VEWSLETTER

FACULTY OF ECONOMICS, UNIVERSITY OF PANNONIA Vol. 3. No. 1. May 2011

CLAYTON STATE BUSINESS PROFESSOR VISITING HUNGARY AS PART OF FACULTY EXCHANGE PROGRAMME

Dr. Ali Dadpay, assistant professor in the Clayton State University School of Business, came to the Faculty of Economics as this year's two-week exchange professor with the University of Pannonia's partner institution, the Clayton State University, Atlanta, Georgia, USA.

This is the second year of this faculty exchange programme. In 2010, John Parkerson, Clayton State Director of International Programmes, taught a course in International Management as Clayton State's first exchange professor at the Faculty of Economics. In addition, Clayton State hosted the first two visiting exchange business professors from our Faculty, Dr. Zoltan Kovacs and Dr. Peter Mihalyi, during spring and fall of 2010.

The Faculty of Economics, University of Pannonia's relationship with Clayton State University extend beyond the faculty exchange programme. Clayton State hosted Zsofia Terek, the first exchange student from the Faculty of Economics during the fall 2010 semester, and next semester the University of Pannonia will welcome a student from Atlanta. Professor Parkerson, the honorary consul of Hungary for the southeastern United States, will also be visiting the Faculty of Economics during the last week of June 2011 to discuss how to broaden the Pannonia-Clayton State collaboration further.

The University of Pannonia (Hungary, Veszprém) and the Clayton State University (USA, Atlanta) has been cooperating successfully in their student-lecturer exchange programme which made it possible for Dr. Ali Dadpay to visit the Faculty of Economics this semester. Between the 3rd and the 14th of April, Dr. Ali Dadpay held an intensive course entitled Industrial Organisation for 14 students from our Faculty. The purpose of the course was to provide a unique opportunity for students to improve their English and gain further knowledge in the field of economics.



Dr. Ali Dadpay was born and studied in Iran, then went to the USA to study for his PhD there. Later on he started to teach at the Clayton State University. Besides teaching he also undertakes research projects about the Iranian Aviaton Industry, Individual Risk Econometrics and Gender, Education, Family Structure and Allocation of Labour in Iran. When he was asked about which he prefers teaching or doing research projects, he just simply answered "both". As he said he likes economics because it contacts with humans but he likes teaching too because a lot of inspiration can be gained from working with his students. During his visit he could not just teach but also held a fascinating presentation about one of his research projects for the Faculty's students and lecturers. The respected professor has several hobbies including photography which began when he was in college. He also likes different kinds of movies and is a big fan of classical music. Ali is a kind of funny person who always smiles and tells joke. His open-minded thinking and love of travelling drove him to apply for this exchange programme. He claimed to have thoroughly enjoyed his first visit in Hungary, so much so that he promised to come back soon.

DEAN'S GUEST LECTURING IN MOSCOW

Dr. András Jancsik, Dean of the Faculty of Economics, University of Pannonia flew to Moscow to take part in the International Week organised by the Plekhanov Russian Academy of Economics, from the 11th to the 15th of April, 2011. Dr. Jancsik delivered lectures on 'Destination Marketing' within the tourism area for graduate students. During the Plekhanov International Week the students of the institution are expected to participate in the numerous visiting professors' courses held in English. The visit of the Dean also strenghtened the international cooperation between the two universities.



SHORT NEWS

FINNISH DELEGATION AT THE FACULTY

On the 1st of February, 2011 the Faculty of Economics hosted a delegation from Finland. The members of the delegation were: Dr. Seppo Aho (director of development, professor of tourism), Dr. Eila Linnna (deputy director of the Lapland Tourism Institute), Dr. Pekka Livari (manager of a big tourism security development project), Dr. Kristiina Jokelainen (leading project expert and educator in North Finland), Ms. Kati Liikonen (project manager of European knowledge in tourism education), Ms. Tarja Tammia (manager of service studies at the Tourism Institute), Ms. Mervi Angeria (lecturer in tourism studies) and Ms. Lahja Karjalainen.

The idea of the delegation trip was to enlarge personal connections between the two universities and the two places of tourist interest, especially as Veszprem and Rovaniemi are twinned cities. The strategic aim was to build wide connections and growing cooperation with the FinnishTourism Institute that consists of Lapland University, Rovaniemi "fachhochscule" and a College for Restaurant and Hotel Services.

The delegation met with the Veszprém Twinning Committee, the Veszprém Destination Management Organisation and various members of the University of Pannonia. Hopefully, this successful visit will also lead to an enlarged enrolment in the University of Pannonia, Faculty of Economics' September International Week, a destination management programme for Finnish Masters students and research programmes.

MARCEL POP

Dr. Marcel Pop, Senior lecturer in the Faculty of Economics and Business Administration, of Babes-Bolyai University, Cluj-Napoca, Romania visited the University of Pannonia within the framework of the Erasmus teaching mobility programme which exists between the two institutions. Dr. Pop has had 14 years teaching experience in the marketing area, has had a wide range of acknowledged publications and has been a member of several professional organisations such as the European Marketing Academy and the Society for Business Excellence since 2009. Dr. Pop gave lectures on 'Advertising, Promotion and Marketing communication' to first year BA students and "Marketing Research" to 3rd year BA students at our Faculty on the 14th of April, 2011.



ITB BERLIN

Eight Faculty members of the Tourism Department took part in the 3-day very informative and inspiring Convention days of ITB Berlin in March. The ITB, the world's largest tourism trade fair lasted 5 days in Berlin and attracted guests from all over the world. Over 11,000 exhibitors from 188 countries were eager to offer their services by helping



consumers to find the best lodgings, plan personal destination trips and take advantage of a variety of tours and activities. About 170,000 visitors attended the fair this year. The visitors were offered the opportunity to learn about current travel trends in the travel industry. This year's main topics were sustainability, innovation, eco-mobility, social responsibility and new opportunities in social media in connection with tourism. Our small group divided itself in order to be present at most of the professional programmes and after arriving home we shared our experience with each other and with our colleagues who could not participate at the fair. For me, this programme was a special experience, so I suggest all of you to take part in this unique event where "the top knowledge is free of charge."

Csilla Raffai

EFMD MEETING

Dr. András Jancsik, Dean of the Faculty of Economics, University of Pannonia participated in the European Foundation for Management Development (EFMD) meeting for Deans and Director Generals held in Lyon, France, on the 27th and 28th of January. EFMD is an international membership organization with more than 750 members from academia, business, public service and consultancy in 81 countries. Over 520 business schools are involved in the international network which provides a unique forum for information exchange, research, networking and debate on innovation and best practice in management development. EFMD brings together leading academics and senior executives from business schools and companies and provides them with unparalleled benchmarking and networking opportunities. The European Foundation for Management Development offers internationally recognised accreditation such as EPAS and EQUIS.



INTERNATIONAL AFTERNOON

The second International Afternoon was held on 2011. March 2. The event organised by the Faculty of Economics aims to attract attention to the importance of international experiences.

At the 2011 Afternoon several internationally recognised organisations attended, including AIESEC, BEST, the Veszprém Finnish-Hungarian Association, and the American Corner. Dr. András Jancsik, the Dean of the Faculty of Economics, opened the event, then Professor József Berács, the Faculty's international advisor, talked about the advantages of international studies. During the Afternoon the vistors could enjoy different programmes including a Latin-American danceshow and a Zumba-Fittness performance. The students could gain more useful information about American scholarship opportunities through the presentation by the American Corner. In addition, as they listened to Zsófia Terék's speech about her experiences during her scholarhip program at Clayton State University, Atlanta they would have heard many important reflections about her times in the USA.

The Erasmus students of the University of Pannonia held a central role as they presented their countries at the event. We could get closer to the cultures of countries like Poland, Germany, Turkey, Finland, Romania, Iran, Brazil and Italy. There was a chance to taste each country's traditional



foods and start a talk with the Erasmus students. Increasing the Afternoon's international atmosphere we heard some Erasmus stories performed by Erasmus students. During the Tombola valuable gifts were won including VEN tickets, theatre tickets, MKB Handball match tickets and more. Later on the Pannon Universitas Band provided music before the Office of Scientific and International Affairs held an information hour about Erasmus scholarships. At the end of the programmes Karina Turgulova, our Canadian AIESEC internship student gave a presentation about her country at the World Traveller's Club.



EDOARDO SPONZILLI:

What was so noticeable about the international afternoon? Here in Pannonia, students are invited and encouraged to interact with us, the Erasmus and international students currently enjoying a studying semester abroad. When you join the Erasmus program, you sign up for much more than you ever thought possible. Primarily, direct contact with foreign students coming from other countries and of course, local students that help to understand the host culture.

While, usually, it's the Hungarian students that place the part of the hosts, on that particular afternoon, the Erasmus students had the chance to share their heritage with who normally gives us a temporary home. With the possibility to enjoy local foods, every "nation" answered questioned and helped students get some insight on what creates a unique culture. The local students were all too happy to take part in this rare opportunity to get to know better, realities, that would otherwise be kept outside the range of knowledge.

These are the elements that create the global village. What happened during that afternoon went far beyond those few precious hours. Feelings, ideas, memories and experiences will stay with us, Erasmus and Hungarian students alike, for much more time to come and will enrich us on the inside. For some it will happen rapidly, for others it will be like a flower; it will take time to blossom but it will give its benefits

MAY 2011 3



STUDENT'S FEEDBACK ABOUT DR, ALI DADPAY'S COURSE

It was a great pleasure to participate in the course run by Professor Ali Dadpay. He gave a good overview on Industrial Organization, considering the strategies of different companies in various industries. The most interesting part of his classes was when he talked about real examples from businesses all around the world. We got to know new things about American business and company strategies as well. It was a good experience to take this class because it was very practice-focused and the Professor's good sense of humour was always there to make this class unforgettable.

Vera Hervai



HOW I SEE THE TOURISM MANAGEMENT MA PROGRAMME

My name is Ágnes Scherdán and I am studying the Tourism Management MA course in English at the Faculty of Economics, University of Pannonia. This is my first semester. I chose the English "version" of this study because I think it will be easier for us to get a better job, than for those who learn the programme in Hungarian. In the future I might work abroad and therefore good English knowledge is indispensable.

In this semester we have some basic compulsory subjects - like Strategic Management, Managerial Decisions and Local Government Finance and Economics - and some more practice-orientated ones, like Tourism Policy and Planning and Organization and Management of Integrated Tourism Businesses.

On the last one, we have had lots of guest speakers from the tourism sector during the semester, which is really interesting and useful for us.

So if you would like to do your MA studies in the field of Tourism and you speak English, do not hesitate to choose this programme – you will only benefit from this!

Ágnes Scherdán

COURSE LIST 2011 SPRING			
Lecturer	DEPARTMENT	Course	Number of students
Ágota Kozma	Applied Economics	Grundlagen der Unternehmensgründung	14
Ildikó Neumann-Virág	Applied Economics	Entrepreneurship	58+1
Zoltán Bara	Economics	Comparative Economics System	6
Judit Badics	Economics	Mathematical Economics	10
Szabolcs Szikszai	Economics	Local Government Finance and Economics	5
Helga Fehér / Eszter Sipos	Accountance and Controlling	Einführung in das Steuerwesen	30
Tamás Isépy	International Economics	International Economic Relations	44+2
Tamás Isépy	International Economics	International Financing and Risk Management	16
Hajna Istvánffy Lőrinczné	International Economics	International Financial Markets	12
Alan Clarke	Tourism	Cultural Tourism	42+3
Alan Clarke	Tourism	Current Issues in Tourism and Hospitality	44+3
Alan Clarke	Tourism	Sociology and Sports Management	40+3
Alan Clarke	Tourism	Strategic Marketing for Tourism and Hospitality	37+3
Péter Mayer	Tourism	Consumer Behaviour in Tourism	15+3
Candy Fresacher	Management	Improving Management Communication Skills	12+6
Edit Komlósi	Management	Improving Negotiation and Presentation Skills	20+4
Zoltán Kovács	Management	Business Simulation	18
Éva Erika Gazda, Erika Molnár	Management	Grundlagen der Ökonomie II.	123
Edit Komlósi, Réka Polák-Weldon, Andrea Varga	Management	Comprehensive Business Studies II.	227+1
Ágnes Raffay, Alan Clarke	Tourism MA	Tourism policy and planning	7
Petra Gyurácz-Németh	Tourism MA	Organization and Management of integrated tourism businesses	7
Tibor Csizmadia	Tourism MA	Managerial decisions	7
Attila Marcsa	Tourism MA	Strategic Management	7





INTERNATIONAL STUDENTS AT THE FACULTY



ARYAN AGHAABBASI FROM IRAN

I chose the University of Pannonia to do my Bachelors degree in Tourism for many reasons.

First of all, I like Hungary which is a really small country compared to other European countries but so lovely, the weather in Hungary is quite similar to my country. People here are kind and energetic.

As I will live here for 3 years, until the end of my BA, the country was really important for me when I chose my university. Furthermore, in Veszprém you can find a very big social life at the university campuses with many kind of programmes and opportunities both at the university and outside the uni. This way it is easy to make friends.

Studying and living in Veszprém is giving me a unique opportunity to improve myself and learn more about the field I study. I am very satisfied with my choice.

AGATHA KREDZIŃSKA FROM POLAND

My name is Agata Kredzińska. In my home country, in Poland I am a student of Finance and Accounting at the University of Economics in a lovely



city called Wrocław.

From the beginning of my studies there was a thought in my mind to go abroad for a student's exchange. And, finally on my Master's degree I have decided to take this challenge. That is why I am here.

Before coming to Veszprem I have been in Hungary twice, and to be honest I extremely enjoyed the time spend in this beautiful country. People were very kind and friendly to foreigners, especially to Poles. Every time I say from where I come from, people have reacted with surprise and enthusiasm. These were some of the reasons which helped me to choose University of Pannonia. Also, the very high opinions of Ex-Erasmusers were helpful.

After almost three months of my Hungarian adventure I can admit that it was a very good choice! Every day I meet some new people that in some way help me to develop my language and communication skills. During the classes even in the context of finance this is important for me. Because of living abroad in a new environment we can find ourselves in different situations and circumstances. Due to this it is easier to develop ourselves, and then establish relationships easier than normally.

Erasmusers as well as Hungarian stu-



dents become the best friends after a short period of time, and for me this is the most important and undeniable value. That is why I am happy because of being here. So... Egeszegedre my Friends!

FURKAN SEZEN FROM TURKEY

To be honest, I had originally decided to go to a university in Poland but when they let me know all the courses would be held in Polish, I found myself in a tight spot and had to change my mind, so with the help of my university's Erasmus coordinator I could arrange everything to come to the University of Pannonia. That is why I did not have any idea of "What is here?" or "How is it?" So I came to Hungary without any idea, just for the adventure...

During the first days in Veszprém, my impression was quite disappointing because I came here from İzmir(a big and timeless city) and I thought that I would get bored in such a small town. However, when I got started, I began to have nice days here and this is only because of the Hungarian people who are so kind and friendly. Thank you all for making my days here at the University of Pannonia, in Veszprém so good!

MAY 2011 5



LECTURERS' TRIPS ABROAD

ERASMUS VISIT TO SWEDEN

As part of the Erasmus exchange programme I spent six days in Borlänge in March. During the visit to the Dalarna University I had the opportunity to meet Masters students and PhD candidates and to discuss my main area of interest, destination development and management issues with them from different perspectives. I was offered the opportunity to run a research seminar as part of the seminar series organised by our Swedish colleague and friend Tobias Heldt. In my leisure time I enjoyed snowy Sweden, visited the Future Science Museum of the town where I could try to work an excercise bike-powered television and experience what a difference the even distribution of weight can make by sitting on a chair of nails. I was invited to another Swedish friend's, Susanna's parents' farm where we could taste the best home-made kanelbulle (cinnamon pastry) after a horse-sleigh ride in the forest. I enjoyed a friendly and warm welcome where ever I went in the snow-covered cold Sweden.

Ágnes Raffay



BANK MARKETING COURSE AT THE BABES-BOLYAI UNIVERSITY

Dr.Attila Bátor was invited to the University Babes-Bolyai in Kolozsvár (Cluj-Napoca). He gave lectures on bank marketing in the 2010/2011 autumn semester in two blocks with Zsuzsanna Pal, who was responsible for seminars and helped him in administrative work. Dr. Attila Bátor talked about the specific elements of the bank marketing, trends and the marketing challenges within this sphere. He received a very warm welcome and pointed out the importance of co-operative work and he thinks that the visit cemented a very strong relationship with the Faculty of Economics.

SIMULATION GAMES COURSE IN DARMSTADT

There are many ways of learning. Simulation games make the textbook examples real. Our professors extensively use games and role plays in education. They are not only effective ones but also make the learning



process fun. They are especially useful with international participants when they help to bridge the communication difficulties and can have strong team building effects also

Our Business Simulation course is popular among students at the University of Technology Darmstadt. The visiting German and Erasmus students are shown here with Professor Zoltán Kovács and local coordinator Christian Zuber.

II. ANNUAL POSTGRADUATE RESEARCH CONFERENCE IN DERBY

The University of Derby, UK organised its Second Annual Postgraduate Research Conference, New Horizon, on the 14th of January 2011. It provided postgraduate research students with the opportunity to present their research work. The 16 oral and the12 poster presentations covered a wide range of subjects including Heath, Business, Technology Media, Education, Methods and Identity. As a first-year PhD student I had the privilege to present my research plan titled 'The Relationship between Hotel Managers' Emotional Intelligence and Job/Organisational Performance' on poster. The well organised event provided an excellent opportunity to network and receive valuable feedback.

Edit Komlósi



THE 3RD NATIONAL EVENTS CONFERENCE IN THE UNITED KINGDOM

Professor Alan Clarke was invited to deliver a keynote address to this conference which brings together the lecturers and students in the events field in the UK (and now Hungary!). His theme was 'Enterprise, Events and Experience' and demonstrated, using examples from Veszprém, how businesses could harness the ideas of co-creation to make their events more successful as experiences for both themselves and their clients/customers.



One of the advertising posters for the Events programme featured a past student saying how the whole subject came together for him in Hungary, when the Tourism Department hosted the destination management field trip and showed them the joys of the city, the Balaton and Budapest.



AMERICAN MBA STUDENTS' PROFESSIONAL TRIP

Professor Gyula Vastag, Department of Management was a Programme Coordinator and Faculty in Residence, Mid-Semester Module of the Goizueta Business School (Emory University, Atlanta, USA) to Central and Eastern Europe (Prague, Bucharest and Budapest), February 26 - March 10, 2011. As part of the programme the group visited Herend Porcelain Manufactory on the 8th of March. Two faculty members from University of Pannonia, Professor Zoltan Kovacs and Professor Alan Clarke, participated in the round table discussion with the 50 MBA students from Emory.

EU RESEARCH PROJECT AT THE DEPARTMENT OF ECONOMICS

The Department of Economics of the University of Pannonia is a member of a consortium of European Universities and Research Institutions, led by the Business School of the University of Leeds, which has been granted financial support from the European Commission within a large scale integrating research project under the 7th Framework Programme. The project proposal is entitled "Financialisation, economy, society and sustainable development" and the work programme addresses the changing role of the financial system to better serve economic, social and environmental objectives. The project will last for 60 months – beginning from May 2011, after the signing of the 15 cooperation contracts between the members of the consortium and the Commission. The list of Professors involved from the University of Pannonia include Zoltán Bara, Judit Badics, Károly Miklós Kiss, Péter Pete and Szabolcs Szikszai (coordinator). The work packages these Professors have been asked to participate in include (1) the comparative analysis of European financial systems, (2) the identification of the causes and consequences of the financial crisis, (3) elaboration of the regulation of the financial sector, and (4) macroeconomics and financial stability. The total budget of the project is 7.9 million euros, the share of the University of Pannonia is 252,000 euros (3.2%).

Szabolcs Szikszai

NEW INTERNATIONAL PROJECT AT THE FACULTY

Qualification and effective use of labour is vital for European competitiveness. Under the coordination of the Research and Training Institute of the French Ministry of Transport (AFT-IFTIM) we are responding to these issues within the framework of the CENTRAL project, in co-operation with European and multi-actor partners: ITL in Italy, DEKRA in Germany, FOREM in Belgium, the Economic High School Ion Ghica in Romania and the Skills for Logistics organisation in the UK.

The overall objectives of the project are to:

- Draw up an inventory of logistics and transport jobs in Europe
- Prepare common job definitions
- Extend the NOVALOG approach, the result of a previous LEON-ARDO project, to all transport and logistics operations
- Better define the skills required for the most representative jobs
- Set up a European certification reference for the selected jobs
- Develop and design a training course based on the above skills certification processes which is linked to the ECVET system This project is the continuation of our previous successful cooperation with AFT-IFTIM: Novalog project, which considered a similar topic, and ITS-IT where we developed decision support tools for intermodal transport decisions. Since these projects contain relevant issues and produce case studies, they result in a sustainable contribution to our educational programmes, especially in Logistics Management, Management and Leadership which can be used on the MBA, Masters and undergraduate programmes, including Human Resource Management BA and Industrial Engineering BSc programmes. Our Faculty is responsible for coordinating the project's 'PR and Dissemination' work package.

Dr. Zoltán Kovács

MAY 2011 7



TRIP TO TUSCANY, ITALY

Every year the students of tourism discover a part of Europe. This year the trip was to Toscana. During the 4 days 6 cities were visited. With our "almost-professional" tour guide we walked through the cities' beauties and most interesting parts and we also had the opportunity to discover the other sights of the cities by ourselves. Thousands of pictures were taken of the bridge of Firenze, the house of Puccini in Lucca and us pushing the tower of Pisa away. The square of Sienna and the historical view of San Gimignano were also popular. Almost everyone climbed up one of the towers during these days and although nearly everybody needed an umbrella the trip was unforgettable. In Venice despite the rain that made us soaking wet we all ended up having fun. All in all it was great, I am happy that I had the chance to taste a bit of Italy. It goes without saying that we are waiting for the next trip. I hope I can be part of it all again.





SLOVENIAN VISITORS AT THE FACULTY

In an interesting and challenging extension to our Erasmus links with TOURIS-TICA of the University of Primorska, Portoroz, Slovenia, the Tourism Department hosted a destination management visit to Veszprém. Having heard Alan deliver the keynote at the Encuentros conference last September, TOURISTICA staff decided to return from the ITB in Berlin via Veszprém. Unfortunately their visit (16th – 18th of March) coincided with some of the worst weather of the year, leaving them think-

ing that the 'Windy City' should be renamed the 'Rainy City'. The cornerstone of the visit was an excellent presentation by Dr. Katalin Lorincz on the structures and futures of tourism in the city, focusing especially on the role(s) of the Destination Management Organisation.

Veszprém, despite the weather, proved an interesting and stimulating case study for the 130 students and five members of staff who made the visit

Alan Clarke Dr.



RECENT PUBLICATIONS

BOOK CHAPTERS

Halmai Péter, Vásáry Viktória (2010) Growth Crisis in the EU. In: L Lacina, P Rozmahel, A Rusek (szerk.) Financial Crisis: Institutions and Policies, Martín Stříž Publishing, Bučovice, Czech Republic, pp. 60-82.

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Vásáry Viktória, Halmai Péter (2010) Common Agricultural Policy Path for Old and New Members, Waclawa Starzynska, Elzbieta Roszko (ed.) Macroeconomic Aspects of European Integration. Acta universitatis lodziensis, Folia Oeconomica; Lodz: Wydawnyctvo Uniwersytety Łódźkiego, 241., pp. 69-84.

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Albena Antonova, Anikó Csepregi, Angel Marchev Jr. (2011) How to Extend the ICT used at Organizations for Transferring and Sharing Knowledge. *The IUP Journal of Knowledge Management* January. pp. 37-57.

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VEWSLETTER

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