the methodological developments involving quantitative results, too.

The presentation can be downloaded at:
<http://kmt.gtk.uni-pannon.hu/pmuni2013/>
Happy Projects!

Written by Anikó Németh



PRESENTING THE FIRST FRUITS OF FESSUD

Professors of the Faculty of Business and Economics of the University of Pannonia presented the first results of their ongoing research within the FESSUD (Financialisation, Economy, Society and Sustainable Development) project. The results of the study on the Hungarian financial system were presented in a 3-day conference, held on October 29-31, 2012 in Berlin, while the new working paper entitled “Enhanced Funds Seeking Higher Returns” was introduced to the audience of the Third Annual Assembly and Conference in Amsterdam on October 16-19, 2013. The 5-year-long FESSUD project was funded by the European Union under the 7th Research Framework Programme, employs researchers from 14 European and African countries and is led by the University of Leeds. The project is now entering its third year when the Hungarian work group will deliver two new working papers: one on the changes in the relationship between the Hungarian banking system and the household sector and another on the role of global currency markets in the financial crisis.

See more on the project website: <http://fessud.eu/>

Written by Csilla Raffai and Szabolcs Szikszai

(This project is funded by the European Union under the 7th Research Framework programme (theme SSH) Grant Agreement nr 266800.)



Find more articles and news on our Blog:
http://blog.gtk.uni-pannon.hu/wordpress_en/

PERSONAL IMPACT AWARD

After my graduation I recognized the efforts of my supervisor's, Edit Komlósi's work with a special Award, dreamed up by me, which I called the Personal Impact Award (PIA).

I considered it to be important to acknowledge her exemplary work and helpfulness during my thesis writing. She inspired and supported me all along to write my thesis to the best of my knowledge, implement my ideas and create a really useful piece of research (“It is all in the English language”). During our work together I really felt what leadership means. I felt inspired, and creative, I got inspiration about how to implement my ideas, she kept continuous contact with me via e-mail if I had questions, and all the consultations took place in a very good atmosphere. I could see a perfect example of how to act not just when I will be in a leadership position during my career, but also in my everyday life. She had a Personal Impact on me! With this mentality I am totally certain that we can make a positive impact on our environment. I hope with this award (PIA) we may start a new tradition and every year a supervisor can get this award as a recognition of his/her conscientious work.

Written by Zoltán Véber

RECULTIVATUR

The Tourism Department of the University of Pannonia is participating in a programme co-funded by European Union called RECULTIVATUR, aiming to use the cultural religious tangible and intangible heritage values within the territories, jointly with local assets, human resources, infrastructures and services, to develop religious tourism opportunities which will contribute to social and economic growth. The project involves partners from Hungary, Romania, Bulgaria, Greece, Macedonia and Italy.

PANNON MANAGEMENT REVIEW

Pannon Management Review contributes to bridging scholarly management research and management practitioner thinking worldwide. In particular, Pannon Management Review broadens the existing links between Hungarian scholars and practitioners, on the one hand, and the wider international academic and business communities, on the other—the journal acts as an overall Central and Eastern European catalyst for the dissemination of international thinking, both scholarly and managerial. To this end, the articles published in Pannon Management Review reflect the extensive variety of interests, backgrounds, and levels of experience and expertise of its contributors, both scholars and practitioners—and seeks to balance academic rigour with practical relevance in addressing issues of current managerial interest. The journal also encourages the publication of articles outside the often narrow disciplinary constraints of traditional academic journals, and offers young scholars publication opportunities in a supportive, nurturing editorial environment.

To read the journal visit: <http://pmr.uni-pannon.hu>

WHY HAVE YOU CHOSEN FOR YOUR STUDIES THE UNIVERSITY OF PANNONIA?



**CANSU OGUZHAN,
TURKEY**

I always wanted to come to Hungary. When I talked about it to my teacher after one of the exams, she was very happy. The University of Pannonia was recommended to me by many friends. And it really was a good decision. The fact that Veszprém is small is a real advantage! Especially because all students, lecturers and staff are very helpful. The town is small too, but I do not mind it because this way I always feel safe, it is never crowded. I think the prices are reasonable, so it is a very comfortable place for students. I have made many friends. I think the town's historic atmosphere affects the people. I feel lucky that I can spend the entire academic year here.

INTERNATIONAL STUDENTS

The University of Pannonia shares the pride and the joy that international students bring to the institution. Many of the international students of 2013/14/I. semester participate in the well-known ERASMUS programme but there are also full time students in both the Bachelor's and Master's programmes. The university has students from the Czech Republic, Cameroon, Germany, Italy, Latvia, Poland, Romania, Greece, Nigeria, Spain and Turkey. We are delighted that they are with us, since this way we can learn a lot from each other.



**MBAKOP YONTA NINA,
CAMEROON**

I am Nina; I am a Cameroonian student here at the University of Pannonia in Veszprém. I have been studying Catering and Tourism for one and a half semesters now and I can say I am enjoying myself at the University. Earlier I studied Travel and Tourism Management in Cyprus and during my lectures I discovered the country of Hungary. I saw a lot of pictures, the fabulous architecture and then I heard about the Hungarian hospitality. I decided to visit the capital Budapest during my summer holiday, it was so amazing. That was the beginning of my relationship with the country.

I found the University of Pannonia and the Faculty of Business and Economics on the internet. All the information I found was good and attractive; I applied; I got an admission and now I am here! I am happy to be here, students and teachers are nice. I love the peace and the beauty of Veszprém, although it is sometimes difficult to communicate with people because of the language barrier, but in general I like my student life here at the university.



**MALGORZATA
GARBARCZYK, POLAND**

After 3 months of being an Erasmus Student it is hard to collect every feeling and thought. Every day is different. Every day is a lesson of life. I decided to take part in the Erasmus programme in the last year of my Bachelor studies. It was a totally spontaneous decision. I thought that I could try. Why not? Studying all the time in only one place can be a little boring and the best alternative is Erasmus. I chose Hungary, because as we know "Lengyel, Magyar – két jó barát". I did not want to go to Western Europe and my friend was here last year and recommended me the Faculty of Business and Economics, University of Pannonia. As the Hungarian academic year is different than the Polish one, I had to shorten my summer holiday, because in Poland we start our studies in October, but I did not mind it. I think it was a very good decision, because I have met lots of nice people, I have visited beautiful places in Hungary and I have spent really good time here. I like that students are very kind and open, I have to add that I have an awesome Mentor. Erasmus is a fantastic adventure. Of course it is not only pleasure, but we also have to find time to work. But being together with other cultures, getting to know other places is a wonderful thing. I could not imagine going home after one semester, so see you next semester!

COURSES IN FOREIGN LANGUAGES

COURSE	LECTURER	STUDENTS
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Business Law	Ildikó Ernst	13
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Creating Consumer Value	Alan Clarke	16
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Tourism Geography	Katalin Lőrincz	23
Tourism Policy and Planning	Alan Clarke	40

RECENT PUBLICATIONS

ARTICLES

Clarke, Alan (2013) Value creation—creating values: contradictions and constraints in the development of religious tourism, *Pannon Management Review*, Vol. 2, Issue 1, pp.49-70.

Clarke, Alan – Jepson, Allan – Ragsdell, Gillian (2013) Applying the Motivation-Opportunity-Ability (MOA) Model to reveal factors that influence inclusive engagement within local community festivals: The case of UtcaZene 2012' *International Journal of Events and Festival Management*, Vol. 4, Issue 3, pp. 156-205.

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Telcs, András – Csernai, Márton – Gulyás, András (2013) Load balanced diffusive capture process on homophilic scale-free networks. *Physica A: Statistical Mechanics and its - Applications*, Vol. 39, Issue 3, pp. 510-519.

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Madarász, Eszter – Papp, Zsófia (2013) Delimiting the “Balaton Riviera” tourist destination by using network analysis. *Hungarian Geographical Bulletin*, Vol. 62, Issue 3, pp. 289-312.

Mátrai, Rita – Kosztyán, Zsolt Tibor – Sanderson, Norun Christene (2013) What you see is what you click on? *AWERProcedia Information Technology & Computer Science*. Vol. 03, pp. 1105-1109.

Pérez, Betsabé – Molina, Isabel – Peña, Daniel (2013) Outlier detection and robust estimation in linear regression models with fixed group effects. *Journal of Statistical Computation and Simulation*. 1-18.

CHAPTERS

Alan Clarke (2013) Community Festivals and Community Development: Inclusive or Exclusive Events' In Robinson, P., McPherson, G., Finkel, R. and McGillivray (eds) *Research Themes in Events Wallingford CABI* (ISBN 9781780642529) (with Jepson, A.)

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Gaál, Zoltán – Szabó, Lajos – Obermayer-Kovács, Nóra – Kovács, Zoltán – Csepregi, Anikó (2013) Investigation of National Culture's Impact on Competitiveness and Knowledge-Sharing Competences. In Thomas, A.R., Pop, N.A., Bratianu, C. (eds.) *The Changing Business Landscape of Romania: Lessons for and from Transition Economies*, Springer Science+Business Media, ISBN: 9781461468646, pp. 19-43.

Mihályi, Péter (2013) The Causes of Slow Growth in Hungary during the Post-Communist Transformation Period. In Beáta Farkas (Ed.): *The Aftermath of the Global Crisis in the European Union*, Newcastle upon Tyne: Cambridge Scholars Publishing, pp. 241-270.

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